



Food waste doesn't look luxurious. 60% of food produced for Canadians gets wasted every year. Help us get more food on plates and out of landfills.



Find out how we're creating positive change for people and our planet at www.secondharvest.ca

The most expensive restaurant in the world.

Dining On a Dying Planet

Insight

Food waste does not look as luxurious as its cost to the planet.

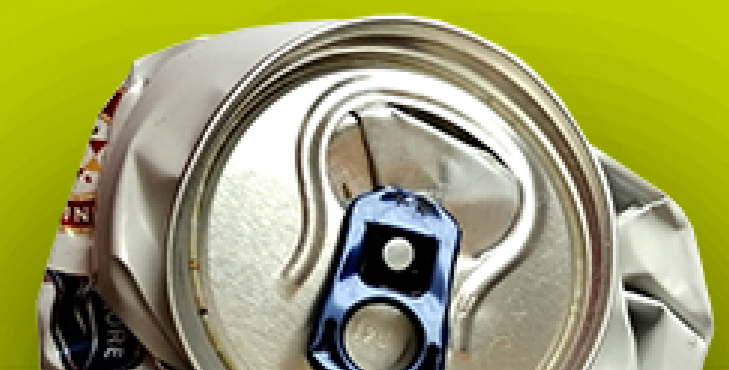
Rationale

Food waste has become the food trend that the planet never needed. It's having a widespread negative impact on our environment and society.

Our target audience loves to eat out, they're known as the foodie generation. They're always on the lookout for trendy restaurants, and they're likely to engage with content that has a lot of hype surrounding it. This piece aims to reel in attention towards landfills, by naming them the most expensive restaurant in the world. While the message speaks to luxury, the visual paints a picture of disaster, creating a haunting juxtaposition. Our target audience is being given the opportunity to share the "hype", and help introduce Second Harvest as a solution.

Second Harvest's mission of getting more food on plates and out of landfills, is made clear by showing how disturbing it is to combine the idea of dining with a landfill.

Our idea can extend to digital and social platforms with a donation campaign to "reserve a table" for a better future. We could also create a bold pop-up "dining experience" turning dump sites into restaurants, in order to make a statement.



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