



Engaging Consumers on Food Waste

Developing a Public Service
Communications Campaign



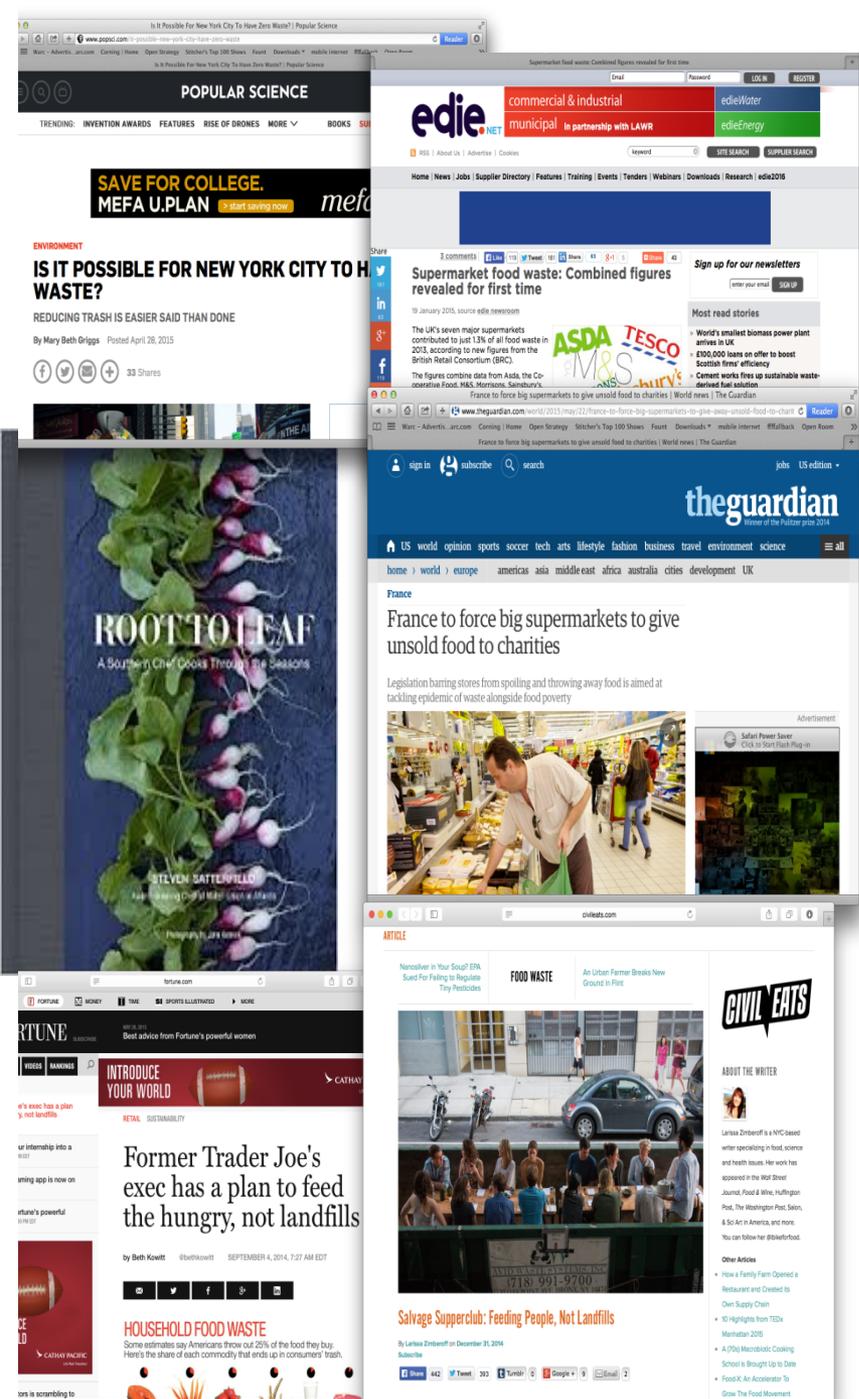
Food waste is the biggest waste of resources we routinely ignore

40% of food produced never makes it to the table.

The average American family of four spends \$2,000 on food that they throw away.

Food is the single largest component of U.S. municipal solid waste

Nearly 80% of the clean water, 50% of our land, and 10% of our energy budget contributes to growing the food that is wasted.



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:

Through food we express everything from health, personal taste, to wealth, our heritage, and love.



MOST PEOPLE DON'T BELIEVE THEY WASTE FOOD



Consumers need:

A wake up call
to disrupt their
habits.

And a relevant call to
action to create new
habits.

We did our homework

Secondary:

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



Primary:

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

Ethnographic:

- 10 participants (5 moms, 5 Millennials)
- Conducted interviews in LA & Nashville

Who will we target?



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.

Key insights



Shopping

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



Storage

Confusion leads to caution.



Cooking

Mealtime pressures create waste blind-spots.



Kitchen

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



SELF-IMPROVEMENT



COMFORT



SECURITY



THOUGHTFUL

Organizing Idea:

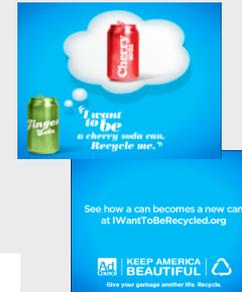
People's good intentions are leading to America wasting 40% of its food.

Key takeaway

To reset this deep value equation, we need to connect these good intentions with both bad consequences AND better behavior:

Sample Good Intentions	Consequences	Solutions
People pleaser	Overcooks by trying to please everyone	Serve small portions & freeze
Foodie	Overbuys by trying to try too many things every week	Maximize every adventures
Anxious people	Throw out too much food too soon	Know what's fresh and what's spoiled
Nourisher	Overbuys to demonstrate care and provide options	Get to know what's in the refrigerator
Environmentalist	Think composting solves the problem	Cook to limit their food waste impact

Comprehensive Integrated Campaign



Mobile ◦ Social ◦ Outdoor ◦ Partnership ◦ TV ◦ Online ◦ Radio

Local Engagement Opportunities

Encourage placement of the ads in donated media

- Outreach to local media
- Run PSAs on TV monitors in your workplace or public buildings, schools etc.

Activate online through your website, social channels, or e-newsletters

States & Municipalities:

Potential to brand campaign assets in donated and paid media

Expansive, expert digital and social content integration and sharing

Combine national messaging with your local educational outreach

Feature PSAs on recycling trucks/waste haulers or public transit

