

# REIMAGINING FOOD: AD COUNCIL & NRDC PARTNER WITH PINTEREST TO SAVE THE FOOD.



## A FOOD WASTE CASE STUDY.



### OUR CHALLENGE

Is it time to trash those black bananas or puckered peaches? Families dispose of too much food because they don't know how to properly store it – or they throw it away prematurely. In fact, the average American family of four spends at least \$1,800 a year on food they never eat.

### OUR SOLUTION

Food is one of the most searched topics on Pinterest every day – why not motivate Pinners to learn about smarter storage hacks and use-it-or-lose-it recipes? That's why the Ad Council and the Natural Resources Defense Council collaborated with Pinterest's in-house creative team, Pin Factory, to create eight Promoted Pins as well as one animated Cinematic Pin.

These visually appealing graphics were then specifically targeted to party planners, foodies and health enthusiasts, as well as people that act like them on Pinterest. The pins encouraged these Pinterest users to try simple solutions to save the food, such as refreshing wilted lettuce in an icy bath or turning stale pitas into tasty chips.

### OUR RESULTS

Our Pinterest campaign reached 8.5 million people, with an overall engagement rate of 9.38%, and a Click Through Rate of 2.93%.

And the campaign certainly gave Pinners food for thought. After seeing our pins, 86% of users agreed that wasting food is a big problem in America.

### PARTNERSHIP ELEMENTS

- Developed custom Pinterest specific pins that were highly visual and included infographics
- Created two ad groups for targeting: Persona Targeting and a Custom Audience of lookalikes
- Millward Brown Brand Lift Study to measure media effectiveness

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