

# HUNGRY TO HELP: AD COUNCIL AND FACEBOOK BRING ATTENTION TO SUMMER HUNGER.



AN ENDING HUNGER CASE STUDY. SPONSOR: FEEDING AMERICA

## FACTS:



**22 million** children receive free or reduced-price meals during the school year.

But when school is out, **less than 4 million kids** access free meals from the U.S. Department of Agriculture's (USDA) Summer Food Service Programs.

## OUR CHALLENGE

Summer makes everyone think of warm weather, picnics and barbecues, but it's an incredibly difficult time for millions of kids across the country who depend on school food programs during the year and go hungry when summer vacation starts.

We wanted to know: how can we increase awareness of the issue of summer hunger and encourage people to take action to fight hunger with Feeding America, the nation's largest domestic hunger-relief organization.

## OUR SOLUTION

The Ad Council and Feeding America partnered with Facebook, deploying a summertime icon: the ice cream truck. Instead of sweet treats, our truck served up information about summer hunger and served as a mobile billboard, driving awareness of the issue and Feeding America's fight to end summer hunger.

Facebook Creative Shop developed an anthem video and live streams of the truck's seven city stops, which included visits to food banks, and appearances by celebrities including Leighton Meester, Adam Brody and Tiffani Thiessen at the final stop in Los Angeles.

## OUR RESULTS

The campaign as a result won a Shorty Social Good Award (honoring the best in social media) in the Poverty & Hunger category. The "Hungry to Help" videos garnered more than 15 million views and drove more than 200,000 clicks to our landing page. After exposure to the videos, Facebook users showed a 10 percent increase in wanting to help end summer hunger.

The creative campaign was featured in media outlets, such as Ad Age and the American Marketing Association. And here's another tasty bite: During the campaign, aided communication awareness reached 30%, double the levels seen 6 months prior.

## PARTNERSHIP ELEMENTS

- Custom creative produced by Facebook Creative Shop
- Utilized Facebook's new Live + Donate Tool
- Kicked off in Times Square with a live activation and two digital billboards
- Cross country drive from NY to LA visiting Feeding America food banks
- Celebrity Involvement to extend campaign reach
- Measurement study to gauge campaign effectiveness
- Recognized as a finalist and received Gold Distinction in the Youth & Family category at the 2018 Shorty Awards

For more info contact: Laurie Keith | LKeith@AdCouncil.org



## AT A GLANCE:

**10%**

increase in awareness

**15 million**

video views

**200K**

clicks to the landing page