

Ad 2 Dallas: 2021-2022 National Club Achievement Competition

Category of Entry: Public Service

INTRODUCTION

Element Ad 2 is a long-standing tradition within Ad 2 Dallas to support local nonprofits and spread their message through a pro bono advertising and promotional campaign.

CLIENT OVERVIEW

Rescuing Leftover Cuisine (RLC) is a national 501(c)(3) nonprofit organization that strives to eliminate food waste and end hunger without creating more environmental impact. They utilize the method of “Food Rescue,” or “Food Recovery,” which is a process of gathering excess food from local businesses and redirecting it to local human service agencies (HSAs) such as food banks, soup kitchens and homeless shelters. After the “Food Rescue” is delivered to the HSA, the HSA then distributes the donated food to individuals in the community who are food insecure.

RLC serves as a logistics coordinator and facilitator to make the process of food donation easy and accessible for all businesses both big and small. Unlike most food recovery programs, RLC does not require a minimum pound donation in order to pick up from a business because they believe even a small amount of food can feed someone in need.

According to the National Resources Defense Council (NRDC), around 68% of food waste is still edible and could be used to feed those in need. Yet many food establishment owners are still not familiar with the food recovery process or the benefits donating excess food has for their business. In addition to helping local businesses give back to their communities, donating food waste provides financial tax incentives for businesses that they otherwise wouldn't receive.

Another benefit of food recovery is the significant reduction of environmental impact of food waste being disposed into landfills. Unlike the food drives, food rescues utilize food that would have otherwise been thrown in the trash versus being purchased by individuals throughout the community. Reducing food waste going to landfills significantly reduces carbon and methane emissions created by rotting food.

While food donations saw a large spike in 2020 due to the COVID-19 pandemic, food intakes have slowly started to decline especially in the Dallas area and the need for providing nutritionally adequate and safe foods is greater now than ever:

- Nearly 1 in 7 households in Dallas, TX are experiencing food insecurity
- According to the U.S. Census Bureau, Dallas has the 6th highest child poverty rate (35.6%). And yet, Dallas has one of the highest restaurants per capita ratios in the nation.
- The food insecurity rate for Texas is approximately 18.4%. In Dallas and neighboring counties, 477,000 residents live in food-insecure households.
- If food waste as a whole were a country, it would rank third in impact on global warming behind China and the United States.

CLIENT SELECTION PROCESS

While Rescuing Leftover Cuisine (RLC) has a national footprint, the organization is new to North Dallas. The majority of our team being from North Dallas, RLC was a natural fit for our “support local” mentality moving into this year. The Element 2 Dallas team was also looking to partner with an organization whose mission aligned with our own personal values. Rescuing Leftover Cuisine stood out among our other potential partners because their mission not only accomplished feeding those in need, but also helped reduce food waste which has been a visible problem in the DFW metroplex.

OBJECTIVE

Element 2 set out to develop a marketing campaign and localized strategy for RLC Dallas to help the organization expand their reach and impact in North Dallas [Exhibit A]. The organization has continued to grow over the last two years, but donations have been down since COVID-19 while food insecurity continues to rise. The localized marketing approach should connect RLC Dallas to the community and position the organization as the “Uber” of excess food, laddering up to their larger nationwide strategic goal of ending hunger in the most sustainable way. Our goals were to:

- Increase awareness in the North Texas community in order to grow partnerships and secure both monetary and in-kind donations.

- Increase awareness about food loss and food waste to inspire businesses, consumers and volunteers to contribute to the reduction of food waste.

We planned to orchestrate this campaign through:

- Developing 2-3 creative areas for overarching campaign look and feel
 - Utilize existing brand colors and corporate brand standards
 - Mockups include brief write up, FB/IG graphic, billboard and/or mood board
- Developing phased marketing plan starting May through June
 - Identify several “big ideas” and media integration
- Developing a paid and earned media plan
 - Identifying potential media sponsors and develop media RFP outreach letter
 - Identifying local earned opportunities

TARGET AUDIENCE

Our target audience is two-fold. There is a need to communicate directly to the businesses that donate the food while also engaging individuals who can donate the time and resources necessary to accomplish RLC’s mission. For this campaign, we simplified the larger audiences into two:

- Primary: Individuals looking for a way to give back to the community and a passion for ending hunger or the environment/sustainability
- Secondary: Local business owners who have excess food to donate or money to give; specifically locally-owned or franchise businesses as these are traditionally easier to work with

Since our campaign was largely focused on building awareness of RLC and increasing donations where we can, we chose to focus on individuals that are the fuel cells for everything RLC does. Businesses owners and operators would be included in our targeting, but not specifically identified or messaged to.

STRATEGY

The problem we were trying to solve is that hunger is not a scarcity issue. There’s more than enough food. It’s actually a logistics issue and RLC is here to help take things off your plate (quite literally) by redirecting excess food from local businesses to those in need and making it convenient for all parties

involved. Redistributing excess food is a win-win. It helps your business, feeds your neighbor and saves the environment.

Our strategy was to:

- Raise awareness with local businesses to increase the pool of organizations donating food
- Raise awareness amongst individuals to increase the number of volunteers helping to run their programs

We determined our strategy through meeting with the client and synthesizing their pain points, researching our audience and competitive landscape, and identifying the challenges we would have to overcome. We documented our strategy in our Strategy Brief (Exhibit A), which was reviewed and approved by the client and served as the North Star for our campaign.

Given our goals to 1) increase awareness in the North Texas community in order to grow partnerships and secure both monetary and in-kind donations; and 2) increase awareness about food loss and food waste to inspire businesses, consumers and volunteers to contribute to the reduction of food waste, we developed a media strategy which included:

- Social media promotion on Facebook/Instagram
- Outbound email program
- Out of home activations

EXECUTION

Through all of our research and analysis we chose an overarching concept to guide the execution: **Food is Love** [Exhibit B]. Food is love is the simplest and most direct way to describe the mission of Rescuing Leftover Cuisine to an audience unfamiliar with their organization. Although they may not know RLC, almost everyone has a happy story or positive memory associated with food—cooking shows, date nights, Food TikTok, Tasty recipes, food Instagram, GrubHub, and Uber Eats are all ways that we enjoy food. We're obsessed with sharing our beautifully plated meals or homemade creations with our friends, family and every food related hashtag we can think of. We're weekend grillmasters, our coworkers' favorite bakers, and faux foodies that feed our cameras first. Why? We love food! Food brings us together. It

warms our bellies, cures the Hangries, and puts us in a happier state than we were before. We're reminded of grandma when we cook her recipes and love the loud affirming "mmMMM" our coworkers make after they reluctantly eat our homemade cookies. Our fondest memories are around food. Because...Food is love.

And yet as much joy that food brings, there are some who wake up not knowing how they will get their next meal. The problem is not a lack of food. There is plenty of food to go around. The problem is that leftover food feeds the landfill rather than feeding the hungry. Rescuing Leftover Cuisine's mission is to change that and every donation helps.

We presented several creative options to RLC [Exhibits C-E]. In the end the client opted to go for the option that played to the emotional ties that food has between friends and family. The first creative execution was focused on lifestyle imagery of familiar events and memories associated with food. Dinner with friends, cooking with family and more. Execution two was focused on achieving the same sentiment, but we focused on using vector designs to relay our message. We chose to provide a vector option in case the client wanted the campaign to have longer legs and avoid any specific image rights issues. The third execution was focused on adding perspective to the call to donations. The most common amount of money donated is five dollars. The goal was to show potential donors how much further five dollars can go if donated compared to what they would buy in their daily lives. We focused on simple everyday purchases like coffee.

Promotion

The client was open to the idea of putting paid media dollars behind the campaign, but wanted to know what the potential outcomes would be. Since our goal was brand awareness we focused on channels that could grow our reach and impact for the lowest cost within our target audience. For these reasons we focused on Facebook and Instagram where the CPC is low and targeting precise. Our message was also easy to scale using these platforms. To create a more robust campaign for the client we also leveraged owned channels including email and certain webpages. Additionally, we shared a few ways our creative could come to life out of home.

MEDIA/MATERIALS USED

We built the majority of our promotion around paid social media activations. Leveraging Facebook and Instagram which would have the lowest CPC, highest reach, and most accurate targeting based off of our desired target audience, we recommended three media spend options:

- Level 1 \$1,000 [Ex
- Level 2 \$2,000
- Level 3 \$5,000

The media dollars would be provided by the client, but we offered to help set up the campaign within the business manager to ensure success. We also made recommended flight times based on our combined knowledge of the platforms. It takes time for the FB/IG algorithm to determine those most likely to take action. We shared this upfront with Rescuing Leftover Cuisine.

RESULTS ATTAINED

We are still building out our campaign and working through the approval process with our client.

However, by using historical knowledge we can expect to see the following results from our recommended spend levels:

- Level 1 [\$1,000]: 10,000 impressions | 250 Clicks | 14 days of promotion
- Level 2 [\$2,000]: 20,000 impressions | 500 clicks | 30 days of promotion
- Level 3 [\$5,000] 50,000 impressions | 1,250 clicks | 60 days of promotion

CLIENT: RESCUING LEFTOVER CUISINE

DATE: NOV. 12, 2021

CAMPAIGN STRATEGY BRIEF

Marketing Situation Overview

[Rescuing Leftover Cuisine \(RLC\)](#) is a national 501(c)(3) nonprofit organization that strives to eliminate food waste and end hunger without creating more environmental impact. Utilizing the method of “Food Rescue,” or “Food Recovery,” which is a process of gathering excess food from local businesses and redirecting it to local human service agencies (HSAs) such as food banks, soup kitchens and homeless shelters. After the “Food Rescue” is delivered to the HSA, the HSA then distributes the donated food to individuals in the community who are food insecure.

RLC serves as a logistics coordinator and facilitator to make the process of food donation easy and accessible for all businesses both big and small. Unlike most food recovery programs, RLC does not require a minimum pound donation in order to pick up from a business because they believe even a small amount of food can feed someone in need.

According to the National Resources Defense Council (NRDC), around 68% of food waste is still edible and could be used to feed those in need. The ability to legally donate excess food is through the [Bill Emerson Good Samaritan Food Donation Act of 1996](#). Approaching the 25th anniversary of the food act, many food establishment owners are still not familiar with the food recovery process or the benefits donating excess food has for their business. In addition to helping local businesses give back to their communities, donating food waste provides financial tax incentives for businesses that they otherwise wouldn't receive.

Another benefit of food recovery is the significant reduction of environmental impact of food waste being disposed into landfills. Unlike the food drives, food rescues utilize food that would have otherwise been thrown in the trash versus being purchased by individuals throughout the community. Reducing food waste going to landfills significantly reduces carbon and methane emissions created by rotting food.

While food donations saw a large spike in 2020 due to the COVID-19 pandemic, food intakes have slowly started to decline especially in the Dallas area and the need for providing nutritionally adequate and safe foods is greater now than ever.

Element 2 has been tasked with developing a marketing campaign and localized strategy for RLC Dallas in order to help the organization expand their reach and impact across the DFW-Metroplex. The organization has continued to grow over the last two years, but donations have been down since COVID-19 and the need to provide food to those in need continues to rise. The localized marketing approach should connect RLC Dallas to the community and

position the organization as the “Uber” of excess food, laddering up to their larger nationwide strategic goal of ending hunger in the most sustainable way.

Other Supporting Statistics:

- Nearly 1 in 7 households in Dallas, TX are experiencing food insecurity
- According to the U.S. Census Bureau, Dallas has the 6th highest child poverty rate (35.6%). And yet, Dallas has one of the highest restaurants per capita ratios in the nation.
- The food insecurity rate for Texas is approximately 18.4%. In Dallas and neighboring counties, 477,000 residents live in food-insecure households.
- If food waste as a whole were a country, it would rank third in impact on global warming behind China and the United States.

What is the objective?

- Increase awareness in the North Texas community in order to grow partnerships and secure both monetary and in-kind donations.
- Increase awareness about food loss and food waste to inspire businesses, consumers and volunteers to contribute to the reduction of food waste.-

Who are we talking to?

The audiences we want to target are two-fold. There is a need to communicate directly to a B2B audience while also engaging a B2C audience forming a sense of partnership between the two groups.

- Local business owners who have excess food to donate or money to give; specifically locally-owned or franchise businesses as these are traditionally easier to work with
- Local business owners who utilize sustainable restaurant practices
- Potential corporate sponsors
- Individuals looking for a way to give back to the community and a passion for ending hunger or the environment/sustainability
- Individuals who can donate money

What problem will be solved?

Hunger is not a scarcity issue. There’s more than enough food. It’s actually a logistics issue and RLC is here to help take things off your plate (quite literally) by redirecting excess food from local businesses to those in need and making it convenient for all parties involved.

Redistributing excess food is a win-win. It helps your business, feeds your neighbor and saves the environment.

What is the single most important message?

Everything has value and everyone has something to give. With more donations (both food and monetary), RLC can increase the resources available to keep edible food out of landfills by forming connections with local businesses and engaging volunteers.

What are the reasons to believe?

- **Community Matchmakers**, RLC strategically matches each food donation to the best local HSA partner, reducing the strain placed on business owners to manage logistics of food donation.
- **No donation minimums**, which allow businesses to donate more variety of foods and allows smaller businesses to participate
- **Direct Transfers**, which allow businesses to donate perishable items providing communities in need with access to fresh, nutritious food
- **Trained and reliable volunteers**, give businesses a peace of mind knowing their time and effort will not be wasted and allows volunteers to choose their time commitment
- **Agile technology and scheduling platform**, which allows businesses to easily schedule food pick ups and track food donations online for tax purposes
- **Ethical and transparent**, recognized by multiple organizations including the Charity Navigator Seal of Transparency
- **Strong brand identity and support system**, which builds trust with business owners and provides a strong foundation to build on
- **Sustainable business practices**, which are at the forefront of upcoming generations and becoming a priority for individuals to determine which causes to support

Who or what are we competing with?

- **Direct food donation centers** with strong community presence such as:
 - North Texas Food Bank - <https://ntfb.org/>
 - Minnie's Food Pantry - <https://minniesfoodpantry.org/>
 - Seven Loaves Food Pantry - <https://www.thestorehousecc.org/seven-loaves/>
 - Frisco Family Services Food Pantry - <https://friscofamilyservices.org/>
- **Food rescue groups such as:**
 - Food Sourced DFW - <https://www.foodsourcedfw.org/>
 - Focused on “large volumes of food”
 - Harvest Project Food Rescue, produce-based with pop-ups
 - Too Good to Go - <https://toogoodtogo.org/>
 - Food Recovery - The Stewpot - <https://thestewpot.org/foodrecovery>
- **Composting organizations** – who are gaining more visibility and can be perceived as an easier alternative to routing excess and simpler donation method
- **For profit food partners** – who create a revenue opportunity for businesses to resell their excess food for low to minimal costs

Exhibit A: Strategy Brief (Page 4 of 4)

- **Waste removal businesses** – which allow food service employees to easily dispose of excess food via the garbage versus donating to food distribution agencies
- **Other nonprofits in the metroplex** competing for donor awareness, monetary support and/or donated goods.

What are the challenges to overcome?

- Perceptions around food donation laws and the legalities of donating food in Texas
- Lack of education around the entire concept of food rescue or food recovery
- Balancing act of growing RLC food donor donations and recruiting enough volunteers to support increased food intake
- While the national organization has been around since 2013, the Dallas branch is fairly new and not well-known within the North Texas community
- Business owners often lack time and resources to make coordinating food donation a priority
- Limited amount of organizational resources for coordination both volunteers and paid employees
- Common idea of food donation only including high carbohydrate foods and non-perishable items that often do not require proper nutrition
- The food service industry continues to struggle with global supply chain issues, staffing challenges and financial struggles lingering from the COVID-19 shut downs

What should the tone be?

Resourceful, kind, committed, eco-friendly, helpful, communal, honest, encouraging

What are we making?

- Develop 2-3 creative areas for overarching campaign look and feel
 - Utilize existing brand colors and corporate brand standards
 - Mockups should include brief write up, FB/IG graphic, billboard and/or mood board
- Develop phased marketing plan starting December through May
 - Identify several “big ideas” and media integration
- Develop a paid and earned media plan
 - Identify potential media sponsors and develop media RFP outreach letter
 - Identify local earned opportunities

What are the next steps?

- Client Strategy Brief Feedback and Approval: November 15th
- Schedule Creative Areas Client Review: TBD

Exhibit B: Creative Concept Presentation to Client



Exhibit C: Concept 1 Continued

Concept 1: Food is Love

Objections:

“Leftover food is gross”

“I can’t do anything about food waste”

“Hunger is too big of a problem to solve”

“No one wants my leftover food”

Creative: Bold words made from leftover foods that looks appealing.



Message: Break the misconceptions by positioning RLC as the solution.

“Leftover food is gross”
umm...



Food is Love.

Concept 2: \$5 Fights Dallas Hunger

Education:

Anyone can help fight Dallas hunger with only \$5

\$5 scales into X amount of meals with the work of RLC

Giving \$5 to RLC goes way beyond what you could buy for yourself with the same amount

Creative: Striking comparisons between “selfish” purchases and the power of generosity



WHAT CAN \$5 DOLLARS DO FOR DALLAS HUNGER?



6oz
BURGER
\$4.95

OR



LASTING FOOD
SECURITY
\$5.00

Message: Represent the power of \$5 by contrasting what it can buy on its own versus when you give it in support of RDC

Exhibit E: Transforming Food Waste

Concept 3: Transforming Food Waste



