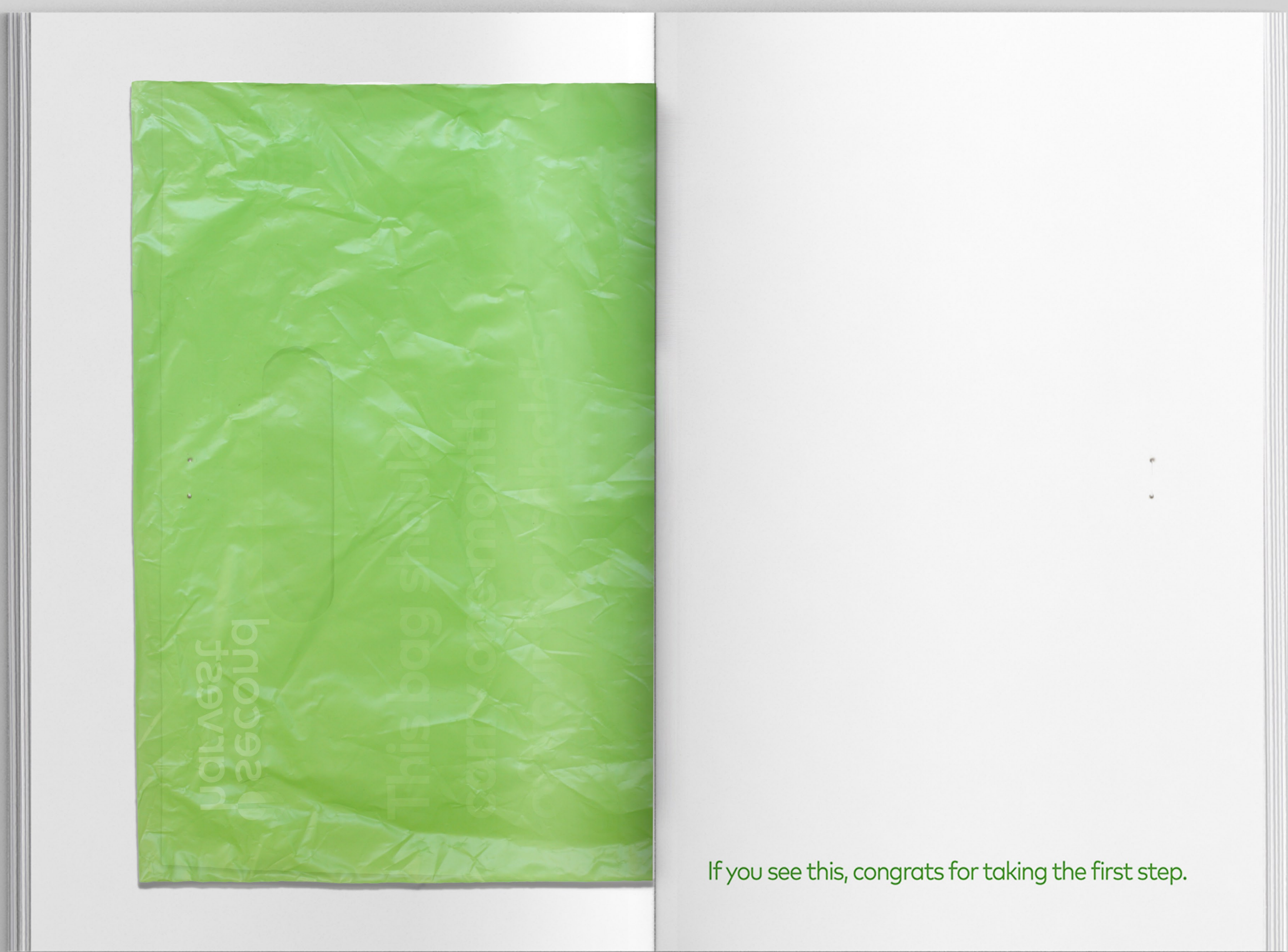




Spread before detaching the bag



If you see this, congrats for taking the first step.

Spread after detaching the bag

Insight:

Millennials are desperate to shift towards eco-conscious living, but don't genuinely know where to start. It's important to guide them step by step and show them tangible solutions for their food waste problems.

Idea:

The average Canadian household produces approximately 8 kg of food waste per month. What if Second Harvest offered a detachable and biodegradable bag that could help reduce the number in half? That's 4 kg of food waste per month. Therefore, we're challenging the audience to embark on a wasteless food journey.

Strategy:

Using the guilt one can feel towards food waste and transforming it into positive reinforcement.

How this concept could work within a campaign:

Wild display ads around grocery stores and industrial dumpsters that make our bags accessible to the public. We could also introduce a second wave to the campaign by extending the time limit to a year for filling the bags, making the initiative even more captivating. To amplify awareness, these bags could be sent to social media influencers, inviting them to document their month-long food waste reduction journey.