

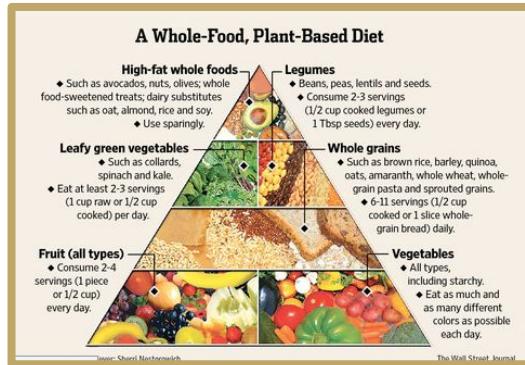


#FoodisMedicine
by vev_miami

#FoodisMedicine

social issue

- Holistic natural foods instead of processed foods
- Whole food plant-based lifestyle:
vegetables, fruits, and whole grains
(minimizes animal-based products)

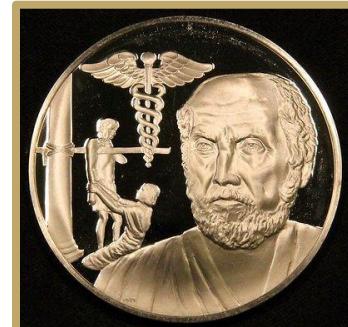


- Lifestyle for long-term health
- "Food is Medicine," Hippocrates, 330 BC, regarded as the founder of medicine
- Dr. Mark Hyman, "Food: What the Heck Should I Eat."

” LET FOOD BE THY MEDICINE
LET MEDICINE BE THY FOOD



HIPPOCRATES



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*project scope

Main goal to accomplish:

Get people to eat a holistic natural diet,
and less processed foods.

- **Awareness** of “Food is Medicine” whole foods plant-based lifestyle (vegetables, fruits, whole grains)
- **Understand** processed foods in American culture (chemicals, preservatives, packaged foods)
- **Action** step to adopt a more natural food diet

This is needed because:

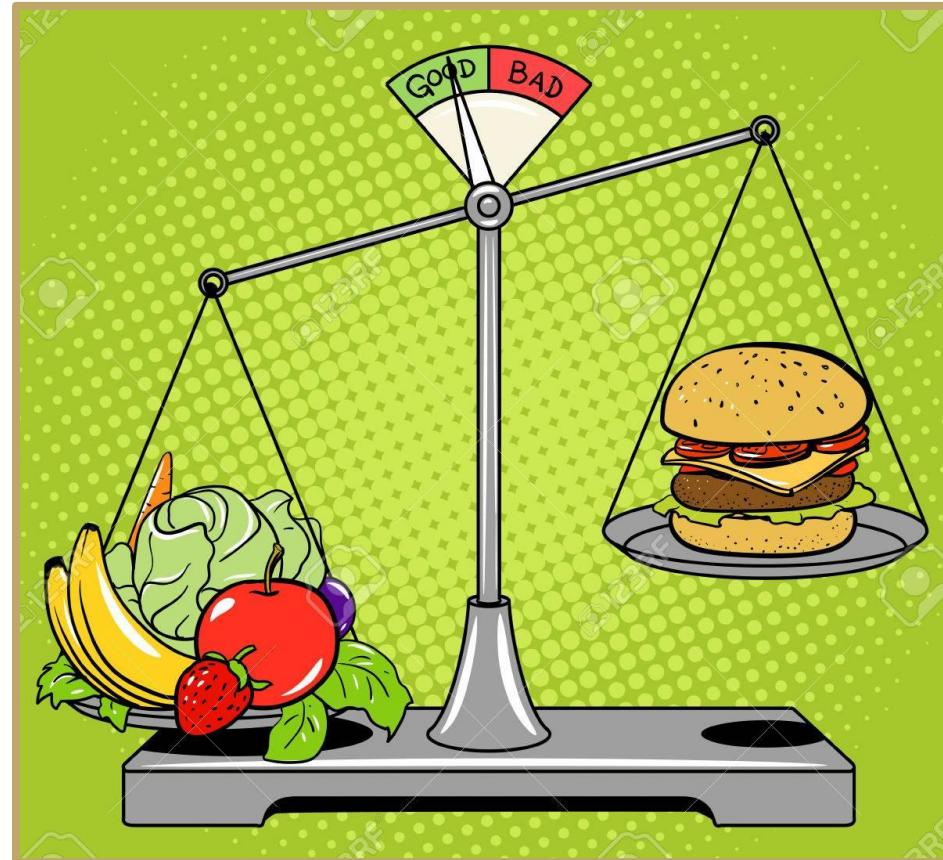
American culture is saturated with processed foods due to mass production, high demand, and mainstream media advertising.



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*hope to achieve / objectives

- First-hand personal experience, testimony
- Inspire healthy eaters, who will increase the demand in American culture for less processed foods
- Increase fellowship towards “Food is Medicine”
- Target health-inclined adults
- Create interest and participation on social media towards holistic meals
- Engage like-minded individuals in a comfortable platform for discussion

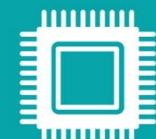


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audience

- Problem-aware, health-inclined Americans in their 20s
- Millennials inspired to live their best lives thanks to the new technology landscape, and part of something that matters

MILLENNIALS



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marketplace

- Fast-casual food institutions, non-processed, non-GMO foods, i.e. Chipotle and Panera

Direct

- Instagram: @gmo_gus, 245K followers
- Youtube: Dr. Rhonda Patrick feat. "Joe Rogan Experience"
- Netflix: "What the Health", Kip Anderson

Indirect

- Weight loss options
 - Herbalife, @driven_swolemates, 54.3K followers
 - Meal plans, @cleanmealsmiami, 35.3K followers
- Food, i.e. Food Show Network, Bon Appetit Magazine
- Gardening, environment
- Fitness, exercise
- Beauty, pageantry, models



gmo_gus Following 3,909 posts 245k followers 577 following
Food Is Medicine > Plant Based/Vegan > Truth Seeker FB: GMO GUS <
contact: gmoagus14@gmail.com Backup account: @gmo_gus2
Followed by: jdmcertifying_renewing, nourish_your_soulfood + 8 more

driven_swolemates Following 7,001 posts 54.3k followers 3,015 following
DRIVEN TO LIVE ENTREPRENEURS Pregnant & Fit denisbrieggo Get
Results with Deni & Bryan HELPING PEOPLE Is our business
Check out our highlight bubbles
Drivenswolemates.com

The Health Film That Health Organizations Don't Want You To See.

WHAT THE HEALTH

FROM THE CREATORS OF THE AWARD WINNING FILM 'COWSPIRACY'



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*strategy

March 2018						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
18	19	20	21	22	23	LAUNCH 24
						#SweetSaturday
25	26	SOFT OPENING - INSTAGRAM STORIES 27	28	29	30	LAUNCH POSTS 31
#HolisticSunday	#MeatlessMonday	#TurntTuesday	#WellnessWednesday	#ThirstyThursday	#FillUpFriday	#SweetSaturday

- Support non-processed foods
- Bring awareness towards a holistic dietary lifestyle, not a short-term diet
- Promote American businesses with natural products, including participating in healthy food contests

#SweetSaturday - fruit in each meal
#HolisticSunday - plant-based whole foods
#MeatlessMonday - non-meat meals
#TurntTuesday - processed vs. natural foods
#WellnessWednesday - wellness tip
#ThirstyThursday - plant smoothie or juice
#FillUpFriday - drinking 8 glasses of water

April 2018						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
		INSTAGRAM POSTS - FWD TO FACEBOOK				
8	9	10	11	12	13	14
		INSTAGRAM POSTS - FWD TO FACEBOOK				
15	16	17	18	19	20	21
		INSTAGRAM POSTS - FWD TO FACEBOOK				
22	23	24	25	26	27	28
29	30					
		FEEDBACK POST				

www.freshcalendars.com

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*execution / integration - **visuals**

Mandatories:

- Photos and videos taken in natural light, and natural element in background, i.e. plants or wood
- ***Hashtag of the day superimposed on Insta post, i.e. #ThirstyThursday, and #FoodisMedicine for Insta Story***
- No Instagram filters, except tweaking brightness, contrast, saturation
- Personal content, no photo-stock



#ThirstyThursday



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*execution / integration - visuals

- Non-traditional infographics
- Poll surveys



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*execution / integration - type

Mandatories:

- Daily call-to-action by a themed hashtag
- Reliable information from a holistic doctor (Hyman, MD, "Food: What the Heck Should I Eat")
- Questions at the end of each post to invite engagement
- Flowery copy - personal, emotion
- Selling copy - facts, Dr. Hyman

...
What is your favorite #wellness book or source? DM picture or comment. I'm eager to learn from you! #FoodisMedicine #preventivemedicine #healthbook #wellnesslifestyle

5h · Edited

 detox_diary_ All of his books are amazing! You may also like #GeniusFoods by @maxlugavere
4h 1 like Reply



#WellnessWednesday

[View Insights](#)

Play video: <https://www.instagram.com/p/Bh2IUI9BXeB/>

Promote



9 views

vev_miami ❤️ A-CAI ONLY YOU. ❤️ #SweetSaturday Lovely acai bowl made by my sister @bellavaldesss, I was so impressed and she said she knows from YouTube, duhh. 🤪

...

Dr. Hyman says, "...focus on the lower sugar fruits, such as berries, apples, and pears, and use the others as treats in small quantities." Açaí is a berry, so that's a good low sugar base... and a popular topping is typically #coconutflakes, which I always thought was just a pretty and fancy trend, but it's really bc #coconut is OVERFLOWING with special fats that the metabolism recognizes differently from other fats, says #foodthebook. It can "...help you BURN fat, improve brain function, and BOOST your metabolism." I'm already a NUT, but now I can be a COCONUT... lmao. ❤️ Serves up. #FoodisMedicine

...

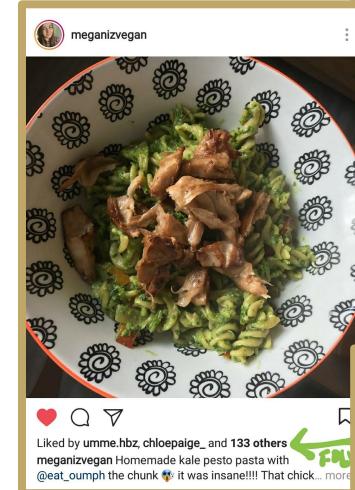
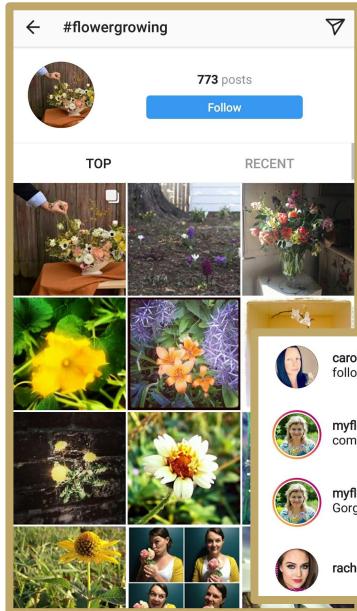
Any açaí bowl tips or something you'd like to share? I love to learn. #acaibowl #acaibowls #acaiberries

8 MINUTES AGO

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*execution / integration - type

- Act on specific hashtags, not too many
- Like and follow accounts and hashtags
- Comment authentically on interesting posts for real new followers
- Also engage with indirect competition, i.e. gardening

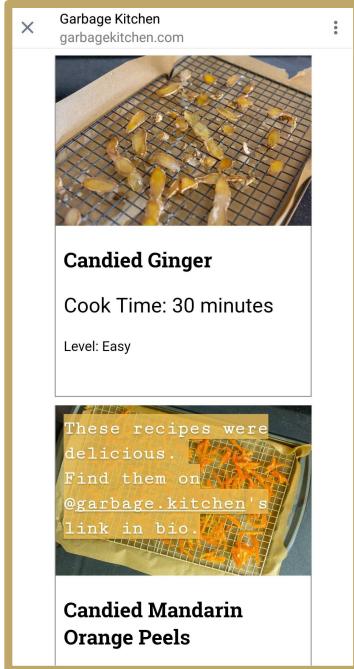


Instagram search results for the hashtag #foodismedicine. The top result is a profile for "#healthy" with 117,594,758 posts, followed by "#wellnesswednesday" with 418,108 posts. Both profiles have a 'Following' button. To the right, there are sections for 'TOP' and 'RECENT' posts. The 'TOP' section shows a post from 'EDICAL MEDIUM Bon HAYHOUSE RADIO' with a photo of a man and a stack of pancakes with strawberries. The 'RECENT' section shows a collage of healthy food images with captions like "Papaya helps heal acne, eczema, & psoriasis" and "Pears help heal a sluggish liver". At the bottom, there is another search result for "#homemadeacaiowl" with 1598 posts.

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*execution / integration - community

- Participate in community contests
- Tag and engage with like-minded accounts
- Repost healthy Insta Stories by followers



vev_miami #WellnessWednesday

That's it thatsit commented: 😍 ❤️ 11m

That's it thatsit commented: ❤️ 11m

23.5k followers

View Insights Promote

Liked by stephvaldes, bellavaldezzs and 87 others vev_miami Ingredients: You + Me ❤️ participating this #WellnessWednesday in the @thatsit #fruitfarm challenge! Bella's fav is mango+apple fruit bar, and my fav is blueberry+apple. Different, yet the same, just like us. #nationalsiblingsday ❤️ Check out my last post for why #thatsit is fruit *bae. Lol

To enter:
1. Post a photo with your sibling
2. Use the hashtag #fruitfarm

We'll announce a winner on 4/13 in our Story.

@meghanjoytoday

liliumlaughs started following you.

The image shows a vertical stack of Instagram posts. At the top is a post from the account 'vev_miami' with the caption '#WellnessWednesday'. Below it is a post from 'thatsit' with two comments from other users. Further down is a post from 'thatsit' showing two women eating fruit bars, with a callout box indicating they have 23.5k followers. The next post is from 'thatsit' featuring two young girls on a couch eating fruit bars. A text overlay on this post provides details about a 'fruitfarm' challenge. At the bottom of the stack is another post from 'thatsit' showing a group of people holding mugs, with a comment from 'liliumlaughs' indicating they started following the account.

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*integration and measurement - instagram



vev_miami

Victoria

Community

MIAMI

Status: motivated and learning about the next best
#healthyfood choice one day at a time. #FoodisMedicine
(View Story)

708
followers **2125**
following



vev_miami

Victoria

MIAMI

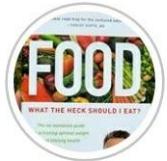
454
followers **506**
following

- Gained +254 followers (following +1619)
- Practiced followers growth during 2nd week of campaign



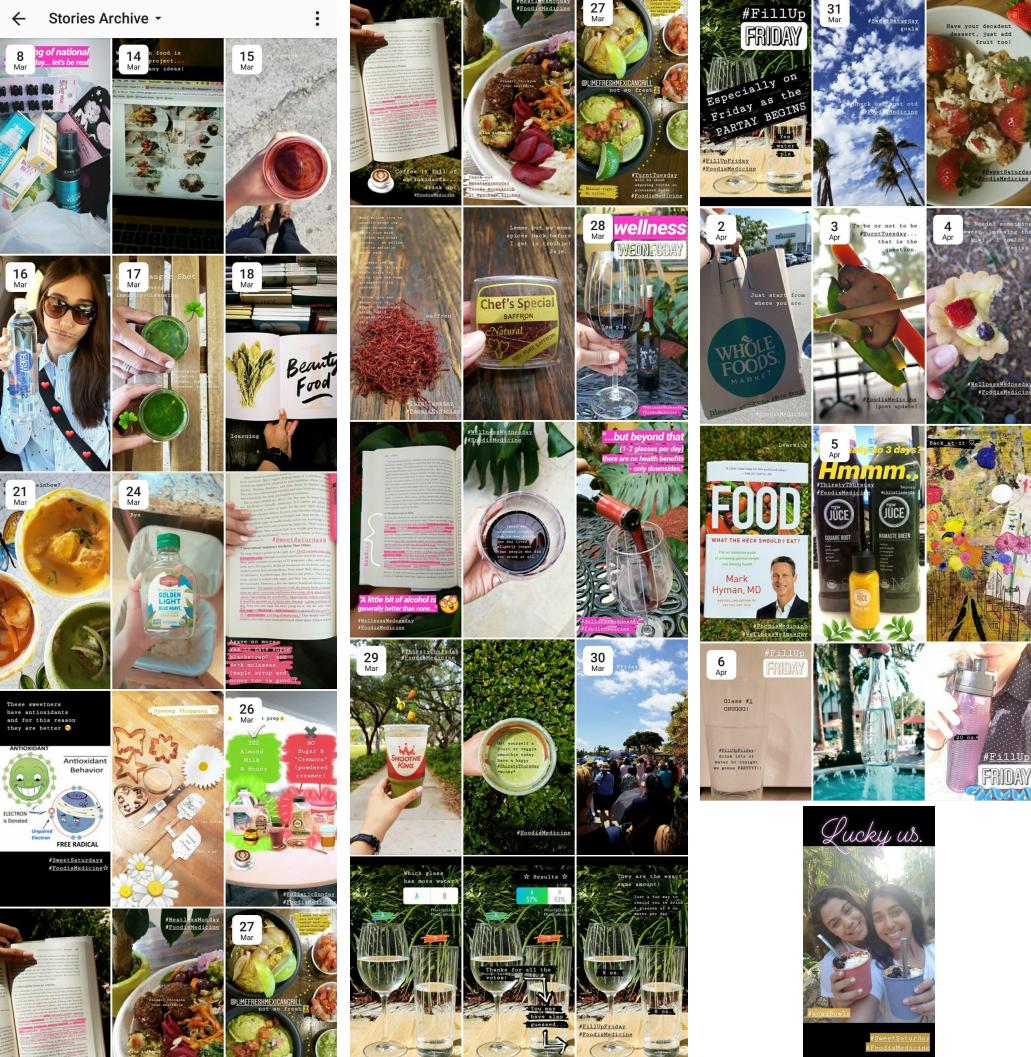
#FoodisMedicine

*integration and measurement -
instagram story



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- Daily hashtag focused Insta Stories during 1st week of campaign (soft opening)
 - March 24 = 137 views
 - March 31 = 132 views
 - Highest views during week = 183 views
- Remaining 3 weeks of campaigned also included Stories, but main focus was the Insta Post
- Last Insta story of entire campaign = 150 views
- Stories Highlighted in profile



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*integration and measurement - facebook page

Food is Medicine by vev_miami

Create Page @Username

Home

Events

Like Follow Share ...

Send Message

- Share Insta Posts to Facebook Page
- Edit captions for Facebook, includes maximum one hashtag, and re-tag partners

Food is Medicine by vev_miami updated their profile picture.

A special day finding this store in West Palm Beach ❤ Celis Produce offers holistic organic products and fresh smoothie juice bar. It's a veggies, fruits and whole grains paradise.

What's your favorite holistic store in Miami? #FoodisMedicine

#HolisticSunday

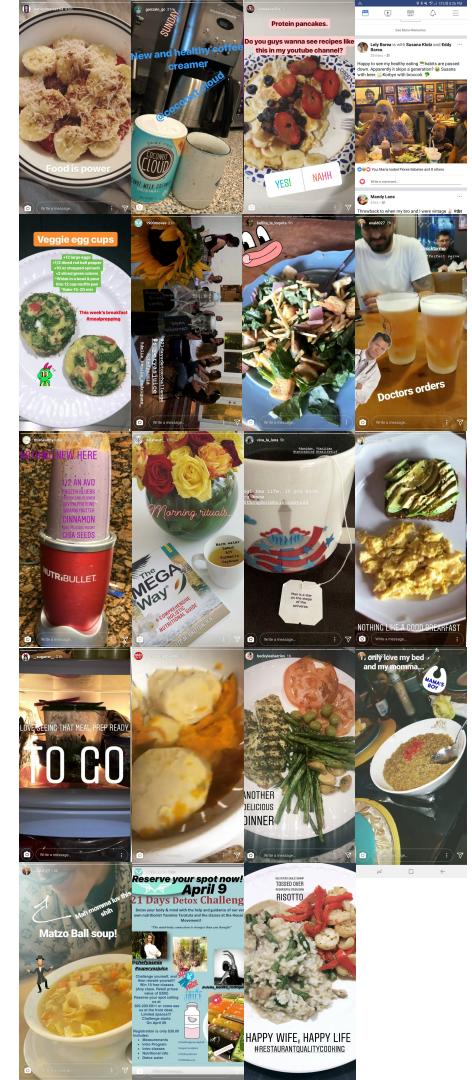
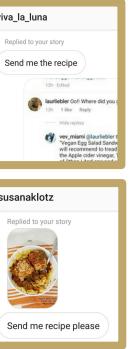
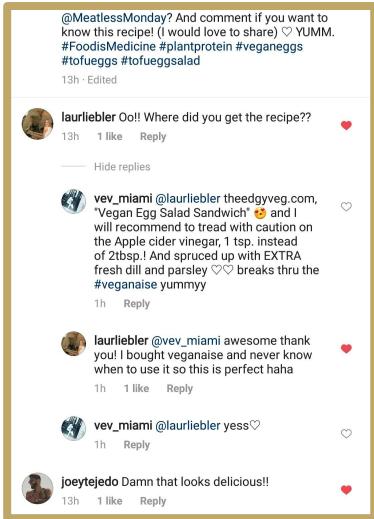
1 person reached

Like Comment Share Boost Post

#FoodisMedicine

measurement

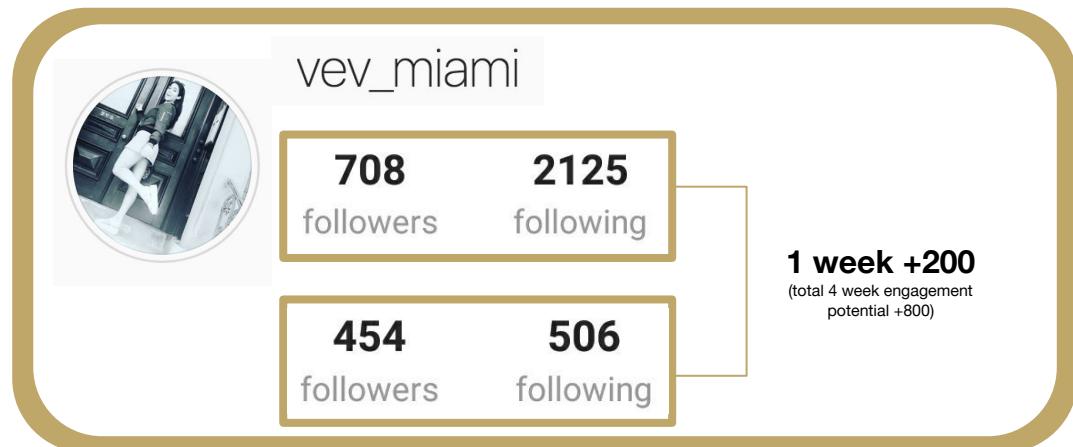
- Comments and direct messages from followers
- Perceived increase in healthy food Insta Stories
- Engagement from influencers



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*weaknesses

- Growth engagement mainly during 2nd week of campaign
- Aesthetics interrupted due to nighttime content creation
- “FoodisMedicine” hashtag on posts may have isolated engagement



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measurement - highlights



carolinecooks clean

[Following](#)

1,150 posts 24.4k followers 7,499 following

Caroline, MS1 + Future M.D. The medical student's guide to a creatively healthy and happy life. Run + Bike + Swim #foodismedicine
#carolinecooks clean
m.facebook.com/notes/caroline-cooks-clean/guide-to-healthy-snacking/20...

Followed by [soulfulsophia](#), [nic.lemb07](#), [lisalovesorganic_official](#) + 6 more



662 likes

carolinecooks clean ALMOND FLOUR MUFFINS: these are moist, fluffy, & healthy! 1 cup almond flour, 1/2 cup coconut flour, 1/2 cup raw cashews, 1/2 cup unsweetened applesauce, 1/2 cup almond milk, 1/2 cup maple syrup, 1/2 cup blueberries or chocolate chips (they're also amazing plain), then pour the mix in the tins and bake for ~15 min or until cooked through #carolinecooks clean #foodismedicine



Dec. 3, 2017



Jan. 1, 2018



carolinecooks clean Love your page! We share the same #foodismedicine hashtag!

13h 1 like Reply

vev_miami @carolinecooks clean thank you!! I love your blueberry muffin recipe!! It was the first recipe that taught me about almond flour♡♡♡! Since then I've made that recipe as muffins AND pancakes 😊💕

13s Reply

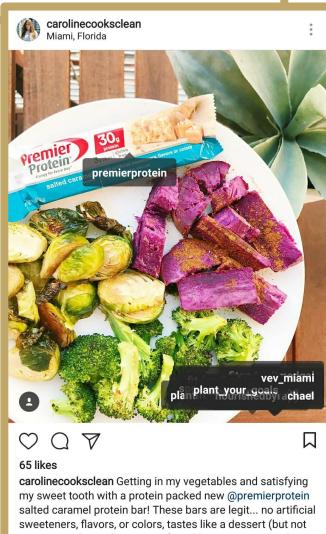
April 5, 2018

24.4k followers



carolinecooks clean tagged you in a post. 16m

236k followers



April 25, 2018



markhymanmd [Following](#)

1,264 posts 236k followers 262 following

Mark Hyman, M.D. 11X NY Times #1 bestselling author, family physician, and international leader in the field of Functional Medicine. #foodthebook foodthebook.com

Followed by [thehealthwarriorproject](#), [nutritionforaughtypeople](#), [gidgetanthony](#) + 115 more



markhymanmd liked your post. 38m

Earlier

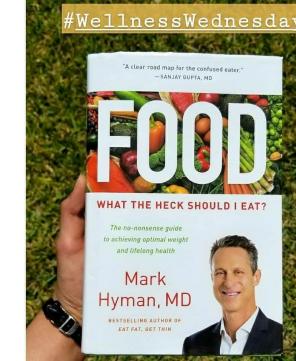


cassandraward, carmslife and 34 others liked your post. 39m



govegan.cr sta 44m

liked my post!
author of #foodthebook, my health guide!



April 12, 2018

5,146 followers

chefyasm mentioned you in a comment: I love to wake up in the morning with a post like this one.. I'm so happy! Proud to help a mom to change/ Improve her life style and health. A proud woman.. achievingpeopleslife Thank you @nev_miami for such a post... || keep up!!! And keep sharing This book is highly recommended 😊

21m

April 5, 2018



#FoodisMedicine

spring 2018

