

DIGITAL COMPETITION

CREATE A DIGITAL CAMPAIGN THAT MOTIVATES MILLENNIALS TO DOWNLOAD AND DONATE THROUGH THE SHARETHEMEAL APP.

BACKGROUND

The United Nations World Food Program (WFP) is the leading organization fighting hunger worldwide. We reach 80 million people in 80 different countries every year. Our tone and manner is positive, simple and clear – providing the facts without imposing guilt.

Worldwide there are 20 times as many smartphone users as there are hungry children.

ShareTheMeal, WFP's first smartphone app, is a way for WFP to engage a new generation of individuals in our mission and our work.

ShareTheMeal makes donating more social and more effective. Users can follow the progress of our fundraising efforts through the app and see where we have already helped.

With a tap on the smartphone users can share their meal with a child in need anytime, anywhere. By using ShareTheMeal, people are joining a community that firmly believes zero hunger is achievable within our lifetime. Since its launch, ShareTheMeal has been downloaded by over 1M people who shared over 20M meals with children in need around the world.

BACKGROUND

Starting 1 September 2018 for 12 weeks, WFP's "Feed Our Future" Global Cinema campaign will create urgency for hunger as a social cause, warning us all about the potential lost every time a child dies of hunger. As a foundational part of the campaign, a 60-second PSA will play in cinemas around the world, ending with a challenge to take action with WFP's ShareTheMeal app.

Here a preview of the Cinema film–

<https://www.dropbox.com/s/v2qe554hznq9oid/Final%20Cinema%20Ad.mp4?dl=0>

THE CHALLENGE

The number of hungry people has increased in 2017 for the first time in decades because of conflicts and climate-related crisis.

We need to get the target audience to feel that they can make an impact by joining our community in the fight to end world hunger.

[HTTPS://SHARETHEMEAL.ORG/EN/INDEX.HTML](https://sharethemeal.org/en/index.html)

DOWNLOAD THE APP ON IOS OR ANDROID: SHARETHEMEAL

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WHAT'S ESSENTIAL?

Building on the narrative of the film, a successful digital campaign should be centred on the theme of **“potential”**.

Potential can be relayed through potential realised and the threat of potential lost.

Key Question

How can we maximize downloads of the ShareTheMeal app with a digital campaign that can leverage our presence in a global cinema ad and the theme of “potential”.

Potential will be the foundation of WFP campaigns and messaging for Q4 2018.

TIMELINE

The Campaign will be implemented in September for 12 weeks.

The holiday season (beginning Canadian Thanksgiving in the beginning of October and American Thanksgiving at the end of November, continuing on through December in international markets) is a time for coming together with friends and family, celebrating what we have and helping those who don't have as much. This is a key time for WFP / STM to engage with the public, encouraging them as they gathering around their holiday tables to share a meal with a less-fortunate family.

WHAT TO CONSIDER

Through ShareTheMeal, WFP speaks to millennials in a **fresh and positive** tone of voice that empowers the audience, making them feel that **they can make an impact** in our fight to end hunger.

Mindful that WFP is a thought-leader in the humanitarian and development communities, **speaking with an authority** based on experience and data, it is vital that we speak **simply and clearly** to a general audience, triggering an emotional response with impactful statements and statistics that relay the need without imposing guilt.

For more info on ShareTheMeal tone of voice, please check here –

https://drive.google.com/file/d/1yf6oVRPBrucmZmTnu_UolpRTWFSA5Mlp/view

TARGET AUDIENCE

MILLENNIALS, AGED 20–40

- EQUAL M/F SPLIT
- MIDDLE SOCIO ECONOMIC CLASS
- PRIMARILY URBAN
- SOCIALLY ENGAGED
- POSSIBLY PARENTS
- TECH ADOPTERS
- SOCIALLY CONSCIOUS