

THE PROBLEM

A lot of consumers care about food waste, but most people aren't acting on it.

There's a disconnect between attitudes and actions of the audience.

This is because the problem is too big to comprehend. It's perceived as too much for any one man or woman to fix, so consumers simply switch off.

THE STRATEGY

Rather than focus on a problem too big to comprehend or use shock tactics, we want to ask shoppers to make one small change to act as a catalyst for a permanent behavioural shift.

It won't take that much effort. But by getting the public to do this one thing, it'll flip the conversation from being about the problem, to the solution.

The one thing we'll ask them to do is...

MAKE BETTER USE OF YOUR FREEZER!

Consumer and retailers in developed markets
waste 40% of food.

Fresh fruit, vegetables, meat and fish are
among the most wasted food types.

Waste can be reduced massively if shoppers
change behaviour – buy frozen food and
freeze fresh food and leftovers before it spoils.

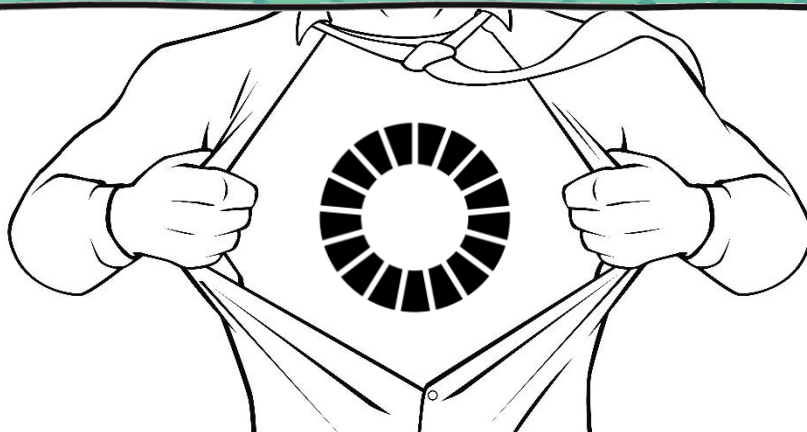


FREEZE!

**IN THE NAME OF
WORLD HUNGER!**

CONCEPT

Team up with a well-known comic book writer, illustrator and a director to tell the story of **THE FREEZER**, a reformed super villain who gives up his quest for world domination to use his powers for good.



Like many reformed criminals, he decides to work with children: talking to them about how his superpower – ice – can be a power for good.

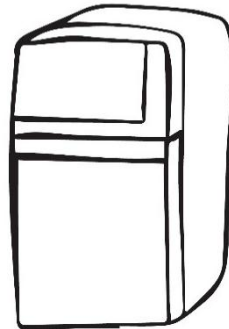
He educates them on topics such as food waste, poverty and climate change.

He also freezes food.

MESSAGE

The campaign message is:

1. Make better use of your freezer
2. Waste less food
3. You can make a difference

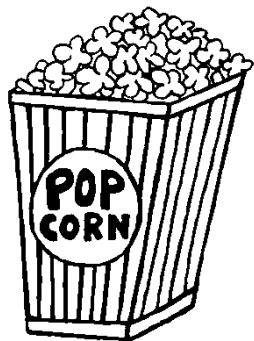


The tone of voice will be positive and hopeful, to perpetuate the message that the consumer can be a part of the solution.

Positive changes = better food security = end to poverty and hunger

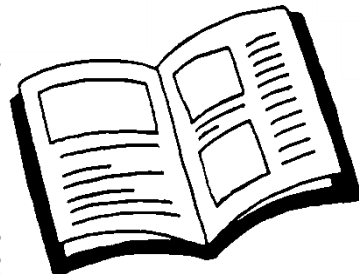
EXECUTION

1



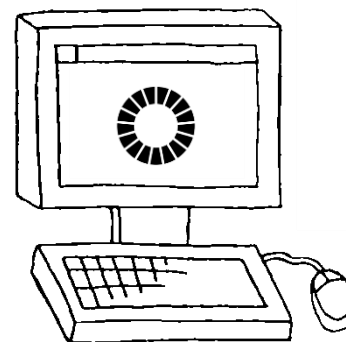
Short film
launched at
Comic-Con

2



Comic book telling
The Freezer's
origin story

3



Microsite containing
the film, comic book
and additional info

CUT-THROUGH

In the comic book, instead of commercial adverts, we'll include:

Information from the UN on food waste, as well as how much progress we've already made

Information on how you can join the effort to help cut food waste. Tips on things like when to freeze food, as well as recipes using frozen food.



All of this will be published in greater detail on the microsite

OUTCOMES

This campaign will get people to make one small change to their lives. In doing so, they become part of the solution, not just an individual who feels helpless at the scale of the problem.

By changing consumer attitudes, supermarkets and other organisations will be pressured to change too.



MEASUREMENT

Awareness: Reach, views & downloads

Action: Purchases of frozen foods

Outcome: Tonnes of food wasted

WHAT NEXT?



FRANCHISING

- Figurines
- Brand partnerships
- Follow up episodes

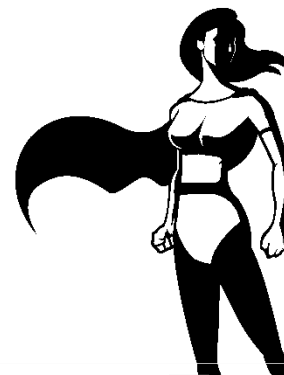
OTHER SDGS

Chapter 2: The Freezer and the fight for the ice caps

Chapter 3: The Green Titans versus Warming Man

Chapter 4: The Cleaner and the Litterbug Battle

Chapter 5: ...



To be continued...