

# The Hunger Games for Change

**START** your new lifestyle quest

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



YOUNG LIONS  
COMPETITIONS



# SUMMON YOUR TARGET

**Age:** 28-40 y/o (est. 8.4MM)

**Generation:** Tributes (Millennials born 1981-1996)

**Location:** Urban Districts



**71%** order food from restaurants at least once a week or more

**82%** of Millennials subscribe to at least one streaming service: **74%** are subscribed to **Netflix**

**53%** are most likely to game everyday

# INSIGHT-OPIA



Social media shapes the "You Only Live Once" (YOLO) lifestyle among young people, influencing their eating habits.

Social media fosters a culture of excess in millennials, who prioritize showcasing lavish meals and dining experiences. The pressure to portray an idealized lifestyle results in overconsumption and food waste.

**MAY THE  
'STRATEGY' BE  
IN YOUR FAVOR**

## **The Hunger Games: A fight against food waste**

In a world threatened by food waste, a new gaming challenge emerges.

This movement promotes meal prep and at-home dining, defying the "you only live once" idea as its opponent.

Welcome to the Hunger Games.



# THE 'BIG' TICKET TO VICTORY

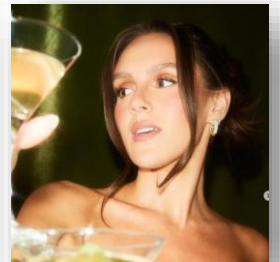
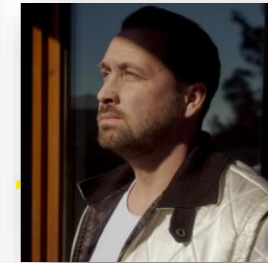


## **Enter the gaming zone:**

A new gaming show and game events that promote a deeper connection with food, encouraging the young generation to prioritize intentional meal preparation and mindful consumption.

# THE HUNGER GAMES INSPIRED TV REALITY SHOW

In partnership with Netflix, Second Harvest orchestrates a groundbreaking initiative to combat food waste with Canadian personalities. In satirical twist, the stars are challenged with cooking contrasting their lavish lifestyle. As these personalities join forces, they embark on a mission to inspire action.



# GAME IN ACTION

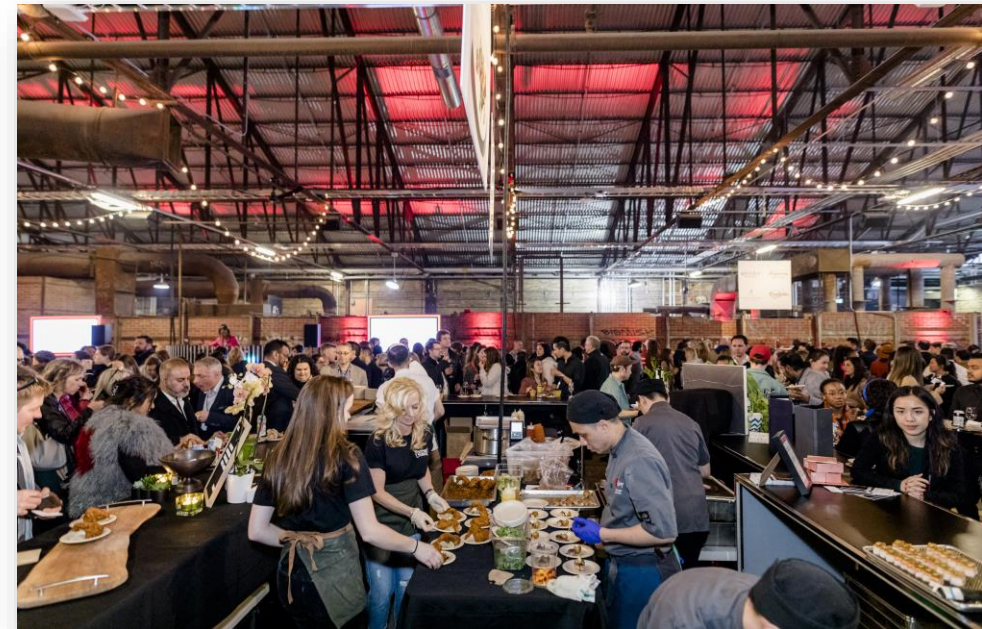


## **The Hunger Games for Change on Twitch:**

a new gameplay for Hunger Games tributes with meal prep challenges.

## **The Hunger Games for Change In-Person Challenge:**

Live events in major cities where contestants compete in ultimate meal prep challenges to win the crown.



# MEDIA ENSEMBLE

## Offline Arena Performance:

The Netflix show will be promoted through billboards in downtown areas, with an expected organic impact on radio and in newspapers.



## Online Arena Performance:

Paid media strategies with static and video formats to amplify the digital presence of the Hunger Games for Change activations.





# ASSESSMENT

## Netflix

**\$5M**

Partnership and  
Production  
Investment

**+50MM**

Viewership

## Twitch

**\$1M**

Production  
Investment

**+20MM**

Viewership

## Billboards

**\$600K**

Media  
Investment

**+130MM**

Impressions

## Radio and Print

**\$0**

Organic  
Impact

**+2MM**

Reach

## Display

**\$400K**

Media  
Investment

**+9MM**

Impressions

## Social Media

**\$200K**

Media  
Investment

**+60MM**

Impressions

# SYNOPSIS



Tributes,  
residents of  
urban districts



Social media's  
YOLO trend  
results in excess  
food waste

Participation in  
the Hunger  
Games for  
Change  
Movement



TV show on Netflix  
with a game  
extension on Twitch  
and IRL

+199MM Paid  
Impressions,



+70MM Viewership's  
and +2MM Organic  
Reach