

SAVETHEFOOD.COM



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Consultant

## CAMPAIGN PARTNERS



Sapient Nitro<sup>SM</sup>

SAVETHEFOOD.COM

# THE LIFE AND TIMES OF STRAWBERRY



<https://youtu.be/WREXBUZBrS8>

# 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))

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## OUT-OF-HOME (Billboards, Bus Shelters)

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## OUT-OF-HOME (Billboards, Bus Shelters)

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# OUT-OF-HOME (Billboards, Bus Shelters)



Boneless Skinless Chicken Breast

**BEST IF USED.**

TOTAL PRICE  
**\$1,500.00**

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

Ad Council 

## OUT-OF-HOME (Billboards, Bus Shelters)

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

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

# PRINT, POSTERS EXECUTIONS



# TRASH FACTS: GUERRILLA TACTICS

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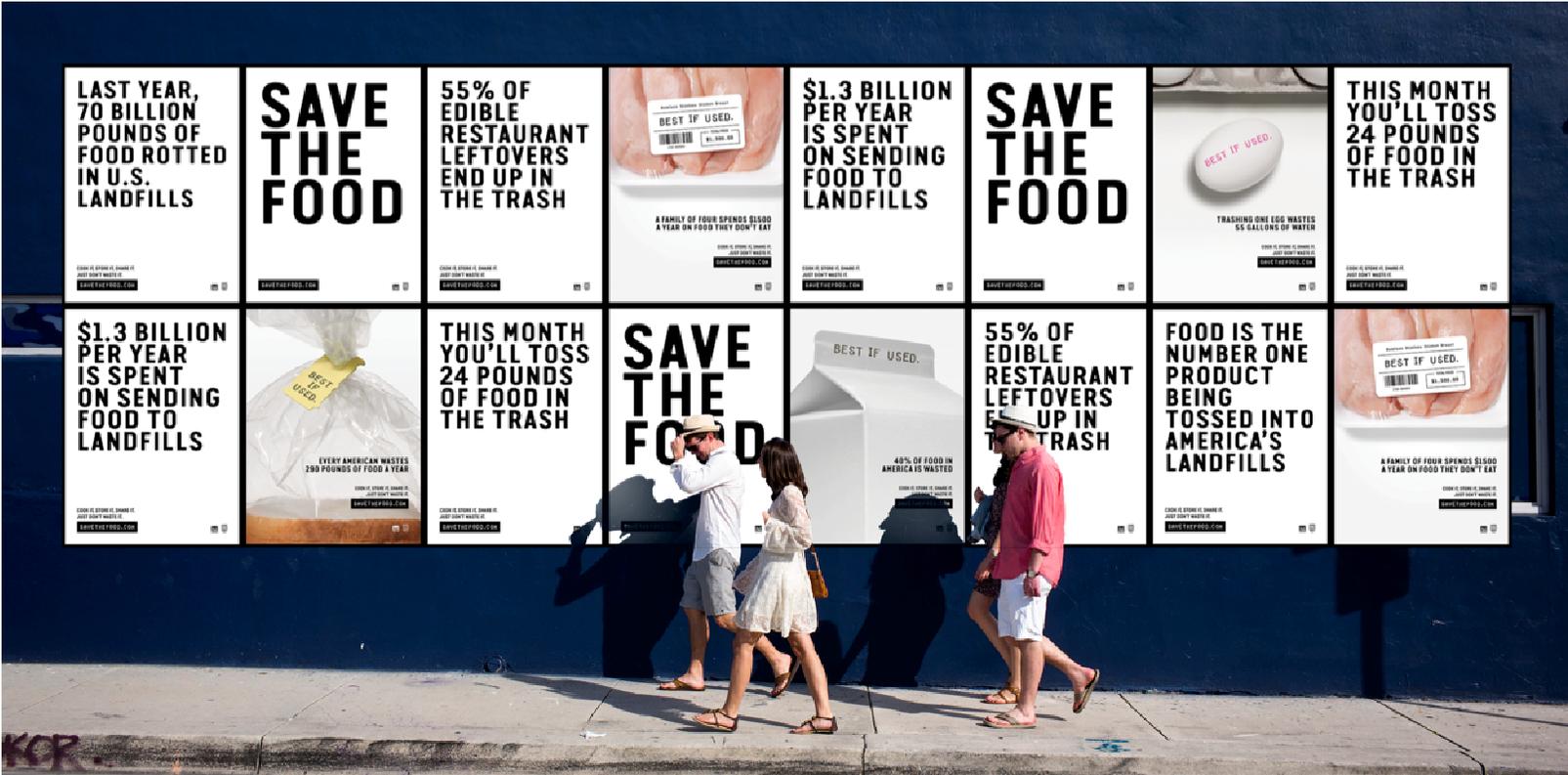


# TRASH FACTS: GUERRILLA TACTICS

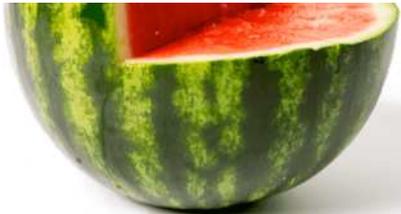
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# WILD POSTINGS



# 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

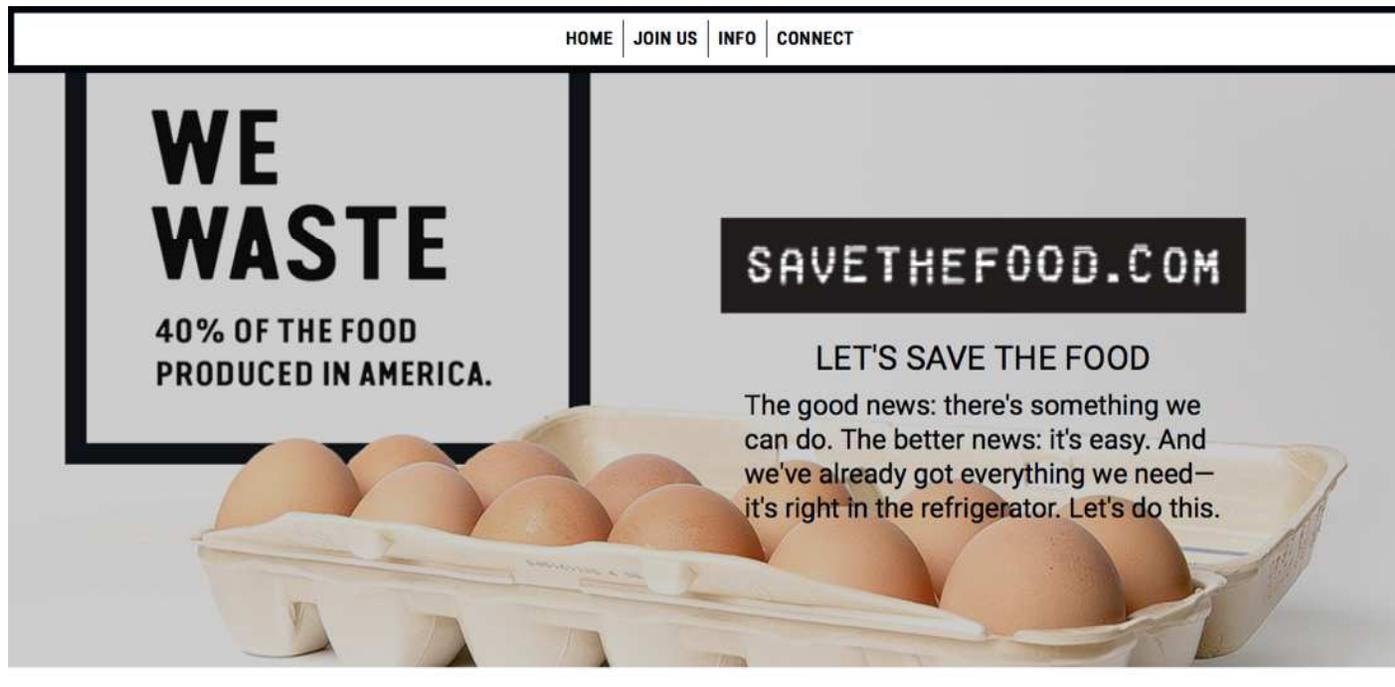
  

Waste Free Kitchen Handbook by Dana Gunders, 2015. Used with permission from Chronicle Books, San Francisco. Please visit [here](#).

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# Spread the Word With Us!

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



# 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](http://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](mailto: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.

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### 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 on 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	+

# 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](mailto: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

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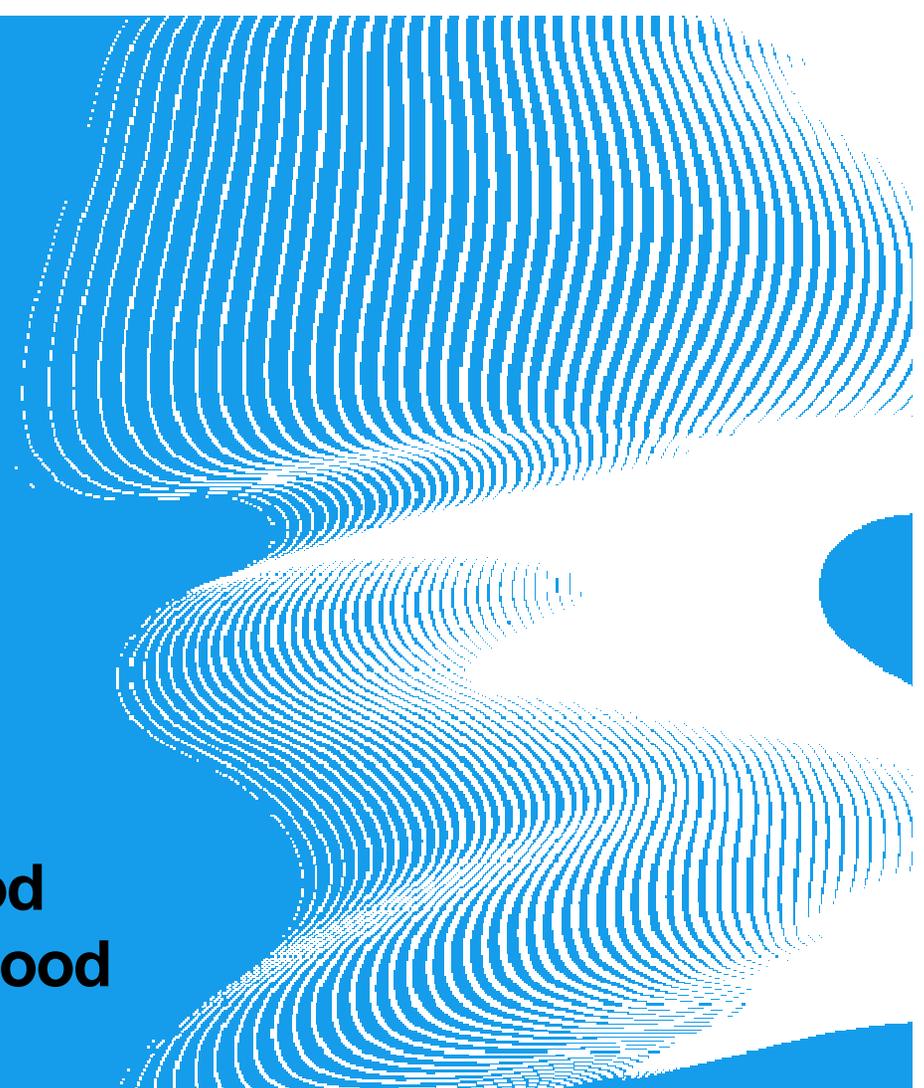
- Through <http://socialmediakit.adcouncil.org/presskit/save-the-food/>, you can:
  - Join Save The Food community: Facebook, Twitter, Pinterest, Instagram
  - Print posters to put in your offices, stores, in newsletters, etc. or any other owned space
  - Run PSAs on TV monitors in your workplace or 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)
- As a local government, can you help with the following?
  - Donate owned advertising space in transit system or elsewhere
  - Use trash facts campaign on public trash cans
  - Engage with waste haulers for space on dumpsters and waste management trucks
  - Put up posters near constructions sites
- For other ways to partner with us, email me at [SaveTheFood@nrdc.org](mailto:SaveTheFood@nrdc.org)

**Let's Chat!**

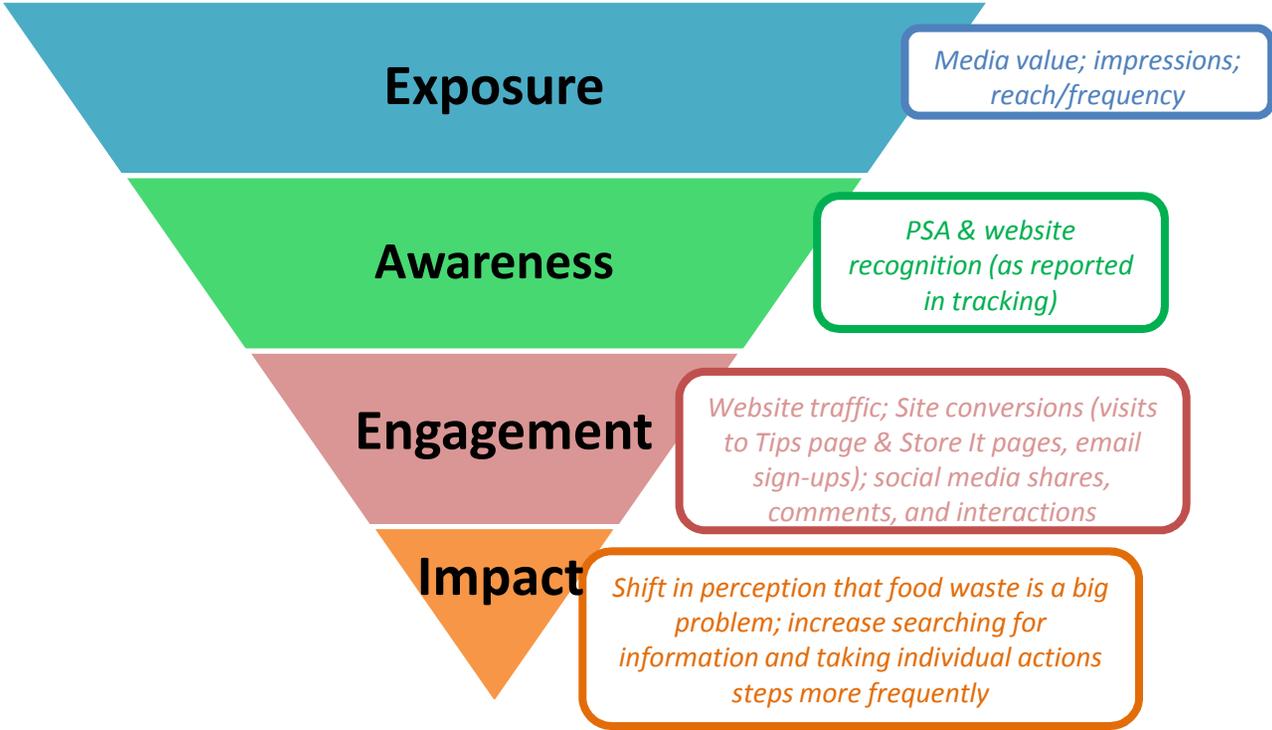
**SHARE**



**SaveTheFood**  
**@SaveTheFood**



# Evaluation Plan



# Continuous Tracking Survey

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- 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)