

THE LARGEST FOOD SCAM IN CANADA



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

YOUNG MEDIA LIONS



MILLENNIALS PARTICIPATE IN THE FOOD WASTE ISSUE,

- 68% suffers from some form of eco-anxiety. ¹
- Confronted with life-changing events (starting families, buying their first property).
- 3/4 would change their habits to save money due to increases in the cost of living, and 68% would change their food habits. ²
- The average Canadian household wastes \$150 monthly on food waste (\$1,766 per year).
- 54% of millennials stated that they live pay cheque to pay cheque.

BUT THEY DON'T KNOW THE COST OF IT.

¹ Canadian Survey, Vividata, Winter 2022

² Leger's 2023 Youth Study



The background of the entire image is a dark, textured surface with numerous US dollar bills falling from the top. The bills are shown in various orientations and positions, creating a sense of motion and abundance. The lighting is dramatic, highlighting the texture of the paper and the details of the currency.

THEY WON'T ACT UNLESS THEIR MONEY IS INVOLVED.

Millennial's habits can change in regards to environmental causes, but it's solely sustainable when it's concrete and deeply rooted. Shock factor, challenging the status quo and marking their imagination with newsworthy content will help maximize the impact.

Environmental consequences lead to reflection, while financial consequences lead to concrete actions.

SO WE MUST DEMONSTRATE THE FINANCIAL LOSS ASSOCIATED WITH FOOD WASTE IN ORDER TO CHANGE THEIR HABITS.

Introducing

THE LARGEST FOOD SCAM IN CANADA

A campaign built to show millennials they are scamming themselves into losing 150\$ per month by casually wasting food.

Tailored to the millennial culture, the campaign follows a 3-pillar strategy aiming at driving awareness of food wasting and action against it.

1. *TRUE CRIME MOVIE*
2. *SCAMMING STRATEGY*
3. *REAL LIFE SCAM*

**A SECOND HARVEST PRODUCTION
IN COLLABORATION WITH CBC AND LOBLAWS**



\$ THE LARGEST FOOD SCAM IN CANADA \$



TRUE CRIME MOVIE

In collaboration with CBC and Loblaws, the documentary recalls the "true" story about the food waste scam.

Our film crew will visit grocery stores across Canada and highlight the direct financial impact of food waste on our target audience.

The film will be available on CBC online platforms, accessible only by entering your email address on a shady opt-in page. Scam alert!

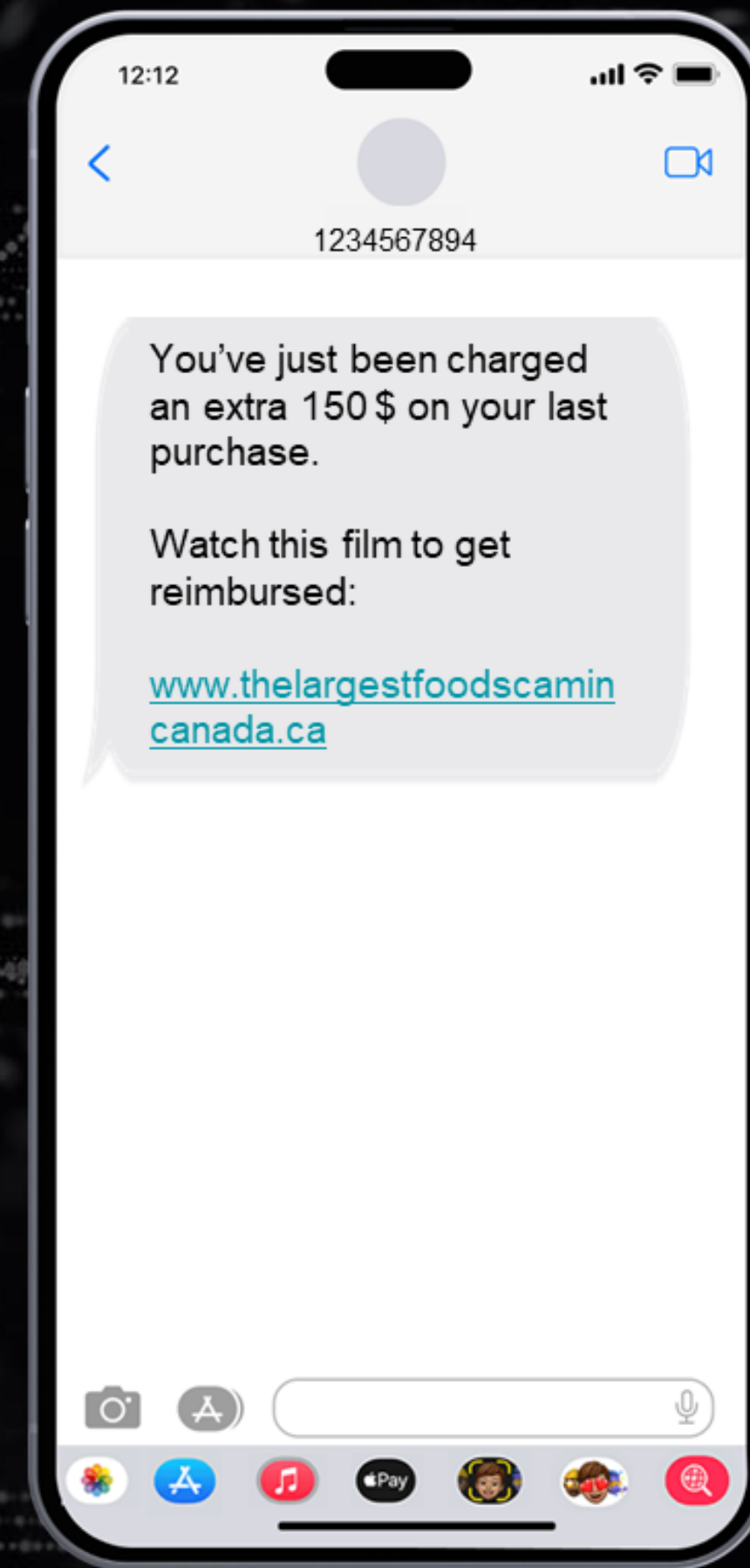
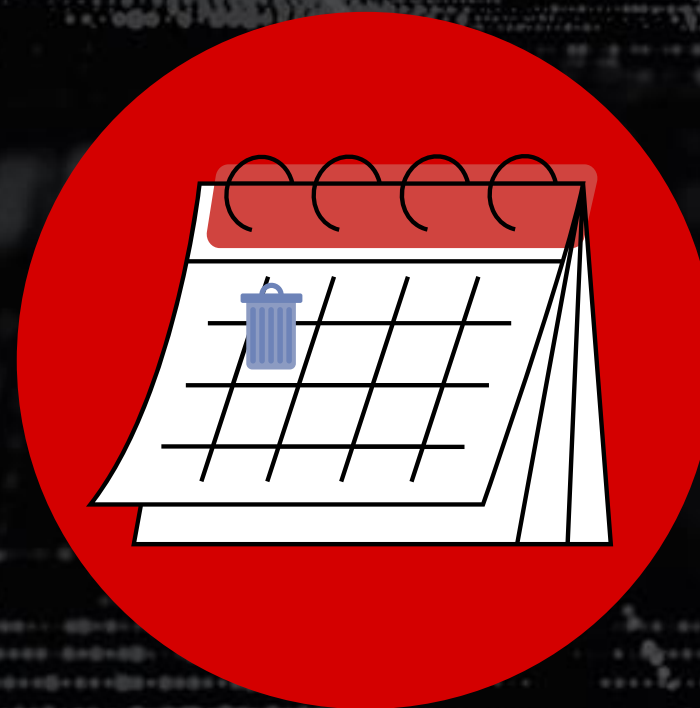
Millennials are the most likely to consume true crime content on Netflix (65%)
Popularity and Impact of True Crime Content, Vivint, 2023

SCAMMING STRATEGY

TEASE

Leveraging the scam mechanic a step further with push notifications that will be sent from the CBC app to users' mobiles to promote the movie upon its launch.

Doubling down on preventing food waste contextually, the push notification will be timed to be sent locally on the same day as waste collection in each sector of 4 major Canadian cities (Montreal, Toronto, Calgary, Vancouver).



SCAMMING STRATEGY

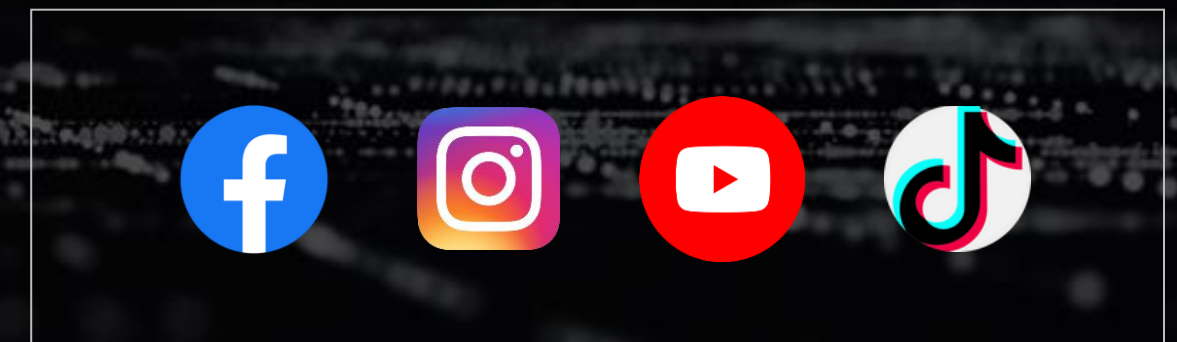
REACH

Similarly to the promotion of a real movie, we will partner with entertainment and news outlets across the country to launch online media activations (sponsored articles, digital banners, pre-roll video) and over-the-top urban tactics (OOH takeovers, guerilla Wall to Wall) to promote the movie. PR tactics will also be activated from CBC, Loblaws and Second Harvest.



PROMOTE

Engage with our target on social media as users will share the teasers to prevent their peers from becoming a SCAMMING victim.



REAL LIFE SCAM

Take over of +1000 Loblaws retailers across Canada with in-store OOH replicating the film's visual.

At checkout, a fake bill of + \$150 will be issued to raise awareness of the financial value of food waste.

Of course, the consumer won't pay the additional fee. Instead a portion of it will be given back by Loblaws to Second Harvest as a donation.



+1000 retailers

 **Loblaws**



SCAMMING EFFECTIVENESS

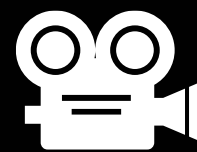
Our strategy succeeded in persuading millennials of the value of their food waste, while highlighting Second Harvest's mission through *The Largest Food Scam in Canada*.

Through the In-Store activation, Loblaws will donate up to \$500,000 to Second Harvest.



PAID MEDIA INVESTMENT

500K \$



PRODUCTION COST

250K \$



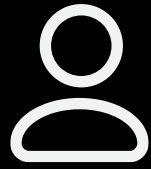
ESTIMATED PAID MEDIA IMPRESSIONS

48,5M



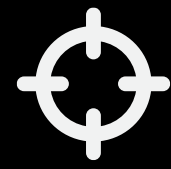
ESTIMATED EARNED MEDIA IMPRESSIONS

250K



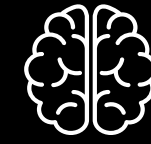
TARGET

Millennials take climate change seriously, but still participate in the food waste issue. Money is their main concern, but they don't know the cost of food waste.



INSIGHT

Millennials will change their food waste habits by being shown the personal financial loss associated.



BIG IDEA

The Largest Food Scam in Canada.
A campaign built to show millennials they are scamming themselves into losing 150\$ per month by casually wasting food.



MEDIA MIX

Content partnership with CBC
Push notification
Online video + Online Banners
Social Media
OOH & Wall to Wall
In-store activation with Loblaws
PR tactics



EFFECTIVENESS

Our strategy succeeded in persuading millennials of the value of their food waste, while highlighting Second Harvest's mission via largest food scam in Canada.

SUMMARY