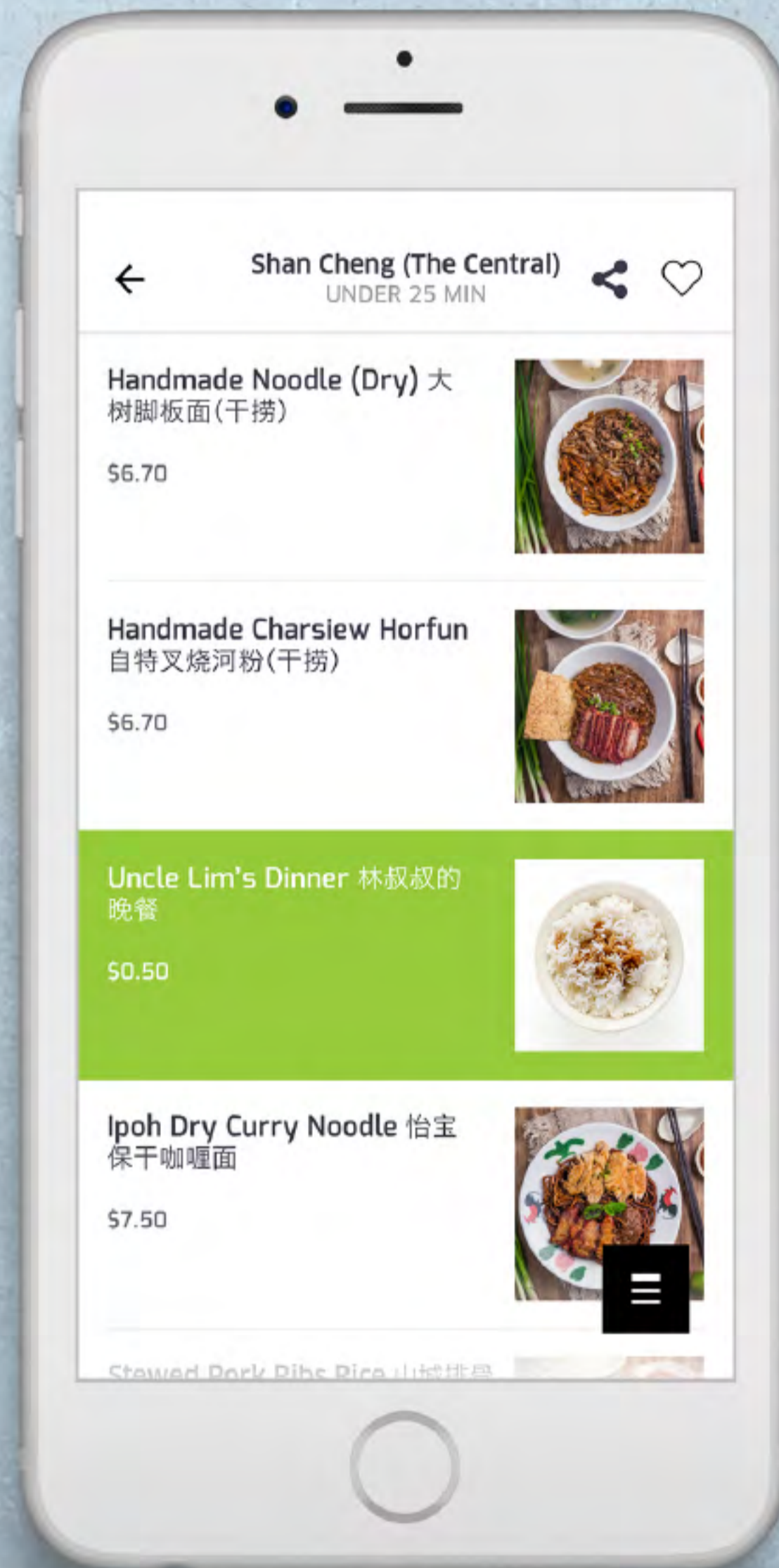
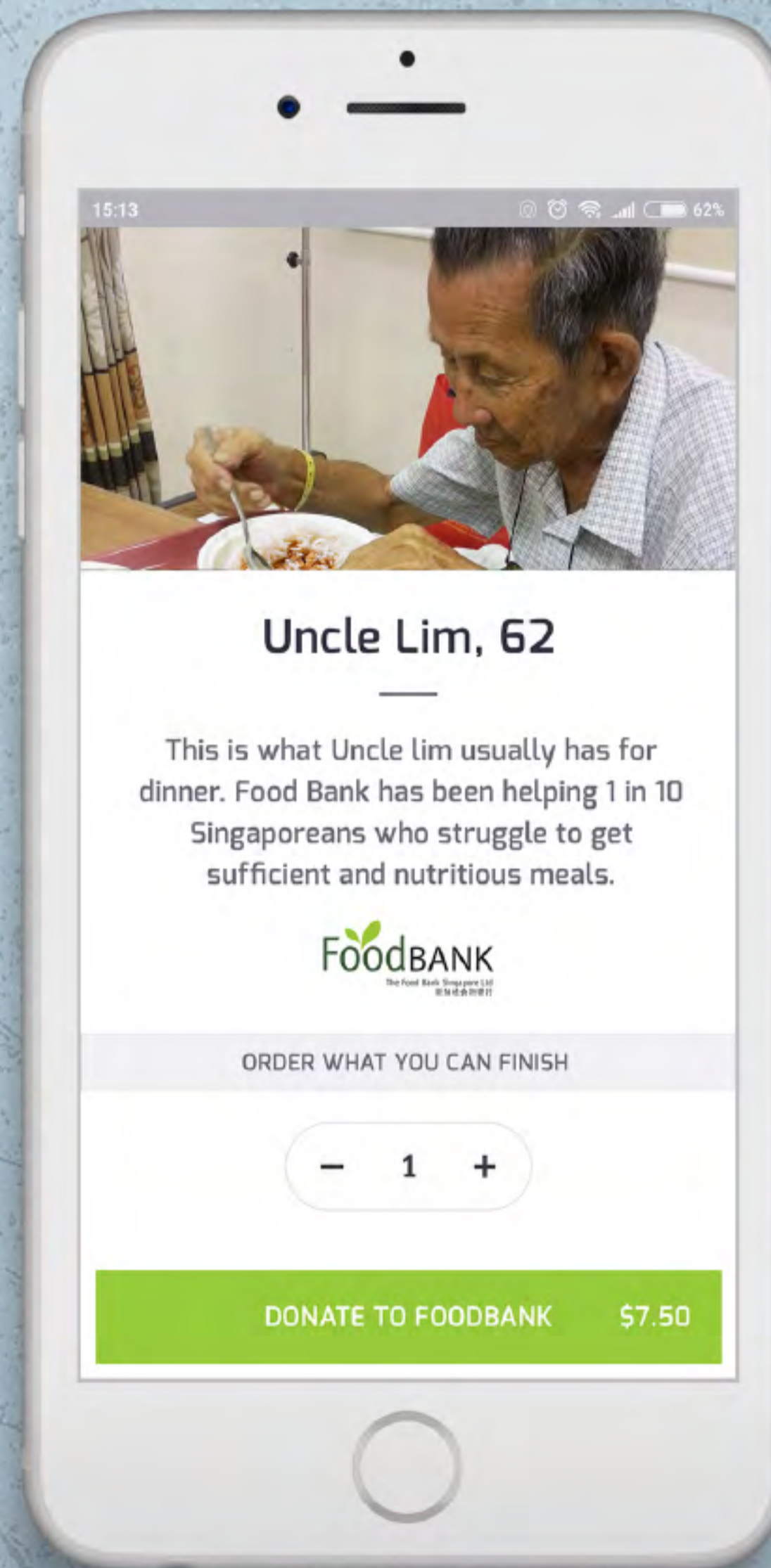


# #TAKEAWAYHUNGER

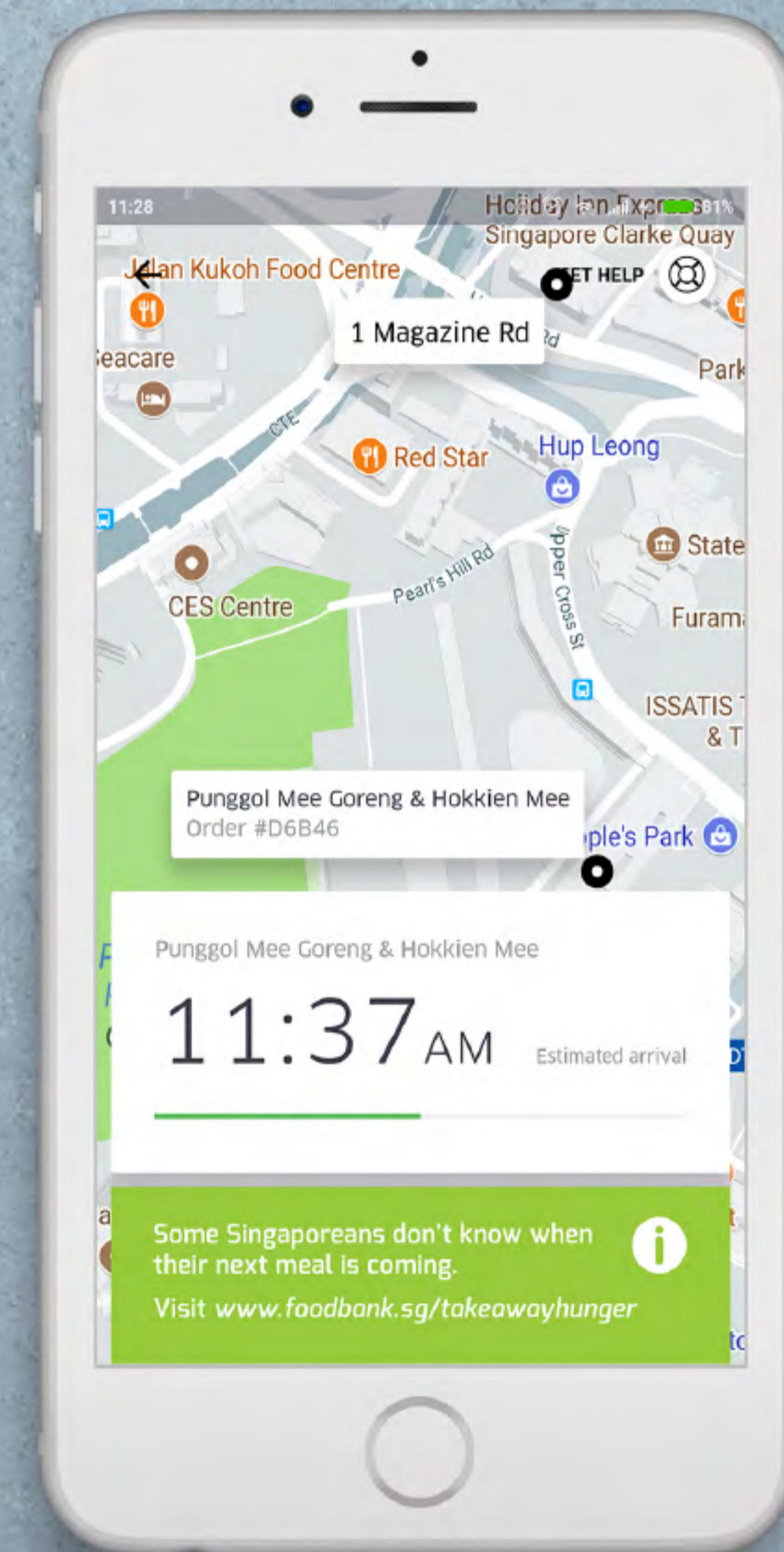
Hijacking user experience on online food delivery platforms to raise public awareness on the existence of food insecurity in Singapore.




A meager meal is added on the menu to highlight users of the meals Singaporeans with food insecurity have.



This page showcases a Singaporean facing food insecurity, introduces Food Bank, urges users not to over order, and requests for donations.



While users check for the food's estimated arrival after ordering, they are given more information which leads them to the website.



# CAMPAIGN SUMMARY

## THE BRIEF

To highlight the existence of food insecurity in Singapore although we are a developed country.

## CAMPAIGN OBJECTIVE

To change the behavior of people in regards to food wastage by bringing to their attention that there are food insecurity issues faced by fellow Singaporeans.

The key message is to not waste food.

## THE SOLUTION

Fostering empathy in Singaporeans by delivering information about food security in a timely and relevant manner on online food delivery platforms. These platforms allow us to strategically reach out to people who are likely to be the decision makers on food purchases in their groups or households. Social media platforms are also utilized to spread the words to the general public.

## HOW IT WORKS

The information on food insecurity is integrated in an organic manner, highlighting bite-sized facts when they are most relatable.

The users are reminded to not waste food on the most actionable moment: when they are choosing food from the menu on the food delivery platform.

Curious users are led to Food Bank's website, where they can learn more about food insecurity.

# CREATIVE INSIGHTS

The source of food wastage is not limited to just cooking at home and eating out. Online food delivery platforms have soared in popularity due to the hectic lifestyle of Singaporeans. This US\$ 186.9m industry has 0.65m users, which are expected to double by 2022.

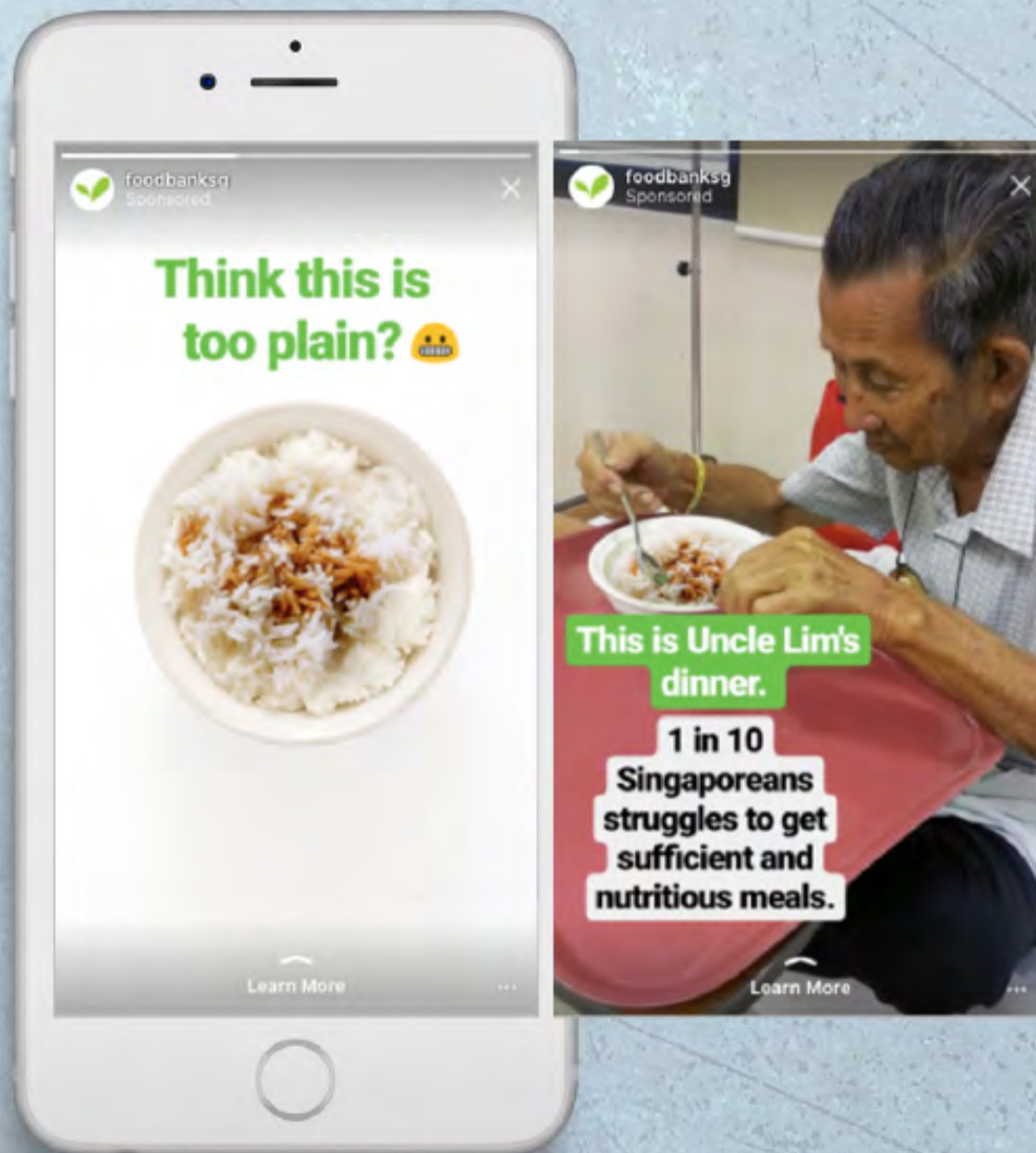
Singaporeans are likely to order excessively on online food delivery platforms. They are unable to ask the eatery on the portion size and may order more in fear of not having enough. Later additional orders would incur an extra delivery charge and long waiting time, encouraging a "better safe than sorry" attitude.

## POTENTIAL PARTNERS



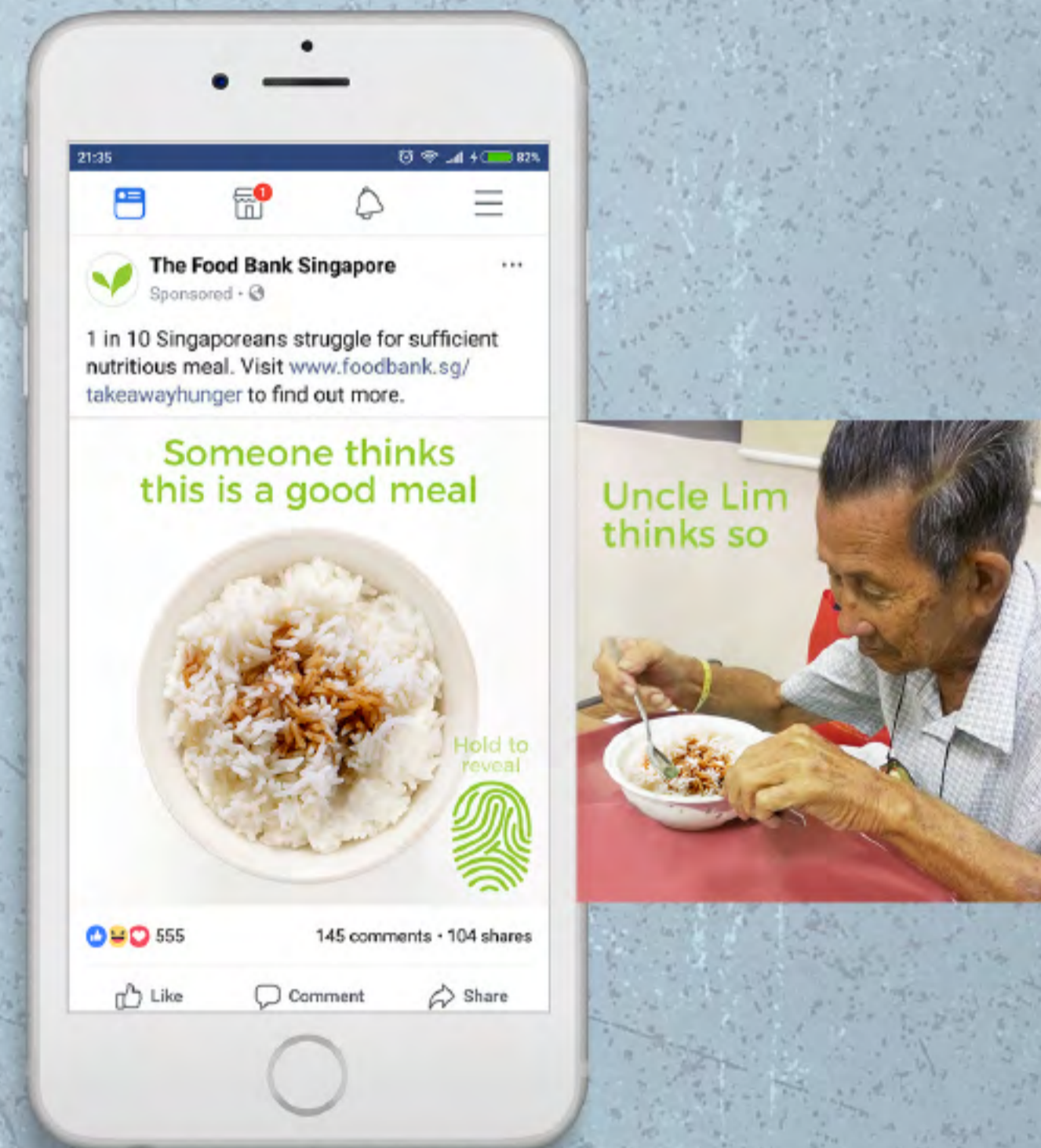
# EXPANSIONS

## INSTAGRAM STORY AD



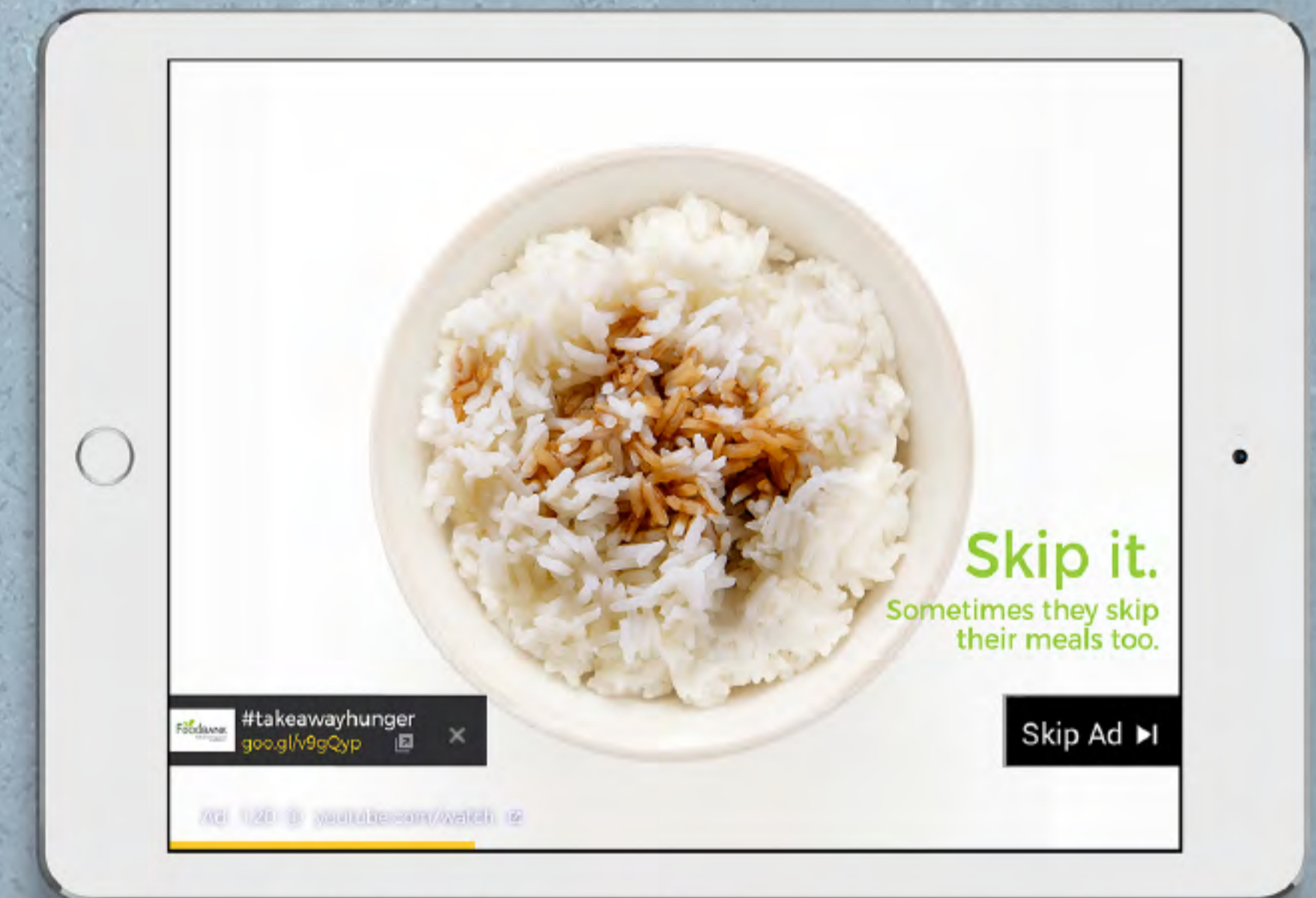
The first story entices users to tap and find out about an individual facing food insecurity. Swiping up will lead to the campaign webpage for them to learn more.

## FACEBOOK AD



The post initially shows a simple and plain meal to intrigue the users to "Hold to Reveal" to find out who thinks this is a good meal. It then shows a Singaporean with food insecurity having the meal.

## YOUTUBE AD



A slideshow of different meager meals playing continuously, urging the users to skip it just like how some Singaporeans have to skip meals due to food insecurity.

# EDUCATION



The link on food delivery apps, Facebook, Instagram, and YouTube will lead users to Food Bank's website.

This campaign page will contain information about food insecurity in Singapore as well as profiles of people who are affected by it.

The page will be hosted on Food Bank's website and will allow people to find out more about Food Bank, its activities and events, and how they can support the cause.

Clicking on the individual image will reveal more information about the person's situation to bring out empathy.

# SHAREABILITY

Those who have been informed about food insecurity in Singapore can also spread the word about the campaign with their friends with the hashtag #TakeAwayHunger.

