



ad hoc  
STUDIOS

# WE ARE...



**Dan Tran**

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*Copywriter*



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*Art Director*

# RFP TAKEAWAY

# RFP TAKEAWAY

- Increase volunteers for the Food Rescue campaign
- Increase brand awareness

Current Target Audience:  
18-45 year old  
Philadelphia area residents

# COMPETITIVE ANALYSIS

# CURRENT ADVERTISING



**FreshForAll**  
a Philabundance program

**Sharethe Harvest**  
a Philabundance program

**Hunger SafetyNet**  
a Philabundance program

**Food Help Line**  
800.319.Food  
a Philabundance program

**Community Cupboard**  
a Philabundance program

**Philabundance FoodFund**  
a Philabundance program

**Community Kitchen**  
a Philabundance program

**Community FoodCenter**  
a Philabundance program

**EVERY**  
**HIS ZIP CODE HAS HUNGER**

**Donate • Volunteer • Advocate**

**PHILABUNDANCE**

# TOP COMPETITORS

- Local and national nonprofits
- Community organizations



# RESEARCH

# RESEARCH OBJECTIVES

- How does our audience spend their time?
- What factors convince our audience to spend their time volunteering?

# RESEARCH OVERVIEW

- Survey distributed across platforms  
472 total respondents between 18-45  
Primarily college students and young professionals
- 8 in-depth interviews

# KEY INSIGHTS

## KEY INSIGHTS

84%

believe that  
volunteering  
with local  
non-profits is  
important.

56%

have volunteered  
in the past  
with various  
organizations.

## KEY INSIGHTS

68%

say they don't  
have the time to  
volunteer

53%

say they don't know  
where to volunteer

# KEY INSIGHTS

**MISSION** **COMMUNITY** **HELPING**  
**CAUSE**  
**TIME** **KNOW** **DOO**  
**PEOPLE** **INTEREST** **G**  
**IMPACT** **PASSIONATE**  
**HONEST**

# KEY INSIGHTS

57%

have heard of  
Philabundance

60%

do not know what  
food rescue is

# POSITIONING

# POSITIONING STATEMENT

For the busy Greater Philadelphia millennials who value connecting with people and want to have a positive impact on the city in which they live, Philabundance and its shift at the Wholesale Produce Market is the perfect opportunity to have an immediate impact on the people of the community by working with an honest organization dedicated to a cause that everyone can be passionate about: **food for all.**

# KEY BUSINESS ISSUE

Philabundance is an organization that improves the greater Philadelphia area, but we are losing volunteers to other more widely known volunteer options because of a lack of brand and cause awareness among the target audience.

## COMMUNICATION OBJECTIVE

To persuade Philadelphia area millennials that volunteering with Philabundance at the Wholesale Produce Market is a rewarding way to spend their limited time that will add value to their life, while reducing food insecurity and waste in the area.

# TARGET AUDIENCE

# TARGET AUDIENCE

18 to 35 years old

Greater Philadelphia area residents

Value connecting with people

Misplaced priorities

Value working towards a common goal

Use public transit as primary mode of transportation

## JAMES, 22

- Final year of University - majoring in Political Science
- Head of Philanthropy of his fraternity
- Wants to make a difference in the world
- Likes to wear brands and logos
- Will motivate his peers to rise to the challenge



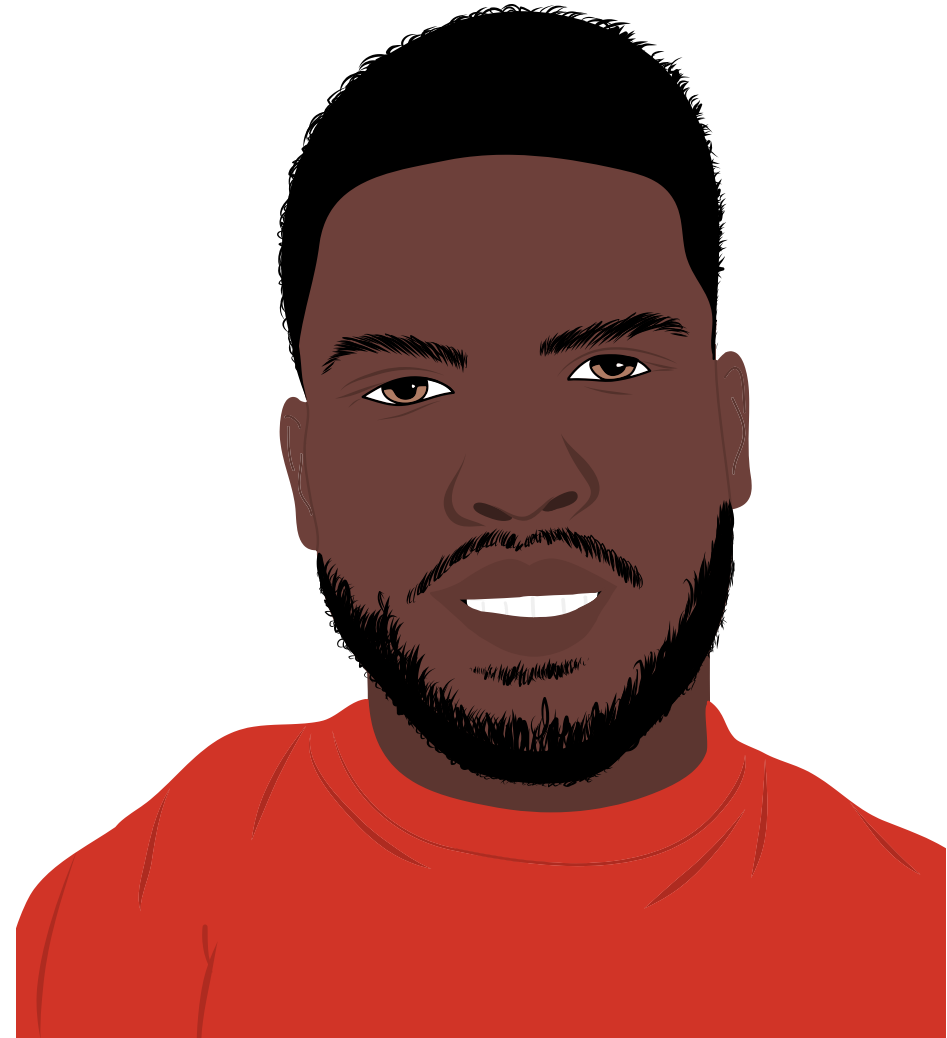


## SOFIA, 19

- University work study
- Not against volunteering but doesn't have the motivation to go alone
- Feels overwhelmed with Netflix and school work
- Consistently high GPA
- Travels primarily via ride sharing or using the subway

## DWAYNE, 28

- College graduate
- Hasn't volunteered before
- Values protecting the environment and supporting honest companies
- Has more free time than he's used to
- Spends his time with friends or in his apartment watching Netflix
- Not from Philadelphia, but moved here for school and stayed post-grad



# KEY BENEFIT

## KEY BENEFIT

Volunteering with Philabundance is an opportunity to be an integral part of creating food security and reducing food waste in Philadelphia.

# FEATURES

**POSITIVE & RELATABLE MISSION**

**DOING GOOD FOR OTHERS -**

**SERVING 90,000 PEOPLE EACH WEEK**

**REDUCES FOOD WASTE - REDISTRIBUTED**

**25 MILLION POUNDS OF FOOD IN 2017**

**SHIFTS AVERAGE 15,000 POUNDS RESCUED**

**STAYING LOCAL, FEEDING YOUR COMMUNITY**

**FOOD RESCUE IS ENVIRONMENTALLY FRIENDLY**

# tone

POSITIVE

ENGAGING

HONEST

# THE BIG IDEA

4 HOURS

4 OURS

**CREATIVE**

4 HOURS OF  
NETFLIX

=

-3 BAGS  
OF CHIPS



4 HOURS OF  
FOOD RESCUE

=

90,000 EMPTY  
STOMACHS FILLED

4 HOURS **4 OURS**  
[feedourcity.org](http://feedourcity.org)

4 HOURS OF  
COOKING VIDEOS

=

1 SERIOUSLY  
BURNT MEAL



4 HOURS OF  
FOOD RESCUE

=

33,000 HUNGRY  
CHILDREN FED

4 HOURS **4 OURS**  
[feedourcity.org](http://feedourcity.org)

4 HOURS OF CHECKING  
YOUR PHONE

=

0 NEW  
NOTIFICATIONS



4 HOURS OF  
FOOD RESCUE

=

15,000 POUNDS OF  
PRODUCE SAVED

4 HOURS **4 OURS**  
feedourcity.org

Southbound

4 HOURS OF  
NETFLIX

=

-3 BAGS  
OF CHIPS

● ● ● PHILABUNDANCE ● ● ●

Cecil B. Moore

4 HOURS OF  
FOOD RESCUE

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4 HOURS OF  
FOOD RESCUE  
=  
15,000 LBS  
OF PRODUCE  
SAVED

4 HOURS **4 OURS**  
feedourcity.org







GETTING AWAY FROM IT ALL

Philly museums that will whisk you into another world

NEW BREWERS AND TRIPS FOR THE THIRSTY HOPHEADS

ETHICIST PETER SINGER ON HOW TO DO THE MOST GOOD

TOWARD A SUSTAINABLE PHILADELPHIA

FEBRUARY 2017 / ISSUE 94 GRIDPHILLY.COM

SPRING FESTIVAL GUIDE

MAY

**Hello, Mudder**

*Art, engineering, puns and a mud pit are all part of the fun in this festival*

BY VINCE BELLINO

IT'S NOT OFTEN that the words "mud pit" and "arts festival" are uttered in the same breath, unless you live in East Kensington. Then it's an annual tradition.

Every year since 2006, a few dozen teams—ranging in size from solo operations to 15-person school squads—design and parade quirky floats throughout a neighborhood obstacle course.

These "artistic sculptures" are intended to celebrate Kensington's vibrant artistic and small-business communities, says Bea Rider, director of resource development for New Kensington Community Development Corporation. Awaiting entrants at the Philadelphia Federal Credit Union Kensington Derby and Arts Festival on May 19 will be obstacles ranging from foam scattered on the ground to, yes, a mud pit near the finish line. There contestants will be judged in a variety of categories, including best engineering, best breakdown and best/worst pun.

Surrounding the mud pit is the arts festival element, where 200 local makers and food vendors gather to take in the spectacle and hawk their wares to the crowd, many of whom live within the community.

The festival is a marriage between two events that were held simultaneously: the Trenton Avenue Arts Festival and the Kensington Kinetic Sculpture Derby.

There is a strong emphasis on community throughout the planning and execution of the event, something Rider says NKCDC and the East Kensington Neighbors Association keep in mind throughout the process.

"The festival and the derby itself have always had this quirky, neighborhood, accessible feel, and we want to maintain that," she explains. "We're very careful about who we select or invite to be sponsors." If potential event sponsors don't have a presence in the community, or the organizers feel they don't align with the attitude of the derby and festival, they will turn them down.

The event is also an annual opportunity to shift perceptions of the neighborhood.

"There's been a lot of disinvestment and decay that, over time, has been reversed in East Kensington and Fishtown in particular," Rider says. "A lot of the Fishtown, East Kensington neighborhood has seen sort of this surge in artists and maker communities where some of those industrial buildings have been transferred into live/work artist space like we did at [formerly abandoned textile factory] Coral Street Arts House."

The community of artists is not new, however. Rider says it has existed there for a long time, and seeing a human-powered AT-TE sculpture parading down the street alongside a fleet of human Care Bears and an enormous Mickey Mouse sculpture underscores that.

In the past, Rider says that the PFCU Kensington Derby and Arts Festival has typically hosted 20 to 30 participating teams. This year, due to registration sponsorship from Penn Treaty Special Services District, registration is free, which should make the event even more inclusive.

The most significant change to come to the derby this year is an expanded course, which will now run from Norris to Hagert streets. In the past, the course ran from Trenton and Norris to Front and Dauphin before returning to the starting point. The expanded course will allow for more vendors than any year prior, as well as more areas for spectators to gather.

Despite the changes that have shaped the derby over the years, the quirky, lighthearted tone that sets the Kensington Derby and Arts Festival in its own category remains intact. The parade happens rain or shine, and there are few restrictions on the materials entrants can use to build their floats, depending on the resources available to the entrants and their skill level, Rider says she has seen contestants enter sculptures made from cardboard, steel and everything in between. So long as the sculpture can move at a minimum speed of 3 miles per hour and only uses any power physically generated by the team, it's all fair game.

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KENSINGTON DERBY AND ARTS FESTIVAL

MAY 19

# 4 HOURS OF FOOD RESCUE = 90,000 EMPTY STOMACHS FILLED

4 HOURS 4 OURS

feedourcity.org

PHILABUNDANCE

4 HOURS OF  
FOOD RESCUE

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# SOCIAL MEDIA

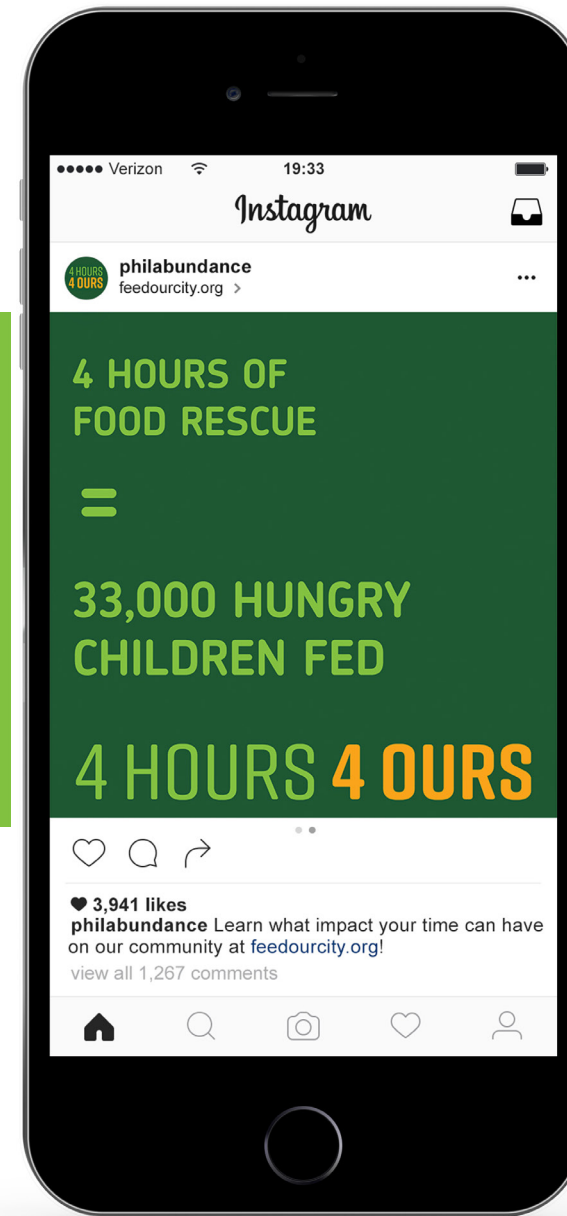
4 HOURS OF  
COOKING VIDEOS

=

1 SERIOUSLY  
BURNT MEAL

   PHILABUNDANCE   

#4OURS





Philabundance

Sponsored

Learn what impact your time can have on our community!

4 HOURS OF  
COOKING VIDEOS

=

1 SERIOUSLY  
BURNT MEAL



[feedourcity.org](http://feedourcity.org)

[Learn more](#)

Like

Comment

Share



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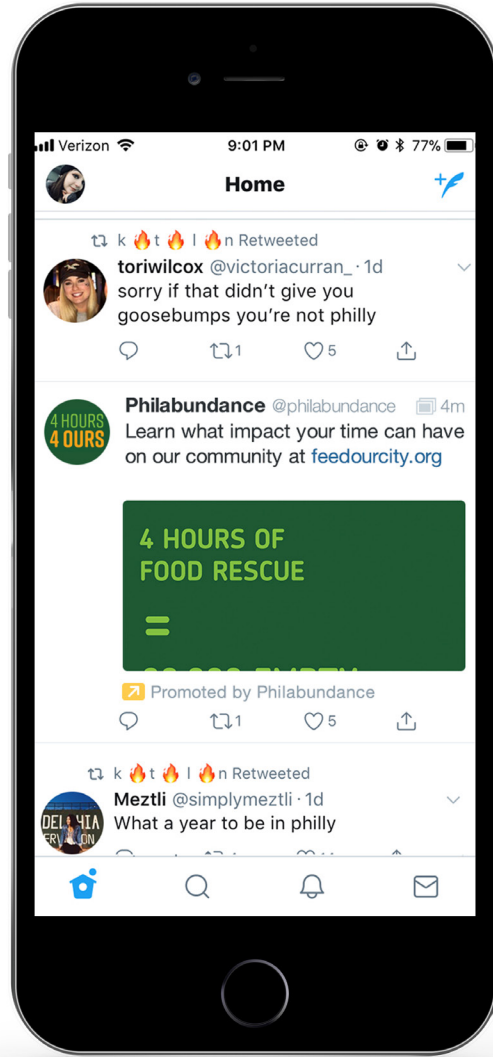
[feedourcity.org](http://feedourcity.org)

[Learn more](#)

Like

Comment

Share



**Philabundance** @philabundance 4m  
Learn what impact your time can have  
on our community at [feedourcity.org](https://feedourcity.org)



 Promoted by Philabundance

  1  5 

**DIGITAL**



4 HOURS  
4 OURS

40% OF ALL FOOD IN THE  
U.S. IS THROWN AWAY.

YOU CAN HELP US SAVE IT AND  
GIVE IT TO THOSE IN NEED.

- LEARN MORE ABOUT  
FOOD RESCUE
- LEARN MORE ABOUT FOOD  
INSECURITY IN PHILADELPHIA
- SIGN UP FOR A  
FOOD RESCUE SHIFT



PHILABUNDANCE



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# PRODUCTION





4 HOURS  
**4 OURS**  
🍓 [feedourcity.org](https://feedourcity.org) 🍏

# MEDIA PLAN

# MEDIA FLIGHT

Opportunities	Notes	Production Cost	Cost per Month	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total 2018 Spend
OOH												
SEPTA Subway Car Ads 22" x 21"   Static	10 rail interiors	\$15/each, \$150/total	\$63/each, \$630/total									\$2,670.00
SEPTA Subway Station Ads 46" x 60"   2-sheet   static	City Hall (north&south), 30th Street (north&south), South Street, Cecil B Moore	\$60/each, \$360 total	\$1,190 per station, \$7,140/month									\$28,920.00
SEPTA Bus Shelter Ads 68.5" x 47.5"   static	3 total - Center City (2) and University City (1)	\$50.40/each, \$151.20/total	\$3,072/each, \$9,216/total									\$27,799.20
SEPTA/PATCO Regional Rail Ads 33" x 21"   Static	6 rail interiors	\$23/each, \$138 total	\$140/each, \$840/total									\$3,498.00
Flyers 8.5" x 11"   Static   At Grocery Stores	2000	\$1,160										\$1,160.00
PRINT												
GRID Magazine Ad 7" x 9.6"   Static	June is the Food issue		\$1,390									\$5,560.00
PRODUCTION												
Reusable Tote Bags	1,000 pieces	\$1680/thousand										\$1,680.00
Stickers	1,000 pieces	\$320/thousand										\$320.00
DIGITAL												
Microsite		\$31 for domain name	\$14 to host									\$200.00
Facebook	Conversion Photo Ad											\$7,500.00
Instagram	Conversion Photo Ad											\$10,000.00
Twitter	Promoted Tweet and Photo											\$7,500.00
OWNED												
DIGITAL												
Facebook												
Instagram												
Twitter												
												<b>\$96,807.20</b>

# BUDGET BREAKDOWN

OOH - \$62,088

Print - \$5,560

Digital - \$25,168

Production - \$3,991.20

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Total 2018 Spend - **\$96,807.20**

# OUT OF HOME

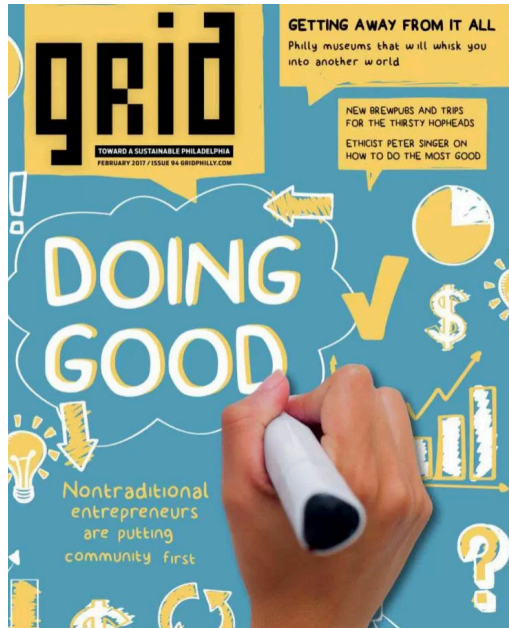
**5 out of 10**

adult viewers searched  
online for more information

**228,812**

total impressions  
over a 4 week campaign

# PRINT



57,500 readers  
in Philadelphia

## COMMUNITY-MINDED WANT TO CHANGE THE WORLD ADVOCATES AND VISIONARIES

45%

of readers  
between  
ages 25-44

48%

of readers  
volunteer

# SOCIAL MEDIA



Most commonly used  
among our target



Highest amount of  
current followers



Best opportunity for  
return through clicks on  
embedded links

# SUCCESS METRICS

# SUCCESS METRICS

**30% increase**

in volunteers at the Philadelphia Wholesale  
Produce Market shift

# SUCCESS METRICS

35%

increase in  
Philabundance  
communication  
awareness

50%

increase in followers  
on Instagram

# THANK YOU

ad hoc  
STUDIOS

PHILABUNDANCE