

SITUATION

Our desire for more perfect-looking and plentiful food choices, has caused retailers to discard imperfect-looking food, overstock shelves and throw away older products too soon.

Increased food waste is worsening food security and climate poverty in the developing world, impeding the success of several U.N. Sustainable Development Goals.



A woman with blonde hair, wearing a dark jacket and dark pants, is pushing a metal shopping cart through a grocery store aisle. The cart contains various items, including what appears to be a water bottle and some produce. The background is heavily blurred, suggesting motion, with warm, golden light illuminating the scene. The overall mood is one of haste or routine.

AUDIENCE

The biggest offenders of food waste are under sixty,
educated and affluent.

Awareness does not lead to action. People waste food
as a result of the expectations of our society.

OBJECTIVE

Neither retailers nor consumers has much incentive to change as things stand

We need to unite all stakeholders by showing them how reducing leading sources of retailer food waste (overstocking, discarding imperfect food, and early disposal) is a mutually beneficial reward



INSIGHT

Over-idealized food imagery is creating increasingly unrealistic expectations of how food should look and what should be available. This consumer expectation is driving retailers' wasteful policies.



STRATEGY

Work with retailers and media partners to reset consumers' expectations about how food should look and the value of purchasing it

Incentivize sustainable buying behavior to reduce waste by maintaining existing levels of choice and revenue



Extra rdinary Food

A Campaign for Raw Beauty

IDEA

Just how society reframed human beauty as more than skin deep, we will create a campaign that shows us how buying food that doesn't look good, still does a world of good.

Fresh food is all the same on the inside, ordinary, but we want people to see how when they choose misshaped or older food, it costs no extra, tastes the same, and reduces waste. It should be recognized as
Extra Ordinary Food.

Extra rdinary Food

A Campaign for Raw Beauty

Partner with the influential fashion and beauty industry, which sets food trends, to launch executions similar to 'honest' no-makeup issues that profile food in its 'raw beauty' through longform editorial and video.



In-Store activations to reframe expectations of how food should look, and show how choosing the others makes an extraordinary difference

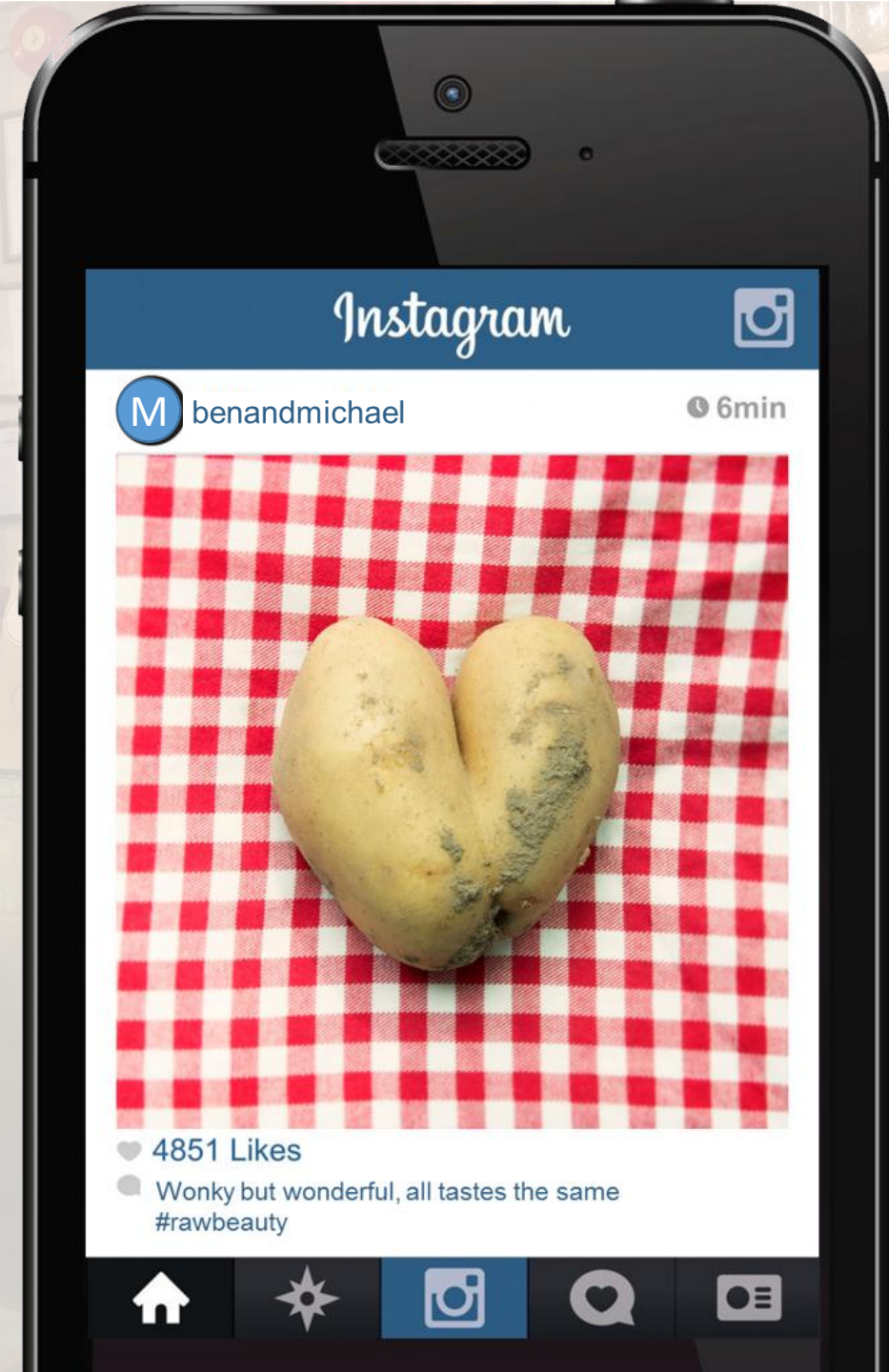
**Extra
Ordinary
Food**

Learn why it's
extraordinary



#RawBeauty

Social Media campaign, led by Extra Ordinary Food's owned channels to encourage user-generated content fighting against glutinous and boastful posts



MEASUREMENT

Through retailers' existing loyalty schemes, we will link measurement directly to purchasing behavior change and food waste reduction.

Consumer uptake replaces revenue stream to incentivize further sustainable action by retailers.

