

ASK ALEXA: AD COUNCIL DEVELOPS ALEXA SKILL TO SAVE FOOD IN THE US.



A FOOD WASTE CASE STUDY. SPONSOR: NRDC

FACTS:



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

An average family of four spends at least **\$1,500** a year on food they never eat.

Trashing one egg wastes **55 gallons** of water.

OUR CHALLENGE

Do you know how to properly store asparagus or tell whether that avocado that has been sitting on your counter is still good? Families dispose of so much food because they don't know how to properly store it – or they throw it away prematurely. In fact, each year, an average American family of four wastes nearly 1,000 pounds of food.

OUR SOLUTION

Why not ask Alexa?

To make it easier to save food at home, The Ad Council and Natural Resources Defense Council's Save The Food campaign partnered with SapientRazorfish to develop the Save the Food skill for Amazon Alexa. The new skill tells consumers how to store food properly so it'll last longer, or whether a vegetable can still be eaten even if it's completely wilted. Just by saying, "Alexa, ask Save the Food how to store carrots," they can get advice about keeping them fresher longer.

To promote the new skill on Alexa, SapientRazorfish developed video and banner assets, and Amazon donated media to support the assets as well.



OUR RESULTS

Since the skill launched in May 2017, it has been enabled over 600,000 times resulting in over 800,000 sessions. Our media promotion reached almost 20 million people with 118,000 people watching the promotional video. The unique campaign has been featured in various publications including [Mashable](#), [USA Today](#), [Ad Age](#), [Grub Street](#), [Fortune](#), [Food & Wine Magazine](#) and more.

What are most people asking Alexa? Most of our Alexa Skill consumers want to know if their food is still safe to eat (including asking about their wilted lettuce or bruised apple), meaning they are digesting exactly what our campaign is all about.

PARTNERSHIP ELEMENTS

- Built first skill on Amazon Alexa to reduce food waste
- Developed custom video & banner assets to promote skill

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

[Amazon](#), [Echo](#), [Alexa](#), and all related logos are trademarks of Amazon.com, Inc. or its affiliates.

AT A GLANCE:

800K

interactive sessions

20 million

people reached

118K

video views