

SAVETHEFOOD.COM



Dana Gunders
Senior Scientist



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Campaign Director

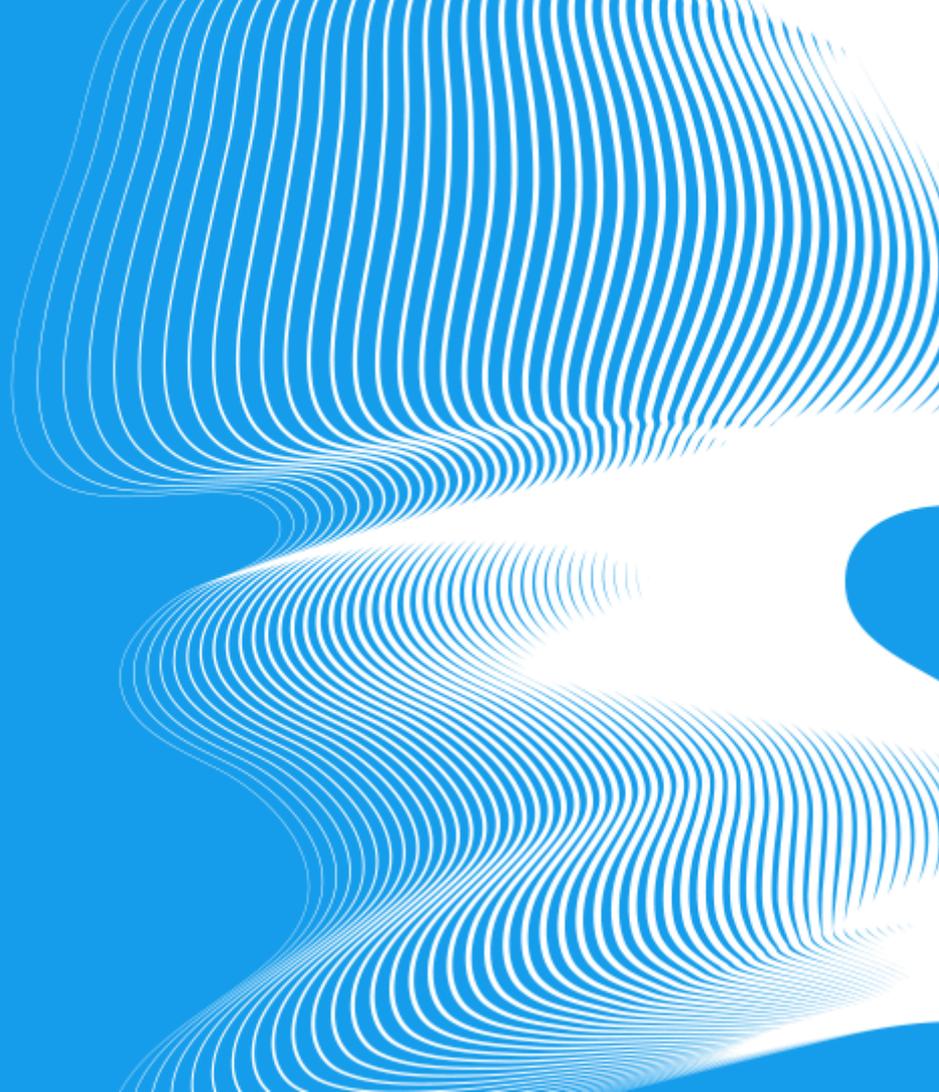
In case you haven't heard

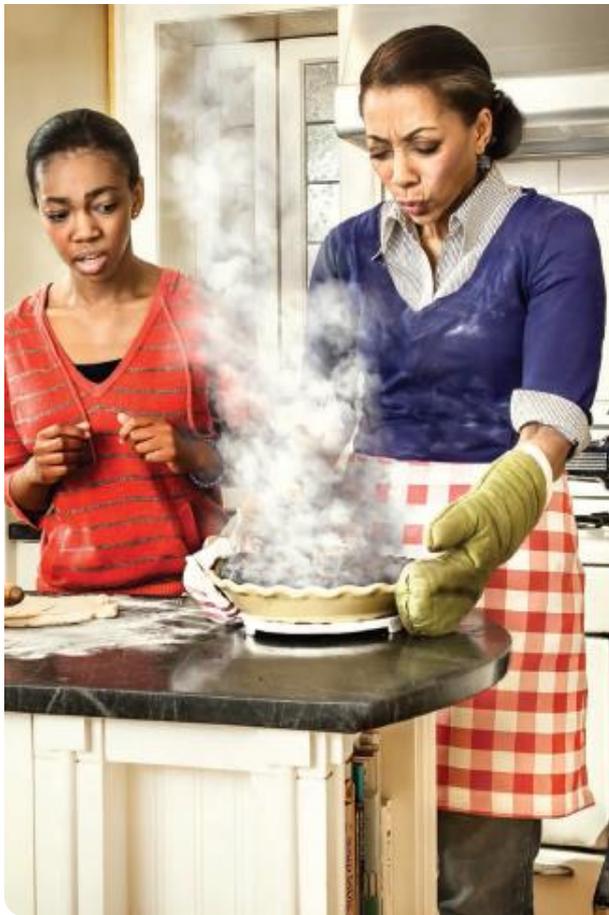


3 reasons to target consumers

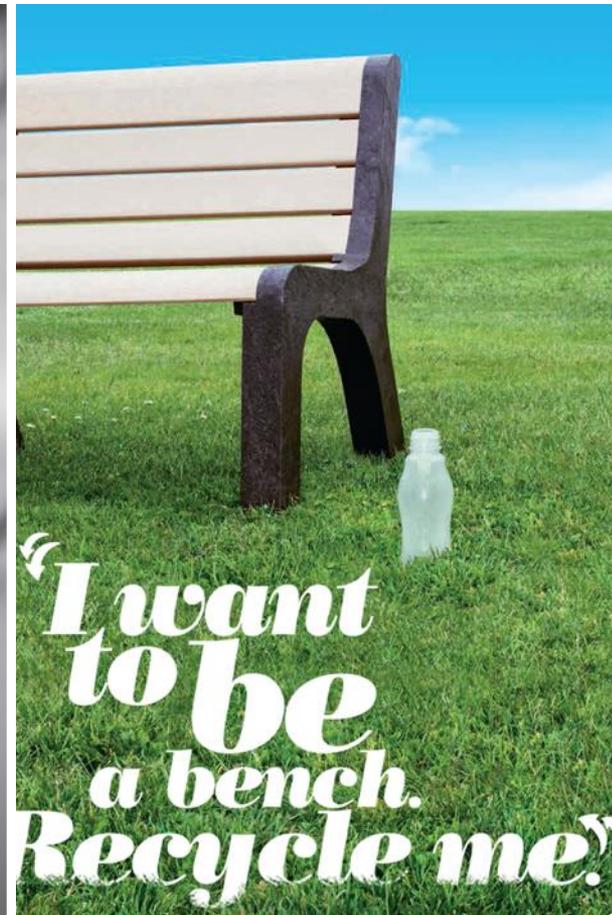
1. Largest share of wasted food is in households
2. Consumer attitudes drive waste in restaurants, grocery stores, and farms.
3. Innovators, food industry workers, event planners, policy makers....are all also consumers.

About the Ad Council





YOU THINK SOMETHING
MAY BE WRONG.
THE ANSWER IS NOT



*"I want
to be
a bench.
Recycle me!"*



Maddie's Fund

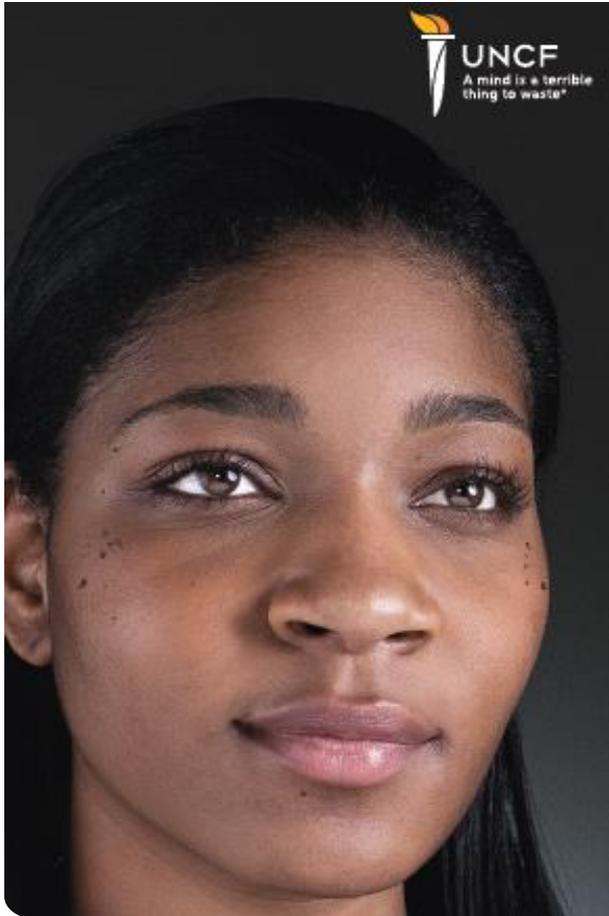


KEEP AMERICA
BEAUTIFUL



FEMA

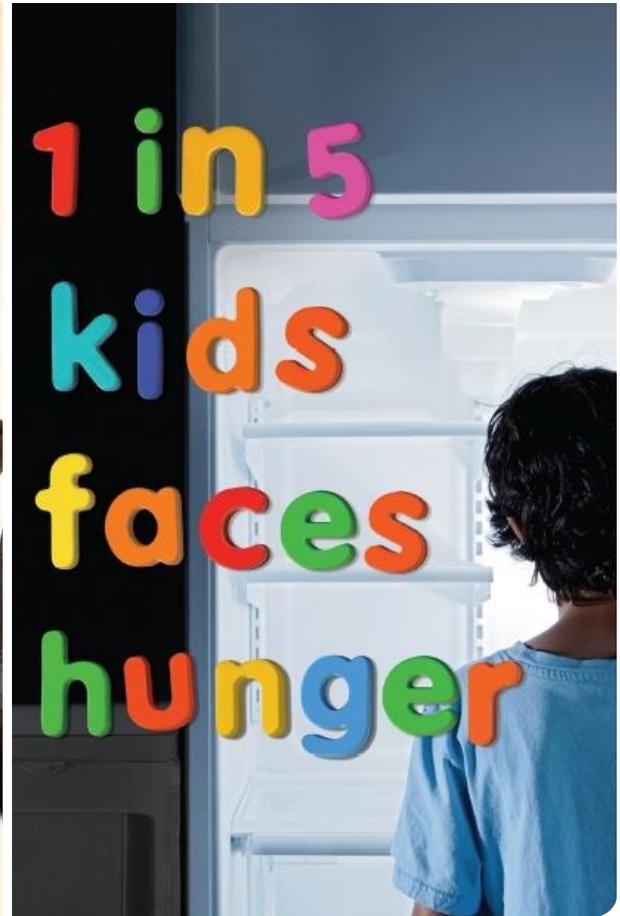




**ONLY
YOU
CAN PREVENT
WILDFIRES**



**1 in 5
kids
faces
hunger**





Starcom MediaVest™
GROUP

MINDSHARE



CBS

Comcast
SPOTLIGHT

FOX

NBC
UNIVERSAL

Spotify

OUTFRONT
media

ESPN

TURNER
BROADCASTING SYSTEM, INC.

YouTube

GANNETT

HEARST

meredith

Clear Channel Outdoor

Bloomberg



Google

Aol.



tumblr.

iHeart
RADIO

FULLSCREEN

scrippsnetworks
interactive

UNIVISION

Microsoft



PANDORA

BET
NETWORKS

msn



ADOPTION FROM FOSTER CARE

ANALYTICS

36+Mvisits to adoptuskids.org**27,000**

families who registered to adopt through AdoptUSkids

**22,000**

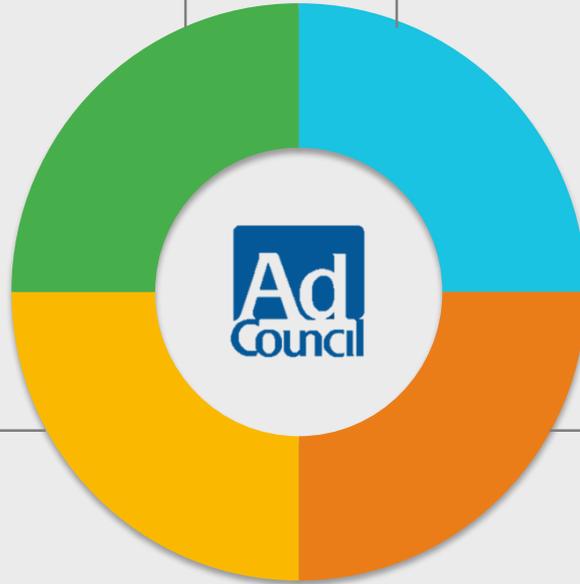
kids adopted into permanent families

Holistic Evaluation Plan for Save the Food:

- Donated Media
- Website Visits
- PR and Social Media
- Tracking study to measure changes in awareness, attitudes and behaviors
- Changes in amount of food waste

Media
Companies

Agencies

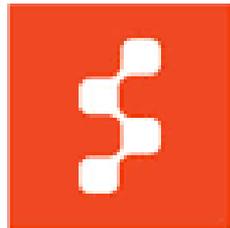


Nonprofit &
Government
Agencies

Corporations

About the Save The Food Campaign

CAMPAIGN PARTNERS



Sapient **Nitro**SM

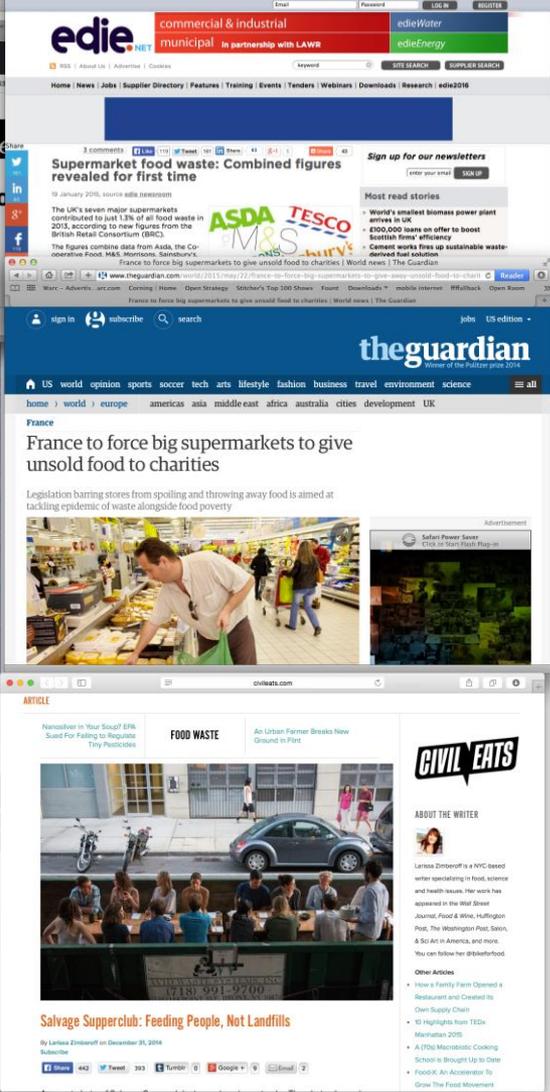
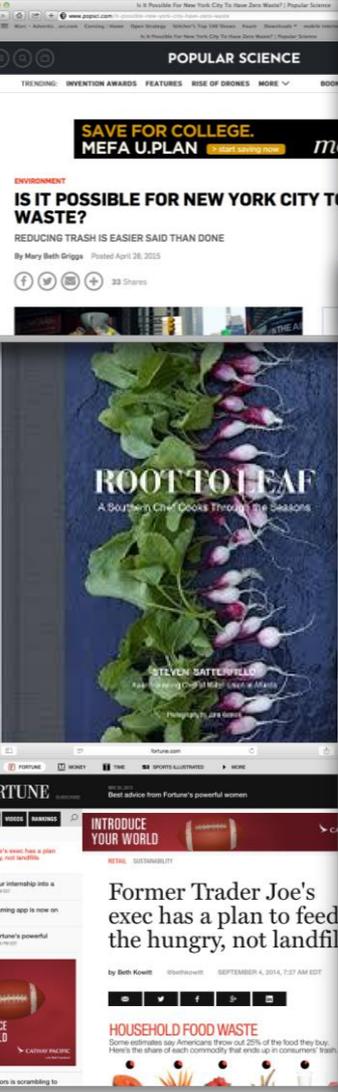


THE ISSUE

40% of food in the United States goes to waste, translating to \$162 billion lost in wasted water, energy, fertilizers, cropland, and production costs.

The average American family of four spends \$1,500 on food that they throw away each year.

Each individual throws away 20 pounds of food per month.



Even though Food Waste is trending up with cultural elites, it's still a little known issue.



FOOD PLAYS A KEY ROLE IN SHAPING OUR IDENTITIES

Our relationship to food is defined by our deepest feelings and personal values. Through food we express everything from health, personal taste, to wealth, our heritage, and love.



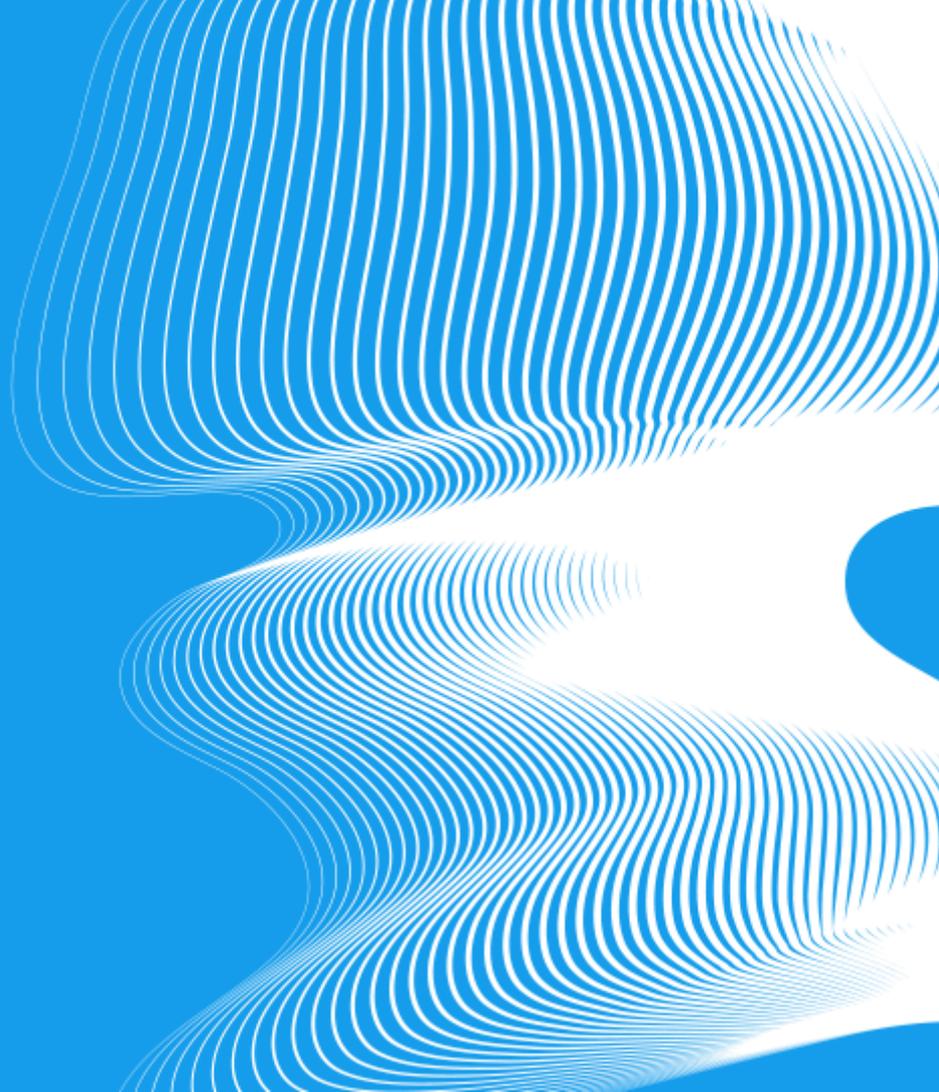
MOST PEOPLE DON'T BELIEVE THEY WASTE FOOD



**A wake up call
to disrupt their
habits.**

**And a relevant call
to action to create
new habits.**

WHAT WE LEARNED



What we read & who we talked to



Secondary:

- Trade & trend research, scientific reports, issues & policy papers
- Review of existing campaigns

Ethnographic:

- 5 Nashville participants (3 Moms, 2 Millennials)
- 5 Los Angeles participants (2 Moms, 3 Millennials)

Primary:

- Expert interviews
- Social listening of current conversations
- Surveys to understand current attitudes & behaviors

Who are we targeting?



MOMS:

The food gate-keeper

They are always trying to do better, but the reality of picky kids, hectic schedules and time pressure often get in the way.



MILLENNIALS:

The socially minded

Engaged, idealistic, eager to help if we give them content, but busy with social lives which can get in the way of their meal plans.



SHOPPING

**Aspirations to eat better, seek variety,
and save money lead to food waste.**

“These [10+] grapefruits were a gift from my girlfriend’s mom’s garden. We thought we’d change up our breakfasts, but we haven’t of course. Now, they’re all going to rot.”

–*Andreas, Male Millennial*
Los Angeles Ethnography

“Impulse purchases make up 20% of our grocery shopping, which tend to be thrown out quicker.”

– *Mealime & Wharton*



STORAGE

Confusion leads to caution.

“This was just a special circumstance.
It might not have been safe for the kids to eat.”
– Robin, Mom
Nashville Ethnography

“43% of respondents indicated that they are
likely to throw out fruit or vegetables that are
blemished or wilted...”
– *UK Food Waste Avoidance Benchmark
Study*



COOKING

Mealtime pressures create waste blind-spots.

“Winning is making something healthy everyone loves.”
– *Mother, Prepared Food Research, Boston*

“1/3 of household waste is caused by people cooking too much.”
– *Your Scraps Add Up, NRDC*



KITCHEN

We need to fill the empty spaces we see and feel in our kitchens, carts, and on our plates.

“A lot of people were [are] buying food because there was [is] a hole in their refrigerator and not because they were going to eat them.”

– *Laura, Anthropologist grad student
Expert Interview*

“...the surface area of the average dinner plate expanded by 36 percent between 1960 and 2007.”

– *Wasted, NRDC*



SELF-IMPROVEMENT



COMFORT



SECURITY



THOUGHTFULNESS

Our aspirations to be good caretakers, generous hosts, healthy and adventurous eaters lead to food waste.



Strategy:

People's good intentions lead to the U.S. wasting 40% of its food.

Target:

Moms & Millennials

CTA:

SaveTheFood.com

THE LIFE AND TIMES OF STRAWBERRY



DIGITAL EXECUTIONS (Web Banner)



**40% OF FOOD IN
AMERICA IS WASTED.**



COOK IT, STORE IT, SHARE IT.

SAVETHEFOOD.COM



PRE-ROLL EXECUTIONS (Run online before videos (i.e. on YouTube))



OUT-OF-HOME (Billboards, Bus Shelters)



OUT-OF-HOME (Billboards, Bus Shelters)



OUT-OF-HOME (Billboards, Bus Shelters)



Boneless Skinless Chicken Breast

BEST IF USED.

TOTAL PRICE
\$1,500.00

ITEM #020213

**A FAMILY OF FOUR SPENDS \$1500
A YEAR ON FOOD THEY DON'T EAT**

COOK IT, STORE IT, SHARE IT.

SAVETHEFOOD.COM

Ad Council 

OUT-OF-HOME (Billboards, Bus Shelters)

A loaf of bread wrapped in clear plastic. A yellow tag is attached to the top of the plastic, with the text "BEST IF USED." written on it in black, bold, sans-serif font. The tag is slightly crumpled and has a hole at the top where it was attached to the plastic.

**EVERY AMERICAN WASTES
290 POUNDS OF FOOD A YEAR**

COOK IT, STORE IT, SHARE IT.

SAVETHEFOOD.COM



PRINT EXECUTIONS



BEST IF USED.

**EVERY AMERICAN WASTES
290 POUNDS OF FOOD A YEAR**

COOK IT, STORE IT, SHARE IT.
JUST DON'T WASTE IT.

SAVETHEFOOD.COM

Ad Council AMERICAN RED CROSS



Boneless Skinless Chicken Breast

BEST IF USED.

TOTAL PRICE
\$1,500.00

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JUST DON'T WASTE IT.

SAVETHEFOOD.COM

Ad Council AMERICAN RED CROSS



BEST IF USED.

**TRASHING ONE EGG WASTES
55 GALLONS OF WATER**

COOK IT, STORE IT, SHARE IT.
JUST DON'T WASTE IT.

SAVETHEFOOD.COM

Ad Council AMERICAN RED CROSS



BEST IF USED.

**40% OF FOOD IN
AMERICA IS WASTED**

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SAVETHEFOOD.COM

Ad Council AMERICAN RED CROSS

TRASH FACTS: GUERRILLA TACTICS



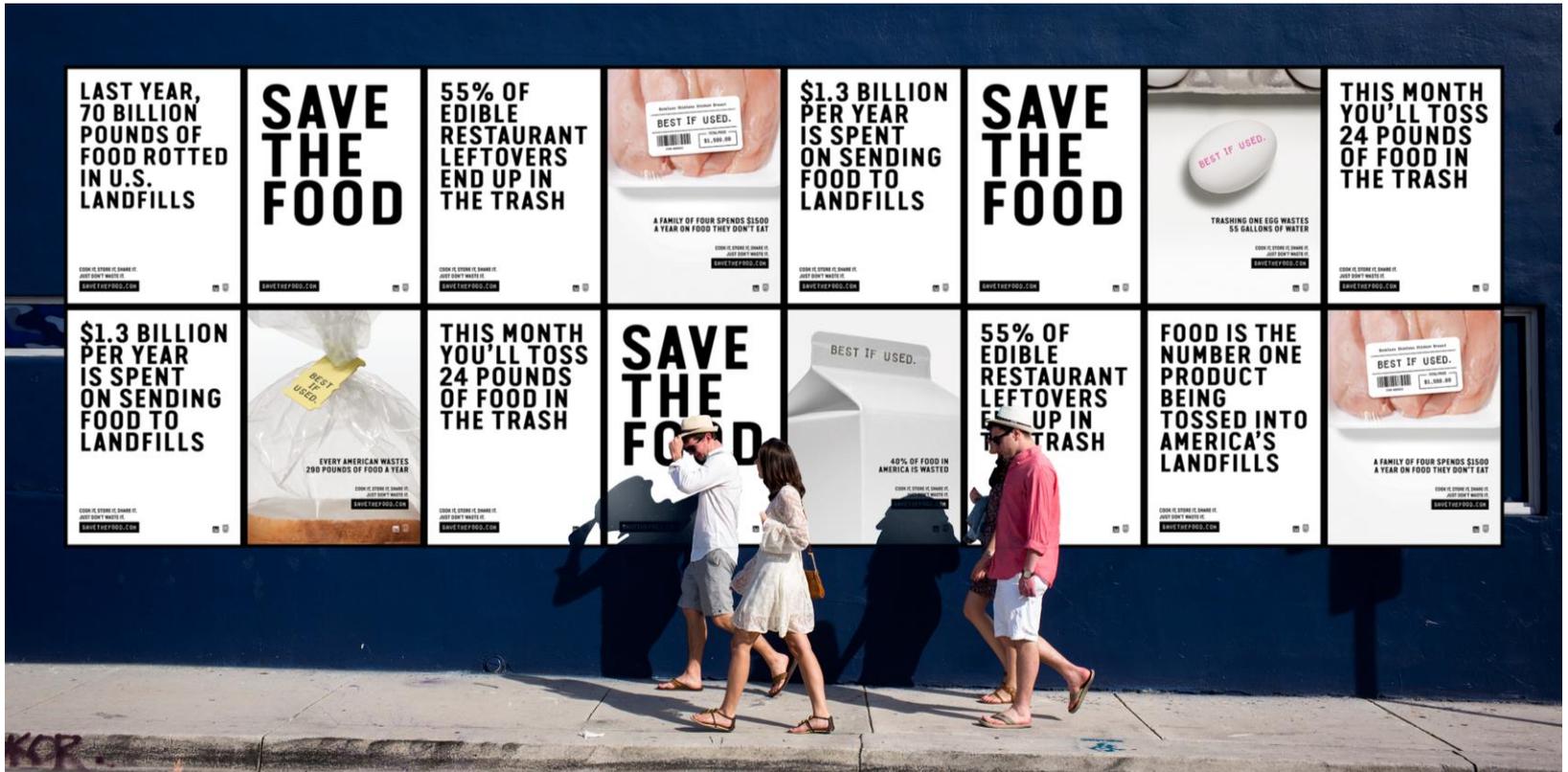
TRASH FACTS: GUERRILLA TACTICS



TRASH FACTS: GUERRILLA TACTICS



WILD POSTINGS



SAVETHEFOOD.COM

SAVETHEFOOD.COM

HOME

TIPS

STORE IT

**FORTY
PERCENT**
OF FOOD IN AMERICA
IS WASTED.

-
-
-
-



Make a change



SAVETHEFOOD.COM

SAVETHEFOOD.COM

HOME

TIPS

FORTY PERCENT
OF FOOD IN AMERICA IS WASTED.



Make a change

HERE'S THE DIFFERENCE BETWEEN FOOD EATEN AND FOOD TOSSED.

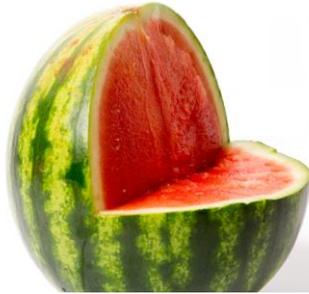


● EATEN
● TOSSED

Use your food

LEARN HOW

QUICK TRICKS TO KEEP FOOD BETTER, LONGER:



- HERBS**
Keep herbs like cut flowers - with their stems in a glass of water.
- AVOCADOS**
Place ripe avocados in the fridge, they'll last longer.
- FLOUR**
Keep flour fresher almost twice as long by freezing it.
- CHEESE**
Wrap leftover cheese loosely in wax paper, not plastic.
- BROWN SUGAR**
Use a slice of bread to soften up hardened brown sugar.

SHOPPING WITH A PLAN HELPS YOUR WALLET

A 4-person family loses \$1500 a year on wasted food. Saving that would basically be a raise.



DRAG THE SLIDER TO SEE HOW MUCH YOUR FAMILY COULD SAVE.

DAILY \$4 | MONTHLY \$125 | YEARLY \$1500



HOUSEHOLD SIZE



SAVETHEFOOD.COM

SAVETHEFOOD.COM

HOME

TIPS

STORE IT

FOOD STORAGE DIRECTORY

This directory is filled with specific info about your favorite foods. You'll learn how to store them, freeze them, and keep them at their best longer. You'll also find helpful tips about safety and ways to revive food. As you read, please keep a few things in mind. First up, the time frames are only estimates (if you can't use a food in that time frame, you can probably freeze it). Second, the best way to store food depends on how quickly you'll use it. Finally, always trust your judgment. Knowing how long food lasts in an imperfect science, though we've pulled information from the best resources. Of course, buying less food more frequently is the best way to keep your food fresh and nutritious. Let's do this.

FRUITS

VEGETABLES

MEAT, POULTRY & SEAFOOD

PANTRY STAPLES

DAIRY, EGGS

BEANS, NUTS & VEGETARIAN PROTEINS

OILS, CONDIMENTS & SPICES



10 EASY TIPS FOR MEAL PLANNING



We wouldn't run the shower for 104 minutes, but that's how much water it takes to make a pound of chicken.

WATER WASTED,
MEASURED IN SHOWER MINUTES



1LB OF TOMATOES



1LB OF BANANAS

BEST BEFORE
MAR 11 2016



These dates refer to quality rather than food safety. It's the date before which the brand stands by its product (unless it's been opened or left out in warm temperatures).



SHOPPING GUIDELINES

There are many reasons behind food waste, but simply buying more than we use is a big one. The good news? Careful grocery shopping saves money right away. A few quick habit changes will help food last longer.

PR

ADWEEK



Welcome to the Lyons Den
Fox is trying to turn its hit show Empire into a long-term success



Grad's G to Marke
How to set up on the right path from the start

THE PRESS TELEVISION TECHNOLOGY ADVERTISING & BRANDING ADFREAK VIDEO SUBS

ADFREAK

THE BEST AND WORST OF ADVERTISING

Follow a Strawberry From Birth to Grave in This Oddly Emotional Ad About Food Waste

The Ad Council's remarkable new campaign By *natasio*



IDEAS FOOD

Tom Colicchio: 6 Tips to Enjoy More Food and Waste Less of It

Tom Colicchio @tomcolicchio April 20, 2016



IDEAS Tom Colicchio is head judge on Bravo's reality cooking series *Top Chef*, the chef and owner of *Craft* restaurants & *wichcraft*, and co-founder of *Food Policy Action*.



Reducing food waste and global hunger is something you can work on from your own kitchen

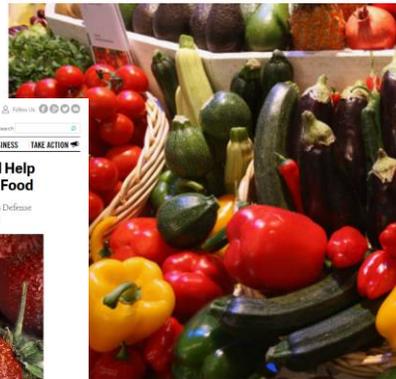
When I found out that America wastes 40% of its food, I was shocked. This is a country where nearly 50 million people aren't sure where their next meal is

The Economics Of Wasting Food

ECONOMY

The economics of wasting food

By Annie Bexter
April 20, 2016 | 9:08 AM



Just \$1,500 a year on food they don't eat - Sean Gallup/Getty Images

FOOD HOME - THE PLATE

The PLATE Serving daily discussions on food



An ad from the "Save the Food" campaign, created by the Ad Council and NRDC, features a convicting statistic and a twist on the standard "best if used by" label. Bread is, after all, "best if used by..."

This Cute PSA Tells The Story Of Food Waste Through The Life Of A Strawberry

A campaign, called Save the Food, wants you to relate to food waste like you would an adorable furry animal.



Joey Graceffa @JoeyGraceffa
DAMN! Wasted food is the single largest contributor to landfills in the US. Help #SaveTheFood! savethefood.com @NRDC @AdCouncil
RETWEETS 552 LIKES 3,168

Upworthy @Upworthy
40% of food in the United States is wasted. We can all do our part to prevent food waste. — @AdCouncil



takepart
NEWS ENVIRONMENT FOOD CULTURE WORLD BUSINESS TAKE ACTION
The Sad Story of a Strawberry Could Help Convince Americans to Waste Less Food
A new campaign from the Ad Council and the National Resources Defense Council focuses on the emotional side of scrapped fruit.

SOCIAL

BuzzFeed

News Videos Quizzes Food DIY More [Get Our App!](#)

12 Easy Ways To Transform Leftovers Into A Brand-New Meal

40% of food in America is wasted. Save food, waste less, and eat more! It's a win-win-win situation. Learn more about saving the environment, food, and money by visiting [SaveTheFood.com](#).

Save The Food Brand Publisher



LOL win omg cute fail wtf

Save the Food
40% OF FOOD IN AMERICA IS WASTED

394 likes USED

Liked Share

You and 1 other friend likes this

Save the Food
21 likes

It's a sad reality: each American, on average, throws away 300 lbs. of food each year. Learn how you can #SaveTheFood: <http://bit.ly/1U7m8Hl>

SAVE THE FOOD .COM

BEST IF USED.

TRASHING ONE EGG WASTES 55 GALLONS OF WATER

Tweets by @SaveTheFood

SaveTheFood @SaveTheFood
Wasted food is the single largest contributor to landfills in the US. Help #SaveTheFood! bit.ly/1ND0c5v

Food Waste

SaveTheFood @SaveTheFood
Freezing food is easy, and one of the key ways to reducing #foodwaste. on.nrdc.org/1ND0m9l #SaveTheFood

Embed View on Twitter

Recent Activity



savethefood FOLLOW

Save the Food A national public service campaign to combat food waste. Partnership between the @AdCouncil and @NRDC_org www.savethefood.com

5 posts 72 followers 7 following

SAVE THE FOOD .COM

BEST IF USED.

TRASHING ONE EGG WASTES 55 GALLONS OF WATER

COOK IT, STORE IT, SHARE IT. JUST DON'T WASTE IT.

"I like to think of myself as a food waste warrior...food is precious, food is sacred."

Blanca Rich, President, Natural Resources Defense Council

BEST IF USED.

A FAMILY OF FOUR SPENDS \$1500 A YEAR ON FOOD THEY DON'T EAT

COOK IT, STORE IT, SHARE IT. JUST DON'T WASTE IT.

40% OF FOOD IN AMERICA IS WASTED

COOK IT, STORE IT, SHARE IT. SAVETHEFOOD.COM

Save the Food Community

Watch Video Liked Message

Timeline About Photos Likes Videos



SaveTheFood @SaveTheFood · 21h
Wasted food is the single largest contributor to landfills in the US. Help #SaveTheFood!

The Extraordinary Life and Times of Strawberry! ... Follow the journey of a strawberry from the farm to the refrigerator to understand all that it takes to bring... youtube.com

SaveTheFood @SaveTheFood · 24h
Freezing food is easy, and one of the key ways to reducing #foodwaste. on.nrdc.org/1ND0m9l #SaveTheFood

Save The Food

Freezing food is easy, and one of the key ways to reducing #foodwaste. on.nrdc.org/1ND0m9l #SaveTheFood

3 likes

#SaveTheFood

Save The Food

It's okay for veggies to wilt and soften. Really, it happens with time and doesn't mean they're bad.

5 likes

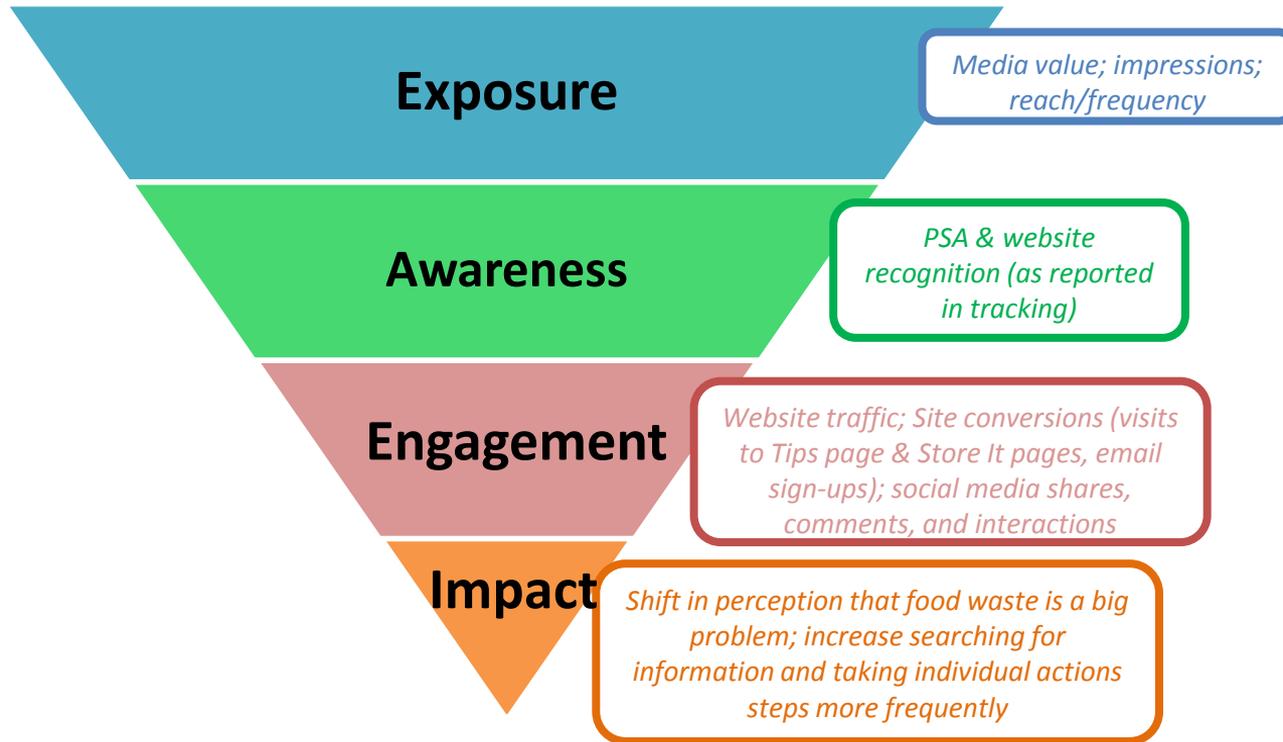
TY CENT

TWENTY PERCENT

NINETY PERCENT

Follow

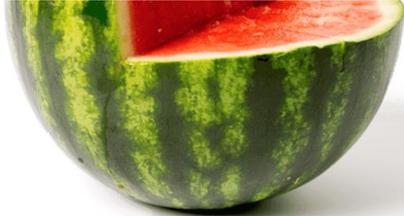
Evaluation Plan



Continuous Tracking Survey

- Continuous tracking survey will measure shifts in campaign awareness, key attitudes and behaviors surrounding food waste (n= 7,800 per year)
- Key metrics:
 - Agreement with relevant knowledge and attitudes
 - Wasting food is a big problem in the United States.
 - My individual actions would make a difference in reducing food waste.
 - Increase in desired behaviors
 - Sought information about ways to waste less food
 - Regularly take steps to reduce food waste
 - Frequency of individual steps (always/most of the time)

Spread the Word With Us!



4

Wrap leftover cheese loosely in wax paper, not plastic.

5

BROWN SUGAR

Use a slice of bread to soften up hardened brown sugar.

Become a storage pro

LEARN HOW

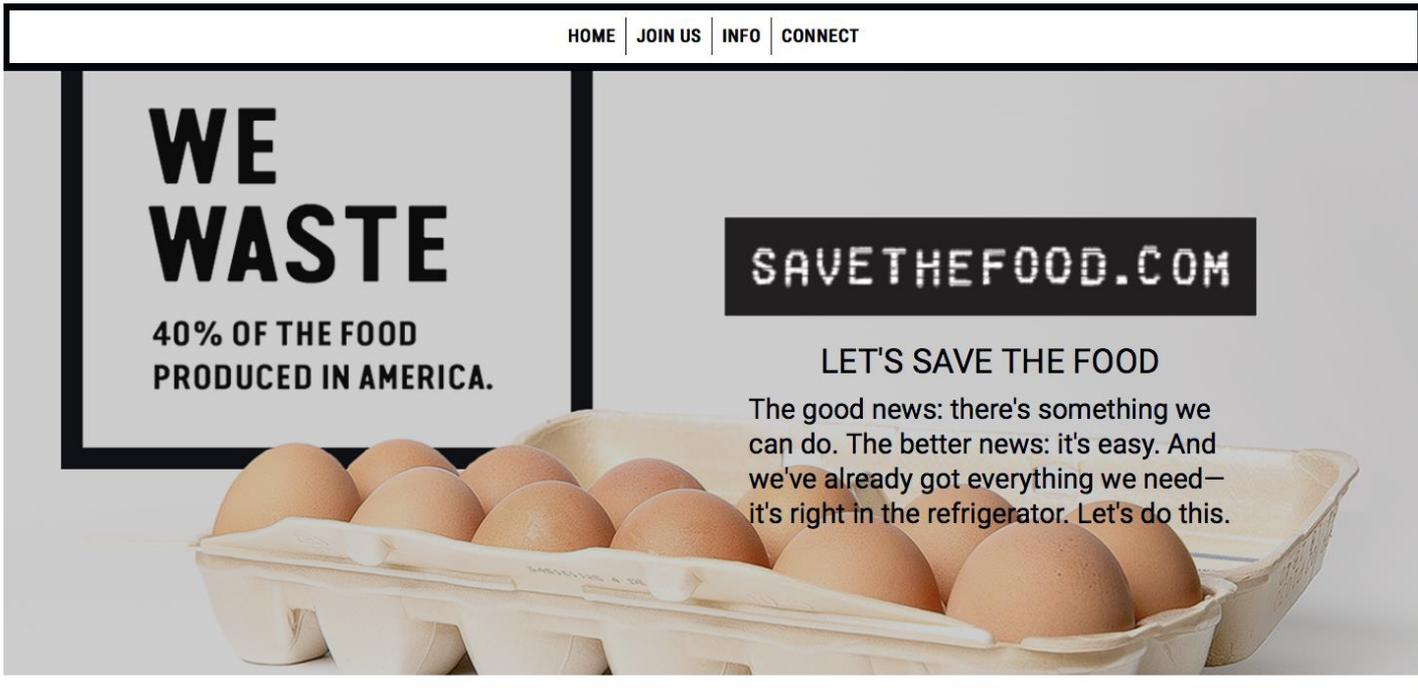
SAVETHEFOOD.COM HOME TIPS STORE IT SHARE

Waste Free Kitchen Handbook by Dana Gunders, 2015. Used with permission from Chronicle Books, San Francisco. Please visit [here](#).

Spread the Word With Us!

<http://socialmediakit.adcouncil.org/presskit/save-the-food/>



HOME | JOIN US | INFO | CONNECT

WE WASTE

40% OF THE FOOD
PRODUCED IN AMERICA.

SAVETHEFOOD.COM

LET'S SAVE THE FOOD

The good news: there's something we can do. The better news: it's easy. And we've already got everything we need—it's right in the refrigerator. Let's do this.



Learn more about the campaign

JOIN US

Campaign Background

Campaign Assets

Social Media Assets

Media Outreach

Description:

While food plays a key role in shaping our identities and it is highly celebrated in American society, each year 40 percent of food in the United States goes to waste, translating to \$162 billion lost and wasted water, energy, fertilizers, cropland, and production costs.

Most Americans don't realize how much food they toss out each year—an average of 1,000 pounds per family of four, resulting in \$1,500 lost. New PSAs encourage Americans to "Save The Food" by showcasing the wondrous life cycle of food and the loss of resources when it goes unconsumed. All PSAs drive to the campaign's website SaveTheFood.com where Americans can learn how simple lifestyle changes like making shopping lists, freezing food and using leftovers can help "Save the Food" and significantly reduce the 20 pounds of food individuals throw away each month.



Approved Hashtags

SaveTheFood

 Campaign Fact Sheet



 Frequently Asked Questions



View, share or embed creative in presentations

JOIN US

Campaign Background

Campaign Assets

Social Media Assets

Media Outreach

Campaign Assets

Description:

The national "Save the Food" campaign includes the below TV, online video, poster, and out-of-home assets.

Please watch and share the "Extraordinary Life and Times of Strawberry" spots, print the posters for collateral use, and view the out-of-home creative executions that are available. Please let us know how you are helping to extend our campaign message by emailing savethefood@nrdc.org!



Approved Hashtags

SaveTheFood

Videos

The Extraordinary Life and Times of Strawberry :30



Print posters for use in office, stores, etc.

JOIN US

Campaign Background Campaign Assets Social Media Assets Media Outreach

Campaign Assets

Description:
The national "Save the Food" campaign includes the below TV, online video, poster, and out-of-home assets.

Please watch and share the "Extraordinary Life and Times of Strawberry" spots, print the posters for collateral use, and view the out-of-home creative executions that are available. Please let us know how you are helping to extend our campaign message by emailing savethefood@nrdc.org!



Approved Hashtags

SaveTheFood

Videos +

Posters -



"Best If Used: Bread" Poster

This poster reads "Best If Used. Every American wastes 290 pounds of food a year. Cook it, store it, share it. Just don't waste it. SaveTheFood.com"

Download

Share the Campaign via Social

JOIN US

Campaign Background

Campaign Assets

Social Media Assets

Media Outreach

Share The Message

Description:

Below are general social media posts and graphics that you can share across your social channels to help us #SaveTheFood.



Approved Hashtags

SaveTheFood

Facebook Posts

+

Facebook Images

+

Tweets

+

Instagram Posts

+

Turnkey messaging and images

Instagram Posts

Image



Download

Copy to be Used:

Americans are throwing away a whopping 40% of food—a problem that costs the average family \$1,500+ a year. We're so excited to support this new food waste reduction campaign from the Ad Council and NRDC to #SaveTheFood. Visit SaveTheFood.com to help us end #foodwaste.

Image



Download

Copy to be Used:

40% of our food never makes it to the table wasting valuable resources. We're thrilled to support #SaveTheFood, a new food waste campaign from the Ad Council and NRDC, to raise awareness for this issue. Get tips on how to #SaveTheFood at SaveTheFood.com

Image



Download

Copy to be Used:

40% of all food in the U.S. is never consumed. There are easy steps you can take to reduce food waste. #SaveTheFood at www.savethefood.com

Tweets



Download picture

Thrilled to @SaveTheFood w/ @AdCouncil & @NRDC! 40% of our food never makes it to the table. Tips @ SaveTheFood.com #SaveTheFood

Tweet



Download picture

This new @AdCouncil & @NRDC campaign sheds light on the important issue of food waste. Get tips @ SaveTheFood.com

Tweet



Download picture

Food is the single largest contributor to U.S. landfills today, but we can change that. #SaveTheFood at SaveTheFood.com

Tweet

Share the Campaign with the Media

Important! Assets should run in donated media space, but there may be opportunities to co-brand some assets and air them in paid space. Please contact savethefood@nrdc.org with specific requests so we can work on that together.

JOIN US

Campaign Background Campaign Assets Social Media Assets **Media Outreach**

Description:
For information on how to access the campaign assets for media use and contact your local PSA directors, please view the below documents.


Approved Hashtags
SaveTheFood

 How to Access the PSAs	+
 Sample PSA Director Letter	+

In Summary, What You Can Do

- Through <http://socialmediakit.adcouncil.org/presskit/save-the-food/>, you can:
 - Join Save The Food community: Facebook, Twitter, Pinterest, Instagram (Links at bottom)
 - Run PSAs on TV monitors in your workplace or public buildings, schools etc.
 - Reach out to local TV and print media to encourage them to **donate advertising space for the campaign** (“Sample PSA Director letter” and “How to Access the PSAs” documents)
 - Print posters to put in your offices, stores, in newsletters, etc. or any other owned space
- If you are a local government or waste management official (or have relationships with either), contact savethefood@nrdc.org with requests to:
 - Donate owned advertising space in transit system or elsewhere
 - Use guerrilla stencil campaign on public trash cans (stickers available)
 - Engage waste haulers for dumpster/truck space

In Summary, What You Can Do

- Stay tuned for more, but contact savethefood@nrdc.org with any other specific requests and we'll do our best to accommodate!

Let's Chat!

