

# LET'S DO LUNCH®: AD COUNCIL TEAMS UP WITH FACEBOOK AND T BRAND STUDIO TO DRIVE VOLUNTEER SIGN-UPS FOR MEALS ON WHEELS.



**1 in 4 seniors live alone** in isolation and 9 million seniors face the threat of hunger

Meals on Wheels delivers approximately **1 million meals daily**

## OUR CHALLENGE

By 2060, the number of seniors in the U.S. is projected to double. As of late 2018, there were 2 million active Meals on Wheels volunteers, but it's a challenge to serve this growing senior population. Nearly three quarters of current Meals on Wheels volunteers are over the age of 55, so there is a real need to recruit volunteers of all ages.

## OUR SOLUTION

For the first time, the Ad Council partnered with T Brand Studio, the advertising department of *The New York Times*, to create content specifically for Facebook. This was part of a Facebook Anthology partnership, which pairs brands and publishers to produce branded content for distribution on the social network.

T Brand Studio produced a series of videos for both desktop and mobile about real-life volunteers connecting with seniors. The videos showed two parallel stories – one of a senior Meals on Wheels client, a 92-year old retired postal worker, and one of a young volunteer, a 30-year-old rapper. The video shows two lives converge in a Meals on Wheels delivery and a moment of human connection. Through vertical video, we were able to uniquely show a split-screen view of their two lives before meeting.

Facebook donated media for the campaign, which ran for 3 weeks on Facebook and Instagram during the holidays, to inspire a new wave of volunteers during a time when giving back is top of mind.

## OUR RESULTS

The Facebook campaign reached 14.5 million people resulting in 17k video views and 92k visits to the Meals on Wheels site - ultimately generating 5.6k new volunteer sign-ups! We also saw a 12.75k average lift in ad recall for both test groups. As a result of this partnership, our video won two gold [Telly Awards](#), for Social Responsibility for Branded Content and Not-for-Profit for Branded Content, and a [Shorty Social Good Award](#) for Media Partnership. Talk about Special Delivery!

## PARTNERSHIP ELEMENTS

- Custom branded video series produced for Facebook and Instagram, optimized for mobile and desktop
- Nielsen Brand Effects study measured Ad Recall and Favorability by creative
- Created diverse targeting sets, including adults 18-49 showing interest in volunteering or charities



## AT A GLANCE:

<b>92K</b>	<b>14.5 million</b>
visits to the site	people reached

<b>5.6K</b>
new volunteer sign-ups