



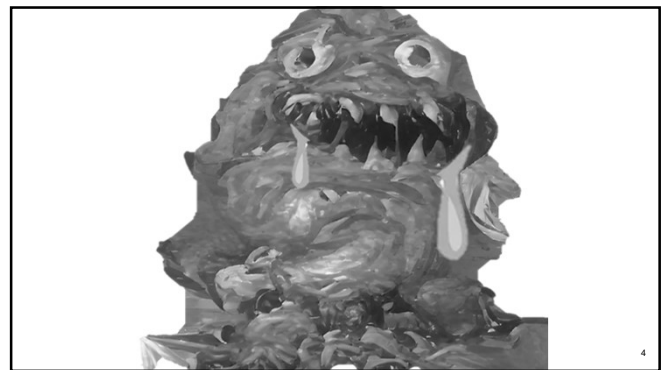
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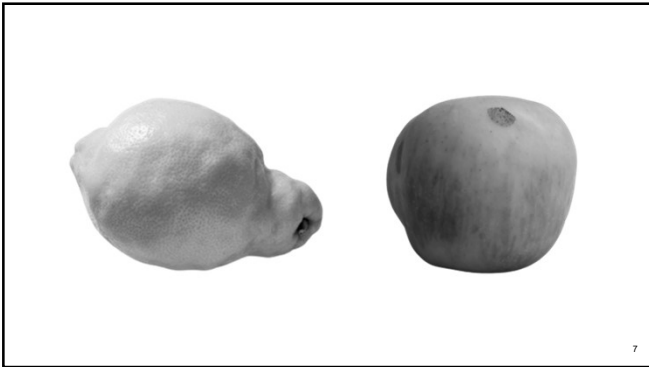
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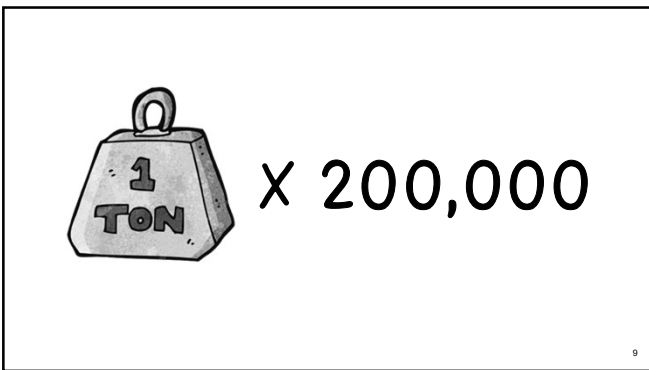
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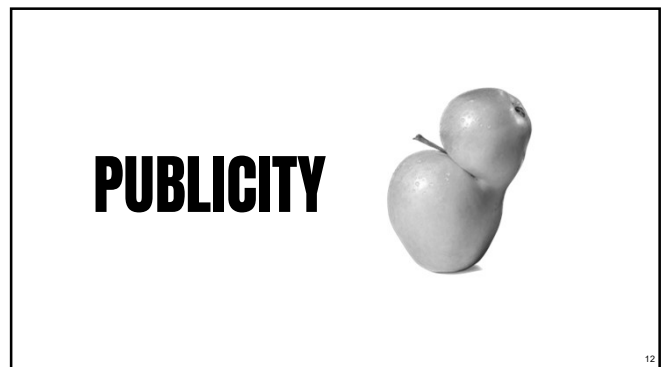
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**OFFLINE****UGLYFOOD**

2019 2020 2021 → **2022**

13

13

**OFFLINE**

2017 2018 2019 2020

14

14

**OFFLINE**

2017 2018 2019 2020

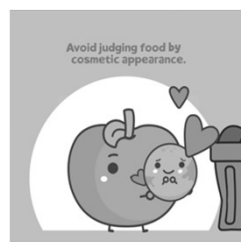
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**ONLINE**

16

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**ONLINE****CARTOON CHARACTERS**

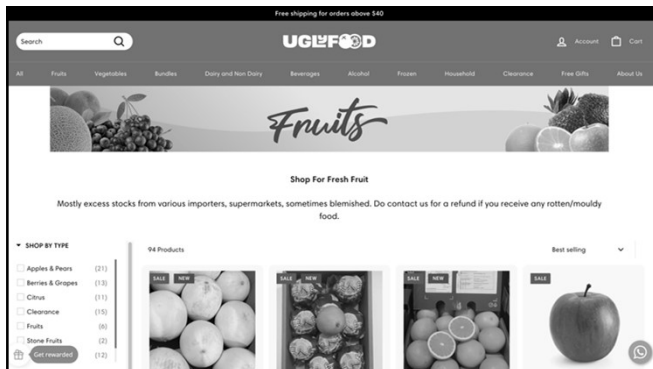
17

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**SERVICES**

18

18



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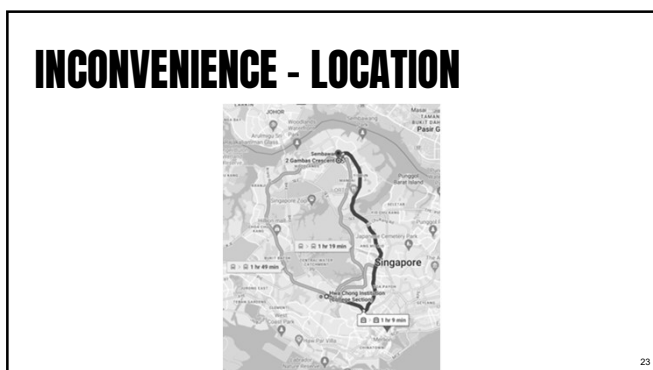
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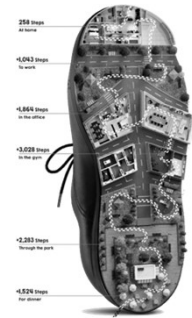
## REWARDS PROGRAM



25

25

## NSC MODEL



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# 500,000

Participants in NSC

27

27



## ADS AT BUS STOPS

28

28



## THEMATIC CHALLENGES

29

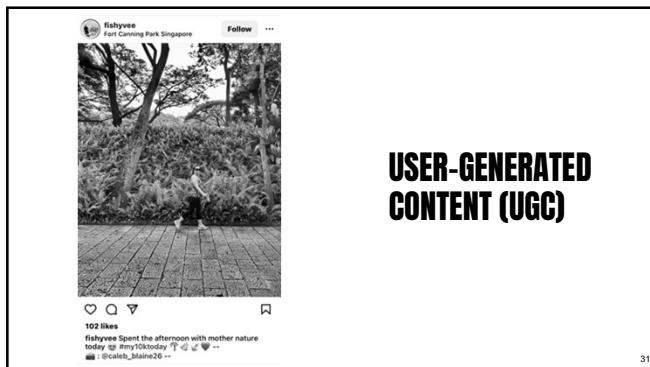
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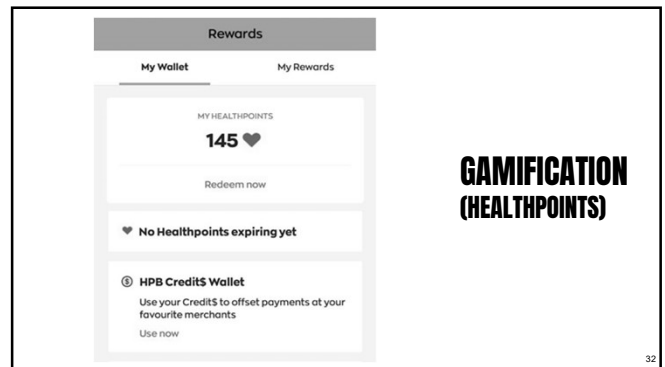
## MASS WORKOUT SESSIONS

30

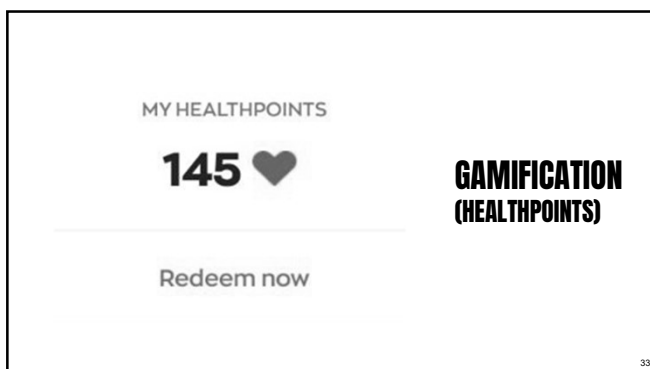
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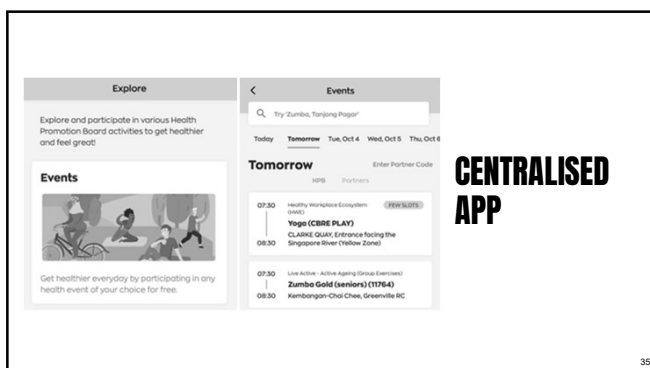
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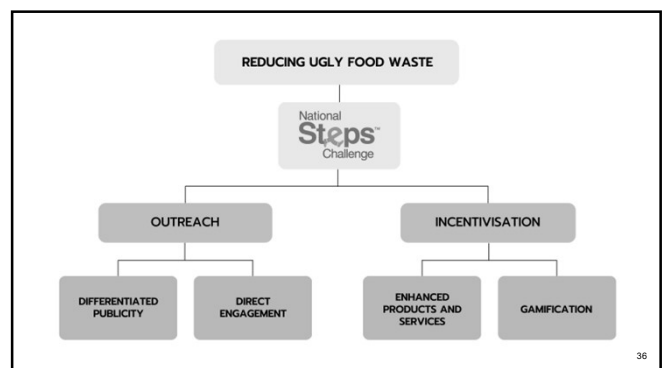
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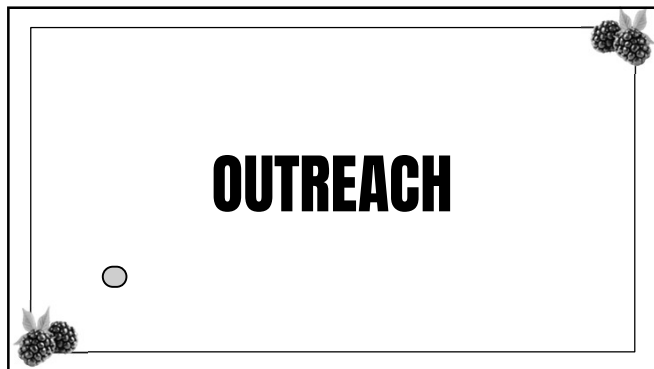
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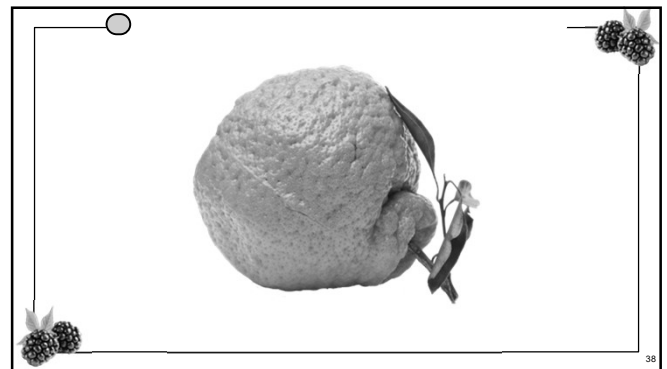
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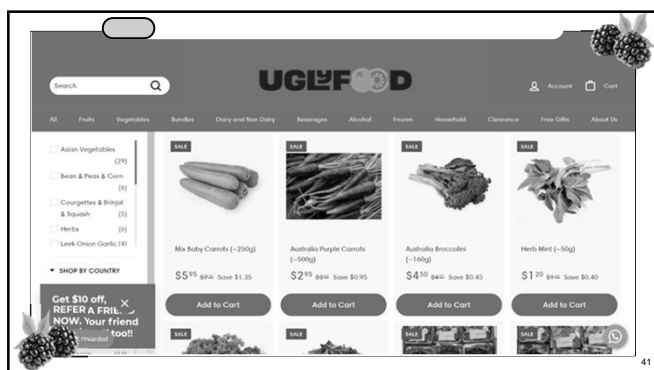
38



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### User-generated content

Hey, how does ugly food taste like?

Surprisingly awesome! You should try it next time!

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### EDUCATION POST

**DISPELLING MYTHS**  
"It's blemished so it's definitely inedible!"

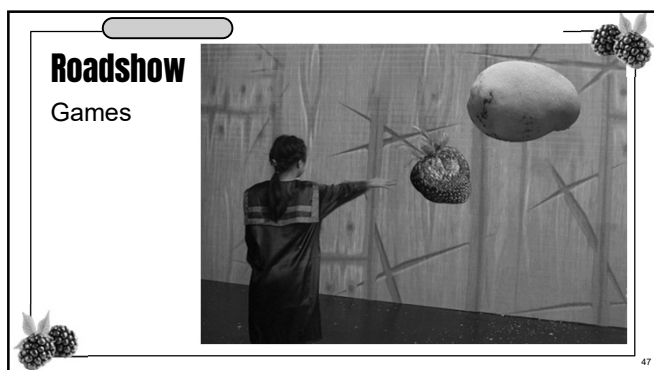
**BLEMISH ≠ INEDIBLE**

Bruising indicates cellular damage to the peel or skin. The flesh is exposed to oxygen in the air which causes browning. No evidence suggests that oxidised fruit is harmful.

45



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48



## Roadshow

### Food Street



49

## COOKING WORKSHOP



50

## COOKING WORKSHOP



51

## COOKING WORKSHOP



52

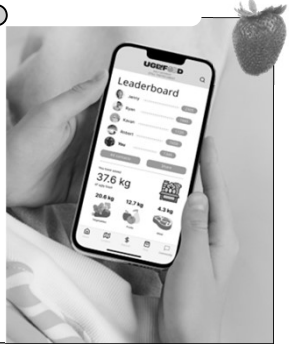
## PUBLICITY & EDUCATION



53



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**CENTRALISED APP**

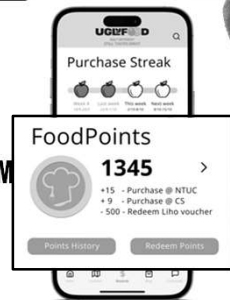
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**CENTRALISED APP**

56

**GAMIFICATION  
MEMBERSHIP REWARDS PROGRAMME**

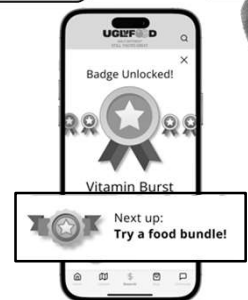
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**GAMIFICATION  
MEMBERSHIP REWARDS PROGRAMME**

58

**BADGE SYSTEM**

59

**BADGE SYSTEM**

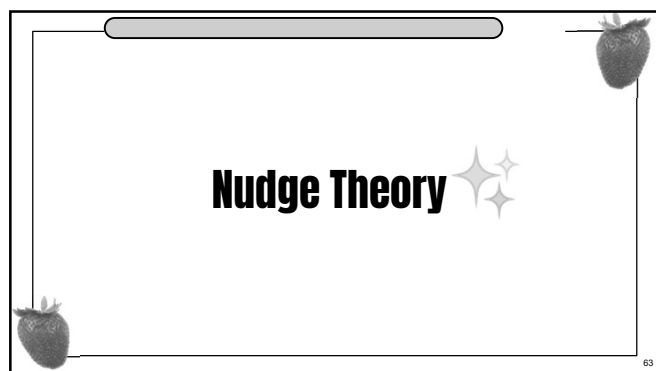
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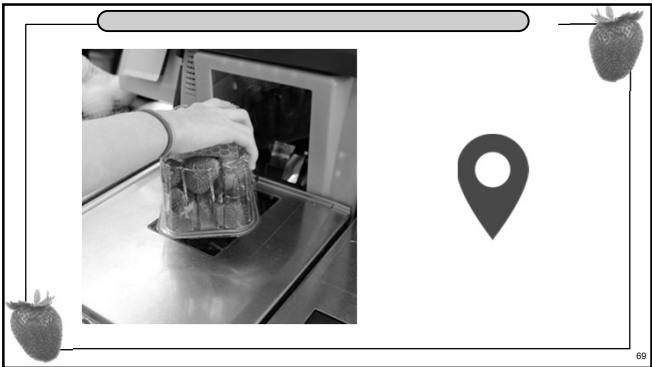
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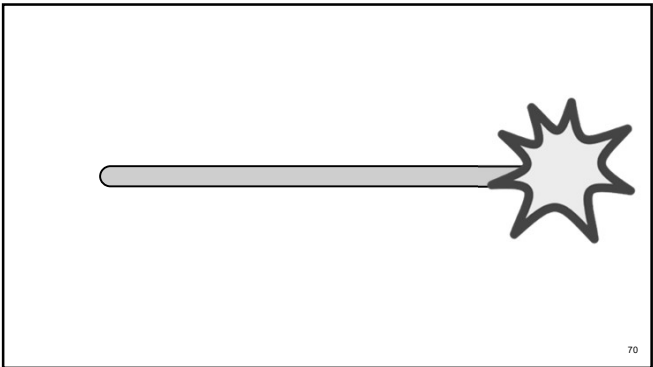
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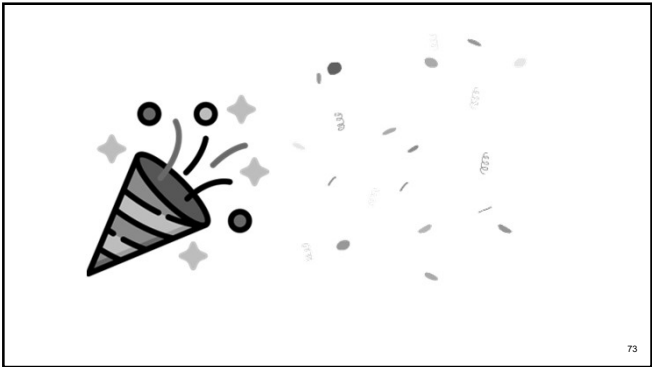
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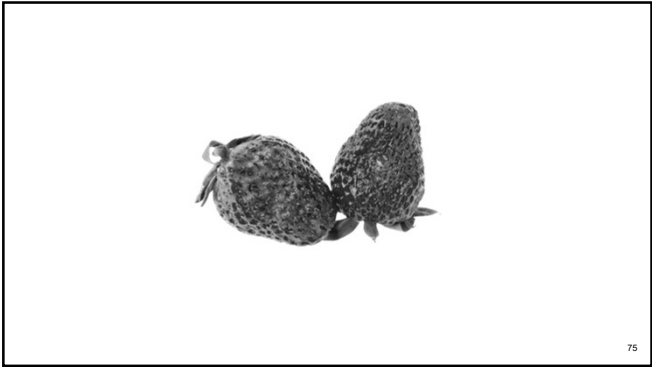
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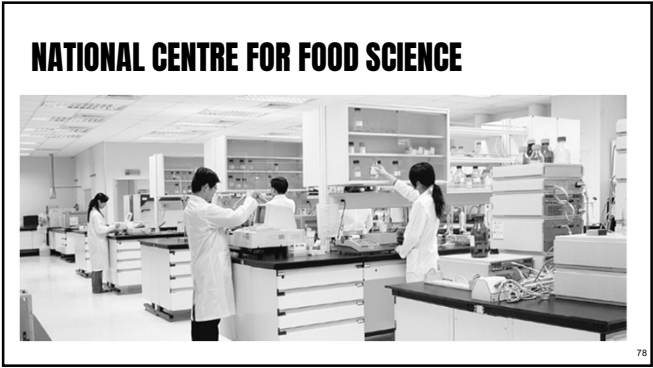
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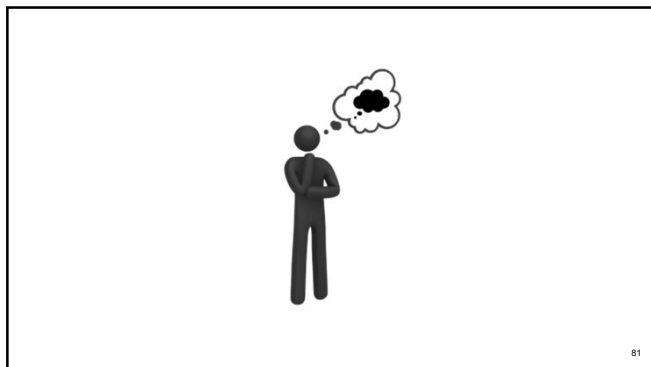
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