



Nearly 60% of food produced for Canadians is wasted every year.
Fight food waste and stop hunger at secondharvest.ca



Insight & Strategy

It's shocking that nearly 60% of food produced for Canadians ends up in the landfill every year. Second Harvest wants to drive awareness to Canada's devastating food waste problem, so we illustrated this issue by unexpectedly juxtaposing garbage and farming. We showed a person using trash pickers to "harvest" fresh produce—representing how 60% of food produced for Canadians is wasted.

By strategically dramatizing this devastating statistic, we can make a lasting impression on our audience. Since they're constantly bombarded with new and conflicting information, and have been most of their lives, we designed our ad to stand out with its simplicity.

Campaign Extension

As a PR stunt to launch the campaign, we would open the world's first Garbage-to-Table restaurant to show how food typically trashed due to aesthetic purposes is still worth being eaten. To connect with our tech-savvy younger audience, we would produce attention-grabbing 6-second video ads for social. These ads would show scenes like a garbage truck dumping fresh produce at a landfill or farmers growing garbage bags "from seed" (a rolled-up garbage bag). We feel this direction has many possibilities and would create a campaign with lasting impressions.

