

BREAK ***THE MOLD***

2024 Young Lions Competition –
Media Category



YOUNG LIONS
COMPETITIONS 

 **second**
harvest

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

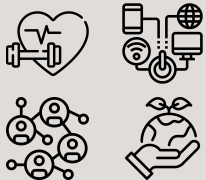
Audience Insights

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.**

“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 Sobey's

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.



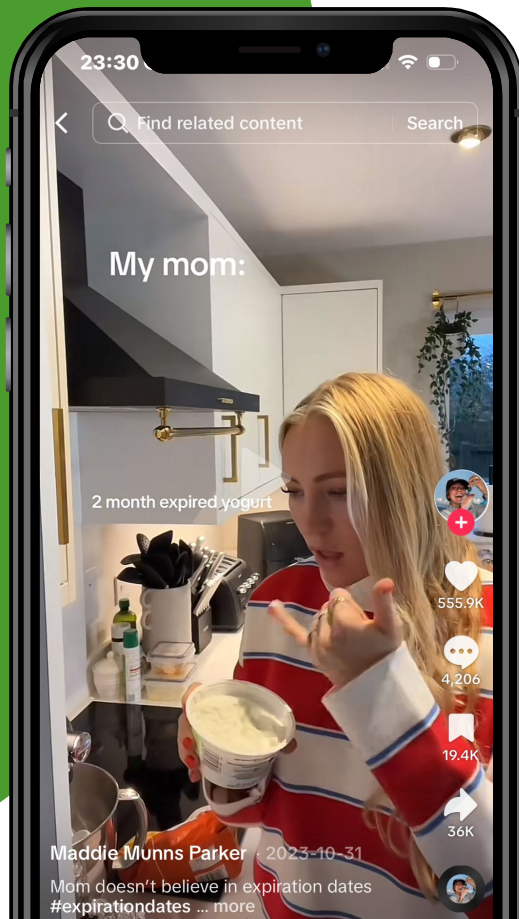
Break the duration concept by adding a couple of seconds to fixed duration placements.

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

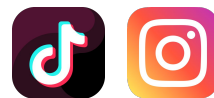
Tapping into trends:

- 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

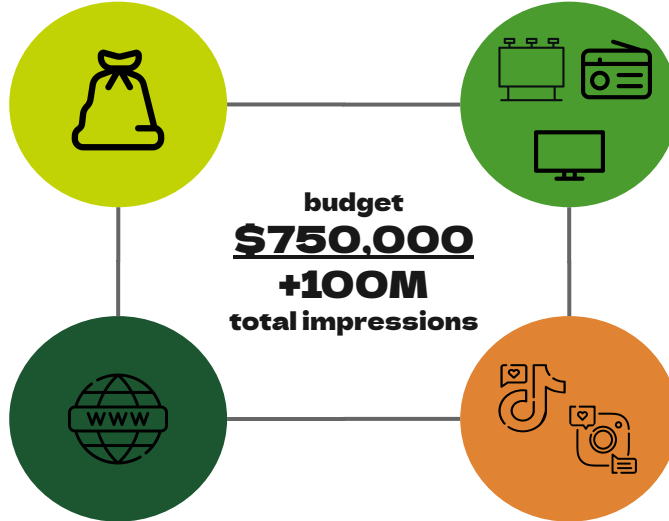
Production and distribution of biodegradable bags

 \$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 .