



Brief



Background

- Hunger is one of the greatest threats to humanity
- WFP is the UN frontline agency to fight against hunger
- The Fill the Cup Campaign was launched by WFP to raise money for school feeding

Target audience

- Primary and secondary school students as well as teachers in the developed world

Challenge

- Increase youngsters' awareness of world hunger
- Encourage them to support WFP by raising money for the Fill the Cup Campaign



Looking for insight



Who are we talking to?

- Kids mainly in age of 8-13
- Recently they were taught by adults
- But now they want to teach adults themselves

What do they think?

- I'm already an ADULT, not a CHILD!



Insight

- I can PROVE that I am an adult because I know even MORE THAN my parents and can REALLY SOLVE adult problems



Strategy



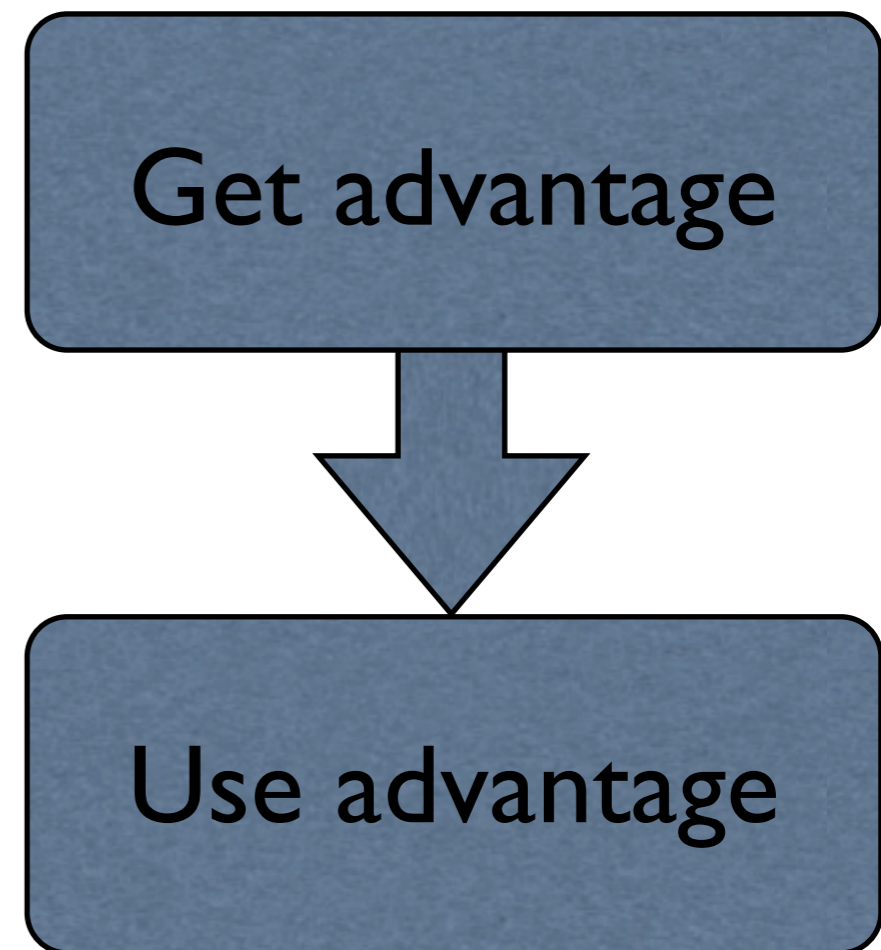
To create kids' ADVANTAGE in hunger knowledge and let them feel "SMARTER THAN PARENTS" using it

Step 1: Awareness&Education

- School seminars with "home test"
- Web/mobile application
- 3D-posters
- Ambient media

Step 2: Activation&Engagement

- Cinemas
- Direct mail
- Field promotion



Step 1: seminars



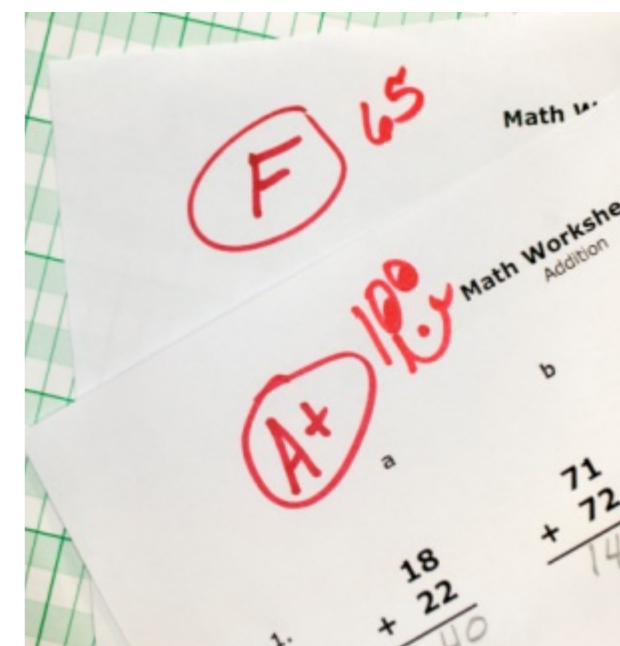
**Majority of adults don't know
about the things I'm going to tell you!**

What?

- The school seminars with a specially trained KID SPEAKER
- Seminar is held in a “get to know more than an adult” manner
- In the end the kids pass a test to check their new knowledge and receive a mark
- Then they get a copy of test to examine their parents at home to compare the marks - a “home test”

Why?

- The “kid-to-kid” information has a great chance to be heard by youngsters
- The kids themselves bring the information to home



Step 1: web/mobile



Do you know more than your parents?

What?

- Special Facebook application (*including Java application for mobile phones*) that helps to compare the marks that different parents got on the “home test” and to discuss it on Facebook

Why?

- The application will drive the discussions and help to spread information



Step 1: 3D-posters



**Adults usually donate big sums of money!
You're smart - save a child's life right now
with just a spare quarter!**

What?

- The special posters with provocative messages and a 3D red cup for donations attached

Where?

- Schools, entertainment centers - places for kids only

Why?

- 2 in 1 - posters build awareness and give an opportunity to act right now



Step 1: ambient



What would an adult do? You're smarter than this!

What?

- The vending machines have a sticker on it: **“2\$ only? Snickers or donation? Parents would donate! But you're smarter - do both!”** (the price in sticker varies up to product and country being a 25 cents higher)
- Mirrors with magazine cover effect: **“Kids beat the adults in charity - meet the youngest charity man of the year!”**

Where?

- Schools, entertainment centers - places for kids only

Why?

- These channels play a great role of keeping youngsters in constant touch with the problem



Step 2: cinemas



Kids, you have 20 seconds to show that you're smarter than parents! Tell them what it means!

What?

- A really cheap video spot is placed before family movies where parents go together with kids
- The red cup with special communication appears on the screen for 20 seconds
- In the end of the spot the logo appears with the web address and text: **“Fill the cup on exit or donate on-line!”**

Why?

- The interactive format will draw the attention
- Kids' involvement will positively influence on parents' perception



Step 2: direct mail



Now you can teach your parents how to help with these simple device!

What?

- The kids are presented with a number of special launch bags
- They bring it home and explain to parents how to use it
- Bags play a role of direct mail having a communication on it: **“Instructions: please, fill the bag with a meal for your kid! Please, fill the cup of a hungry child putting 25 cents in!”**

Why?

- The kid is willing to show his knowledge and will deliver the message exactly to the point
- Mothers who usually fill the lunch bag will feel empathy for other kids



Step 2: promotion



Ask your kids what this red cup means!

What?

- The specially produced red cups with no logo are distributed between adults

Where?

- Supermarkets, shopping malls

Why?

- The teasing effect will drive people's interest to get the story about the cup from their kids

