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CUSTOMER PITCH

A top-down view of a metal wire basket filled with various food items. The items include several bananas, some whole and some cut, a loaf of bread, a plastic bottle with a blue cap, and large pieces of green lettuce. The basket is set against a plain, light-colored background. The word "WHY?" is written in white, bold, sans-serif capital letters in the center of the image, enclosed within a thin white rectangular border.

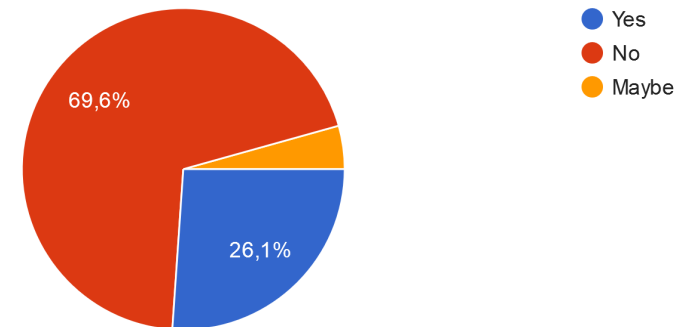
WHY?

HOW?

- Educate people
- Change bad habits
- Motivate one another
- **START FROM OURSELVES**

Do you throw out food which you buy but don't eat after all? (if the food is still good and safe to eat)

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OUR SURVEY SHOWED:

People lack motivation from
higher posts (government, wide-
known-organizations)

People want to donate food

Many don't know anything about
volunteering

CAMPAIGN IDEA



Using meaningful quotes to motivate people



Staging the campaign video at a Christmas market = showing that every situation, season, moment is right for sharing



Reaching **thought-provoking** outcome by using exaggeration