

# **BREAK**

# ***THE MOLD***

2024 Young Lions Competition –  
Media Category



**YOUNG LIONS**  
COMPETITIONS 

 **second**  
**harvest**

<https://www.secondharvest.ca/>

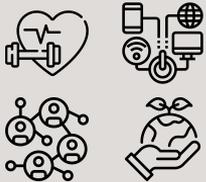
# Audience Insights

## Young Urban Professionals /Millennials

### Strong Personality Traits

- Tech-savvy
  - ◆ always need to be connected
- Anxious
  - ◆ about war, inflation, but mostly climate

### Interests



1 in 2

One in two adults in our target has a *“keen sense of adventure”*.

i.144

The affirmation *“I like taking risks”* over indexes in our young professional target.

41%

41% of our target wishes to pursue a life of *“challenge, novelty and change”*.

**Independent**

**Audacious**

**Rebel**

# Insight

**Young millennials are *groundbreakers*.  
They seek to break rules in all aspects of their lives.**

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**“I feel like rules are made to be broken“**

*(index of **134** compared to the Canadian average)*

# Big Idea



**If rules are meant to be broken...**

***Why not start by breaking food waste habits?***

## ***BREAK THE MOLD***

### **Change habits**

By changing the mold of the food waste...  
the garbage bag

### **Promote change**

By breaking advertising norms and working  
outside the mold

# The **garbage bag**

Help individuals visualize food waste reduction effectively by **breaking the mold of the traditional trash bag**.

## Why?

- The garbage bag is the symbol of food waste.
- Garbage day is the moment you realize how much waste you produce every week.
- Garbage bags are unexploited at a media and advertising level.

## How?

- Add **2 additional drawstrings** to **biodegradable** trash bags to close them up at different levels.
- Set a clear personal goal for waste reduction with predetermined volumes of waste.
- Track the individual food waste journey week by week by going down the drawstrings levels.
- Encourage further education with the use of a QR code redirecting to Second Harvest's website.



# The *distribution*

## Grocery stores

We distribute our new bags through national grocery store chains to grab the attention of our shoppers.

Bags are placed in the household product aisle and in the fruits and vegetables section, right next to our less desirable fruits and vegetables.



## Delivery services

Since our target is actively using delivery services, we establish partnerships with major delivery providers in each category (food, meal kits and grocery) so they can include our garbage bag into their deliveries.

Uber Eats  
goodfood  
voilà  
by sobeys

## Other stores

We take advantage of our target's errand runs to also catch them in their favorite retail stores.

Walmart 

DOLLARAMA 

COSTCO  
WHOLESALE

SHOPPERS  
DRUG MART 

# Promoting *change*

Persuade individuals of breaking the mold by **breaking the mold ourselves**, using **innovative media formats** that resonate with our target.



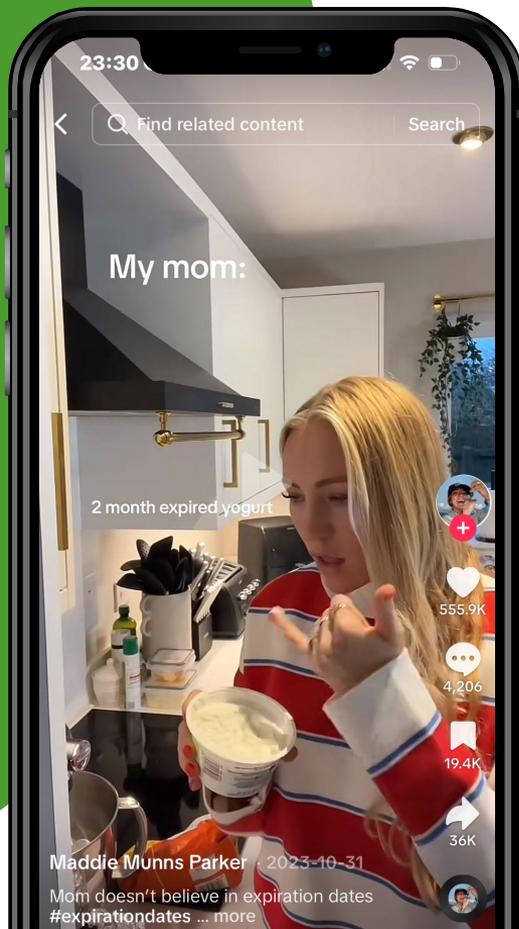
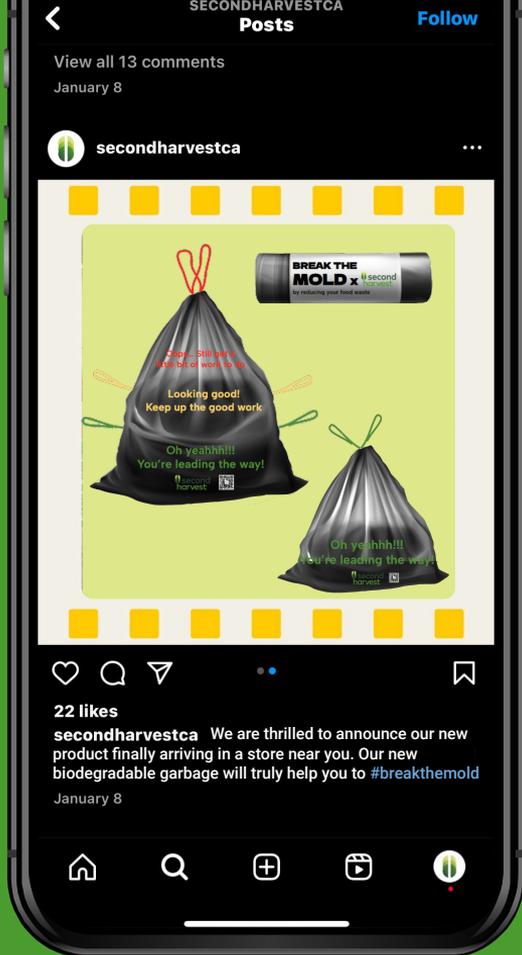
Break the duration concept by adding a couple of seconds to fixed duration placements.

Break the audio by panning the sound from left to right during the ads.

Break the norm by working outside the actual frame.

Break free of traditional formats by working with expandable formats.





**#BREAKTHEMOLD**

## Capitalize on social media platforms to generate engagement.

### How?

Working with ambassadors:

- Social chefs & food bloggers
- Parents
- Active millennials/professionals

Tapping into trends:

- Weird food combinations
- Snacking

Encouraging user-generated content:

- What cooking rules are you breaking unapologetically?

Choosing engaging and entertaining platforms:



# Budget and KPIs

## Garbage bags

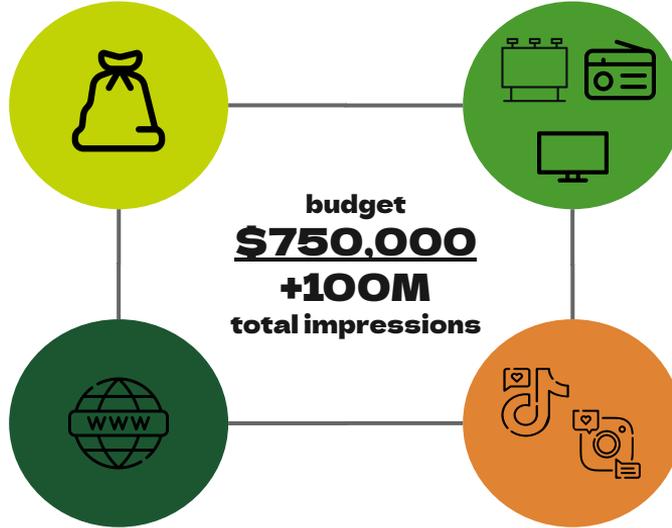
Production and distribution of biodegradable bags

 \$150,000

## Digital

Video, banners and digital audio

 \$200,000



## Traditional

OOH, TV and Audio  
*bonification for non-profit organization available (up to 2x the value)*

\$300,000 

## Social Media

Tiktok and Instagram  
video and image posts

\$100,000 

**1.5M**

bags distributed

**+5M**

reach

**+10M**

digital impressions

**100K**

engagement

# Summary



## Audience and Insight

Young urban millennials/  
professionals are eco  
anxious and tech-savvy.

They seek challenge,  
aren't afraid of risk and  
want to be independent.

They are  
**groundbreakers.**



## Big idea and solution

If ideas are meant to  
be broken...  
Start by breaking  
food waste habits.

### **BREAK THE MOLD**

By changing  
individual habits and  
by promoting the  
change



## Media strategy

The **3-way drawstring plastic bag** will encourage people to improve their food waste skills.

These bags will be **distributed** through grocery stores, delivery services and major retailers.

A revolutionary **360 media campaign** also takes place to show **how we can break the mold in media.**



## Budget and results

The national media campaign will obtain 100M impressions visibility for a total investment of \$750,000.

We predict that more than 5M Canadians will be reached through our **BREAK THE MOLD** campaign and .