

THE AD COUNCIL + FOOD NETWORK STEP UP TO THE PLATE.

A FOOD WASTE CASE STUDY. SPONSOR: NRDC



FACTS:

"Bringing our Save The Food campaign into kitchens of foodies across the nation educated millions about the impact of uneaten food on pocketbooks and the planet in an entertaining and memorable way."

Jenny Powers, Managing Director
Communications, NRDC

Up to **40%**
of all food in
America is
never eaten.

An average
family of four
spends at
least **\$1,800**
a year on food
they never eat.

Trashing one
egg wastes
55 gallons
of water.

OUR CHALLENGE

Americans throw away a lot of the food they buy. That not only impacts wallets – it also wastes water and other natural resources and jams up our landfills, leading to unnecessary climate pollution. How can we Save the Food?

OUR SOLUTION

To reach an audience that is already thinking about food, the Ad Council partnered with Food Network. Together, we collaborated on an episode of Chopped Jr., a Food Network cooking show featuring savvy kid chefs competitively cooking with mystery ingredients. The ingredients they used for our episode: Leftovers.

We launched our partnership on Earth Day, running custom co-branded Public Service Announcements featuring Chopped Jr. host, Ted Allen, on Food Network channels for a month. We also created digital content to promote the upcoming episode and educate consumers, including social videos that showcased ways to save food. All content lived on a dedicated page on FoodNetwork.com



OUR RESULTS

Food Network delivered more than 80 million impressions alone for the Save the Food campaign and over 2 million people consumed our social videos.

We served up the new custom PSAs outside of Food Network, garnering an incremental \$700K in media support for the campaign. And the icing on the cake: Visits to SavetheFood.com were at an all-time high the month Food Network aired our Chopped Jr. episode.

PARTNERSHIP ELEMENTS

- Episode integration on Chopped Jr.
- Custom [Digital Content](#)
- [Co-branded PSA](#) featuring Food Network talent
- Social Videos
- Dedicated [Partnership Page](#) on FoodNetwork.com

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AT A GLANCE:

80
million

impressions

2
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