The Hunger Games for Change

your new lifestyle quest

https://www.secondharvest.ca/



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



Edmonton Community Foundation. (2020) Abacus Data. (2019, Nov) Media in Canada. (2022, August 15)

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.



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MEDIA ENSEMBLE

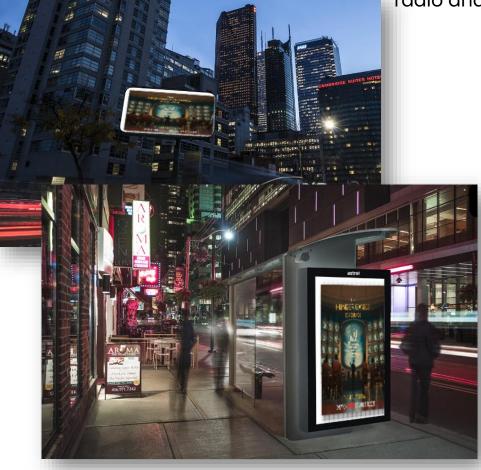
Offline Arena Performance:

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.



TORONTO STAR

Breaking News: Canadian celebrities join Netflix's

"The Hunger Games for Change"

In a groundbreaking innovative program move to spotlight the aims to draw pressing issue of foodattention to the waste, several challenges Canadian celebrities surrounding food have signed on to waste and promote participate in a new sustainable solution Netflix show titled "The Hunger Games for Change." This



he show will feature inspire viewers to hese celebrities take action in their engaging in various own lives and challenges and communities to activities related to combat food waste reducing food waste. Il while comneting in Hunger Gamestyle format. Through heir participation





blogTO





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ASSESSMENT

Netflix

Twitch

Billboards

\$5M

Partnership and Production Investment

+50MM

Viewership

\$1M Production

Investment



Viewership

\$600к **+130MM**

Media

Investment

\$200K

Investment

Media

Impressions

Radio and Print

\$0 Organic Impact



Reach

Display

\$400К

Media Investment



Impressions

Social Media

+60MM

Impressions



Rough estimate for one year period

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

