

Summary

1. Campaign Summary

‘Meal for Me, Meal for You, Future Delivery Service’ is a digital campaign that aims to collaborate with food delivery services. This will make users to purchase a meal and receive discounts by donating another meal through ShareTheMeal app.

2.Creative Insight

- With the rise of the food delivery service industries after Covid-19, we would like to utilize this business to support children suffering hunger while we fulfill our daily meals.
- We aim to convince the MZ audience to participate in the act of charity with self-motivation instead of guilt.
- We wanted to create a win-win situation by incentivizing the food delivery app users with discounts on their meal, and also donate small portion to ShareTheMeal.

3.Solution

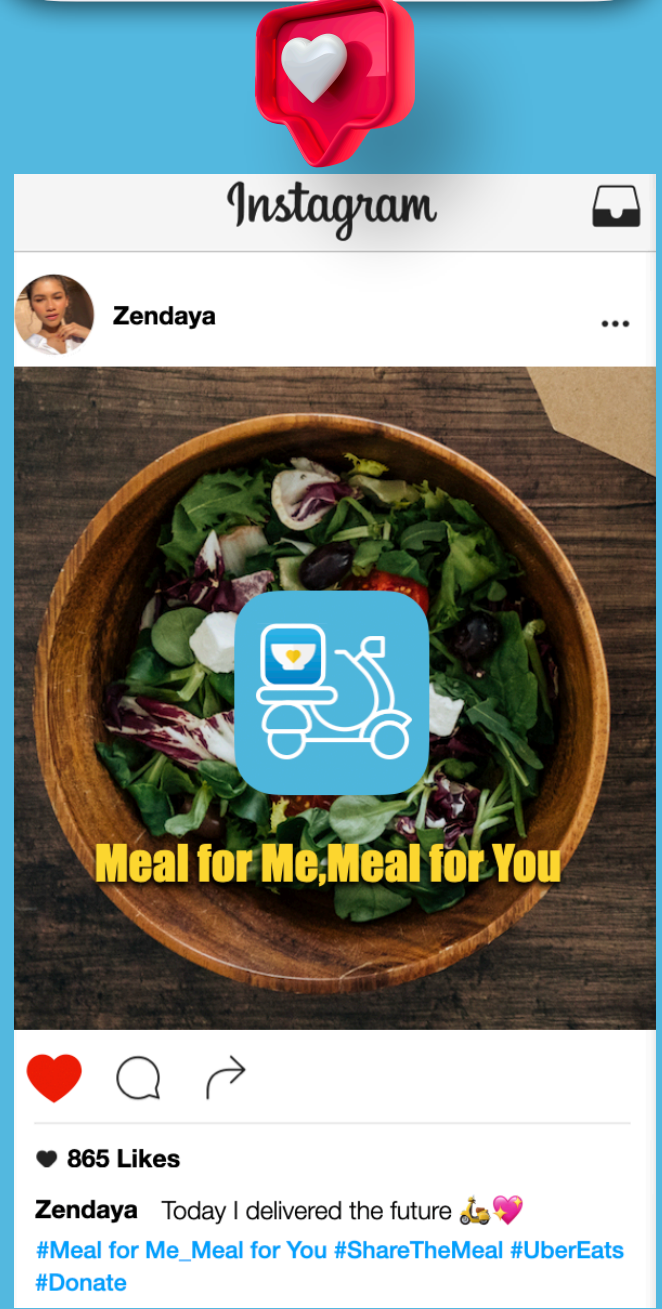
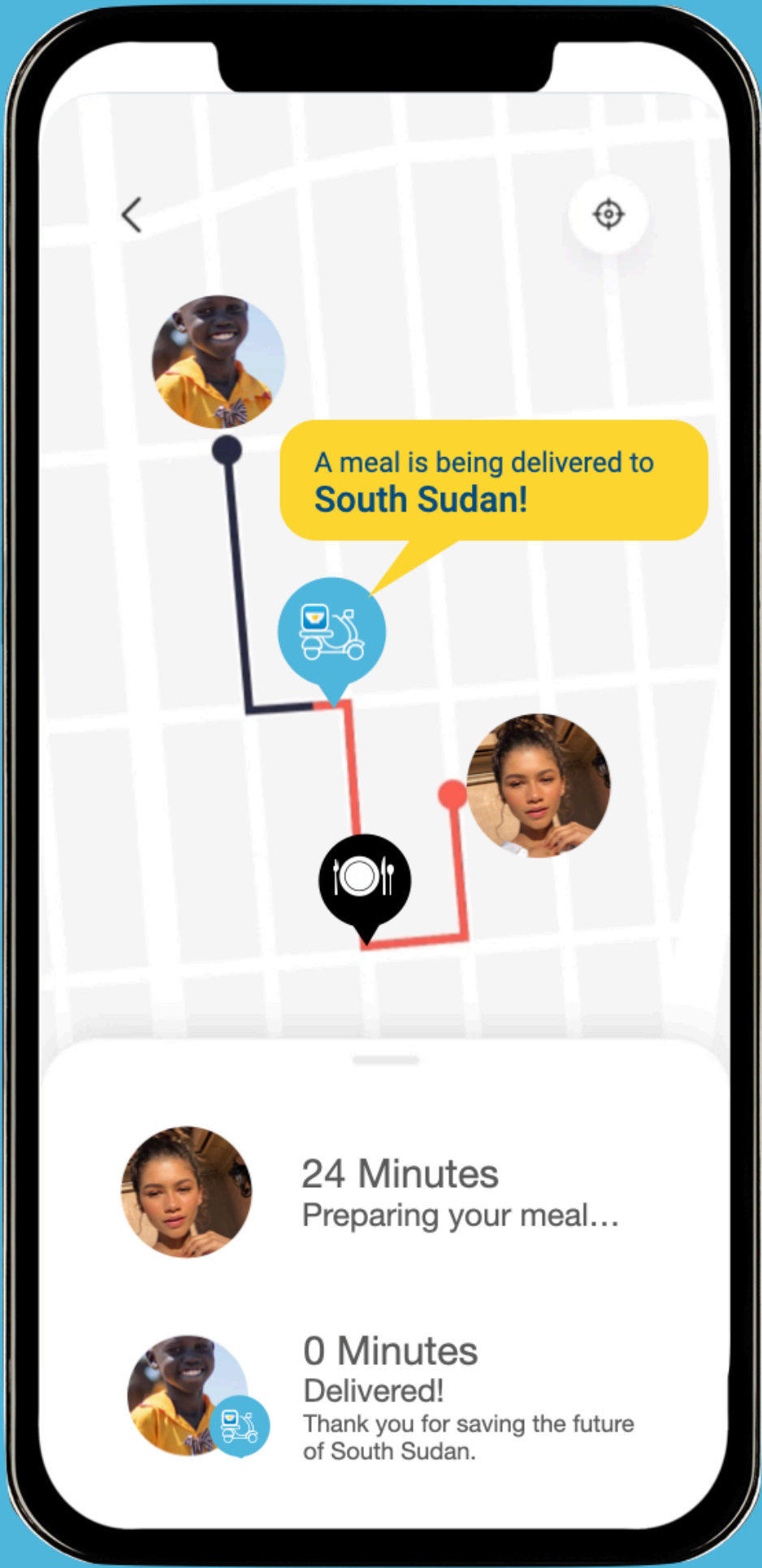
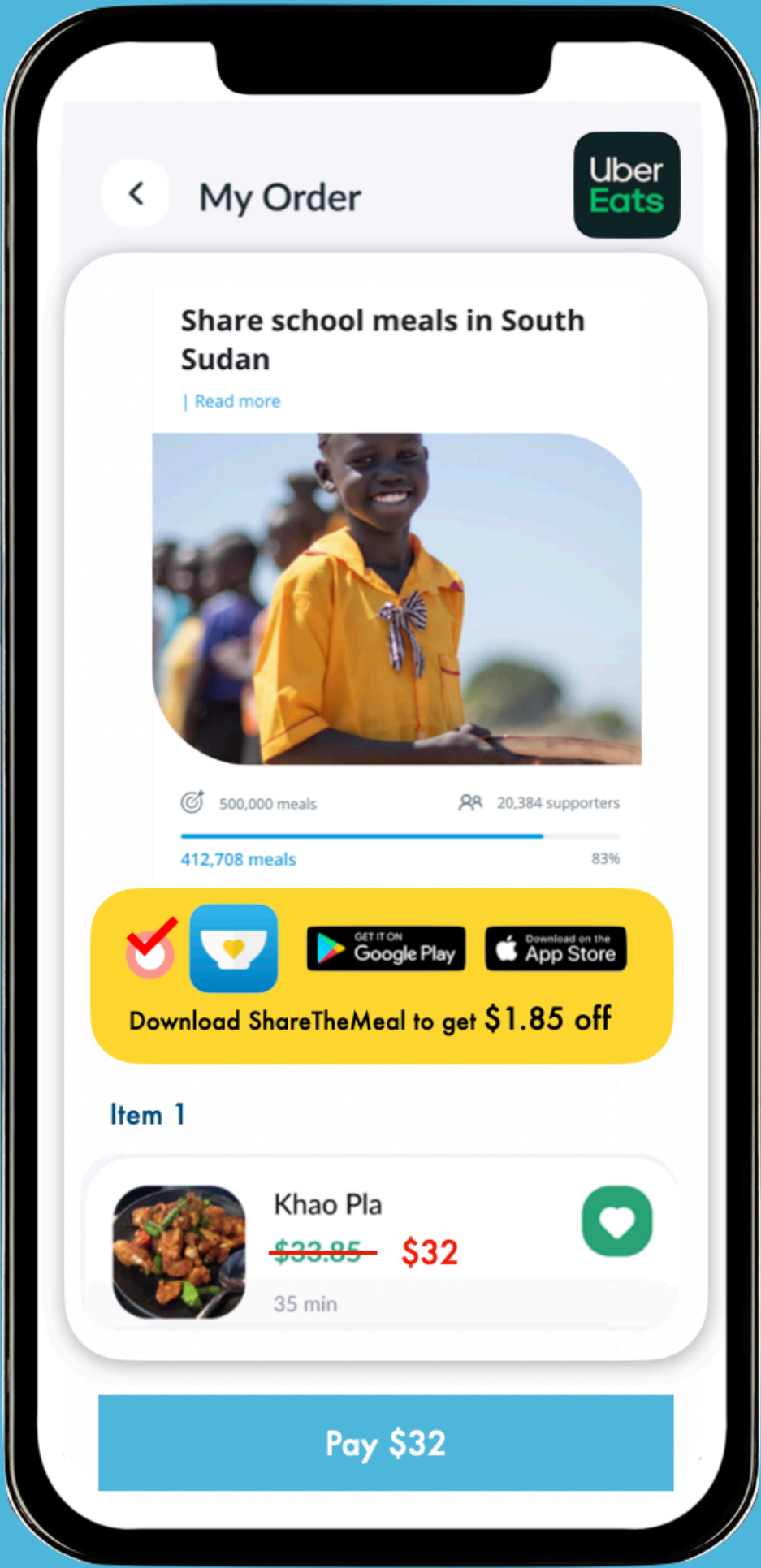
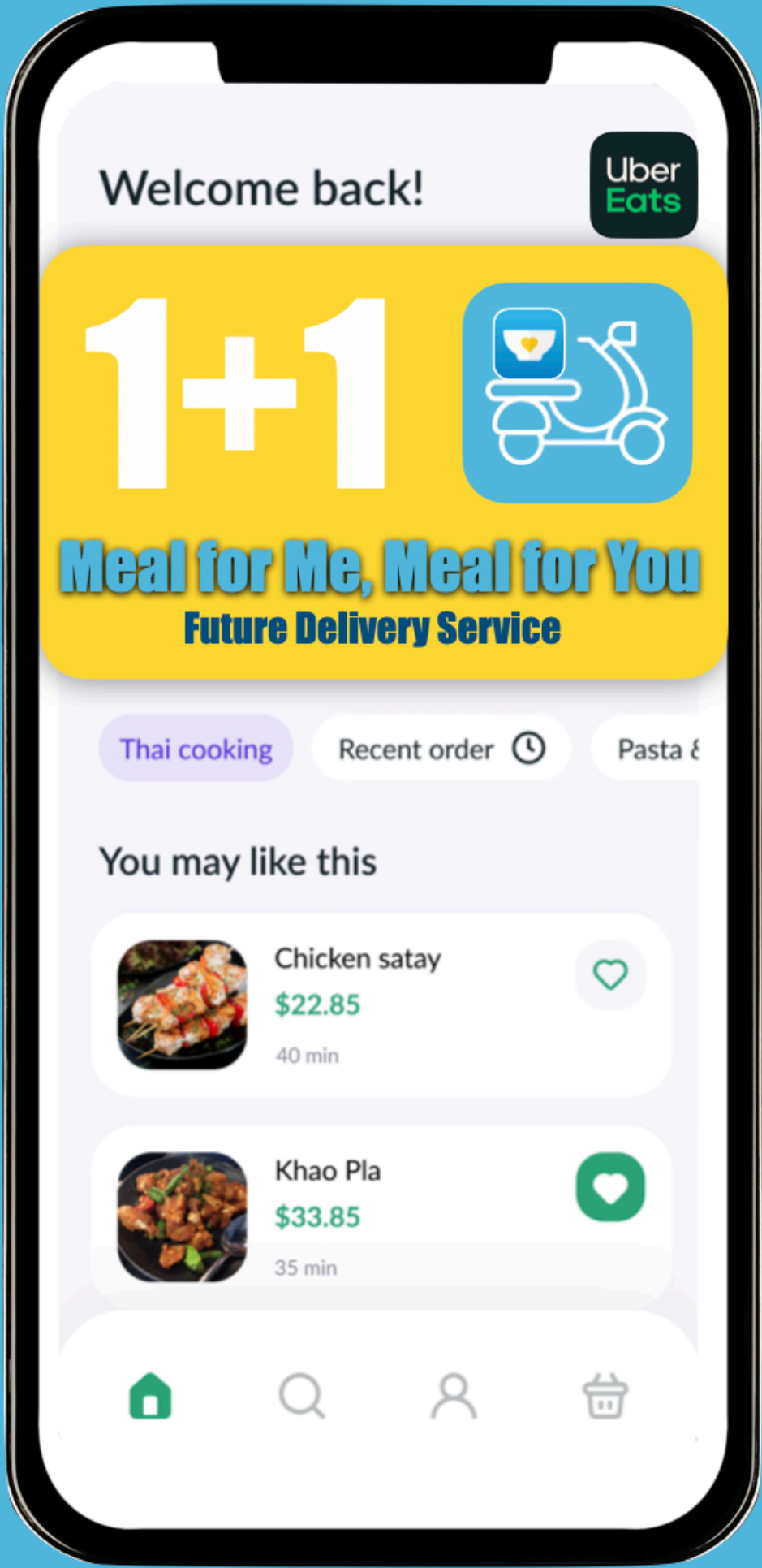
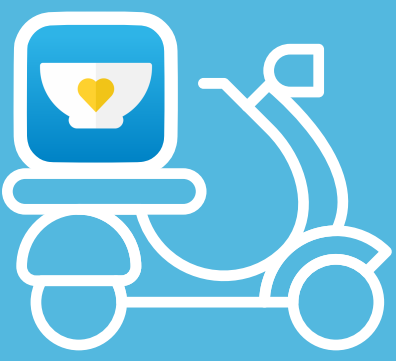
ShareTheMeal will borrow the food delivery service platform to conveniently transfer donation to the original app and reach out to the target MZ audience with its easy accessibility.

4.How does it work?

1. When a user opens a food delivery app, ShareTheMeal hijacks the ad section to promote the ‘1+1 Meal for Me, Meal for You’ digital campaign.
2. Clicking on the banner, the user will encounter a ShareTheMeal PSA ad of places that needs support. When the user selects the STM option, a small % discount will be applied to the meal purchase, and that portion will be donated through STM app.
3. Review Page - picture of what they ordered with a tag of how many meals have been delivered to STM children.
4. Users voluntarily share pictures of their meal on instagram story, tagging ShareTheMeal to certify that their meal purchase helped save the child’s future.

Meal for Me, Meal for You

ShareTheMeal Future Delivery Service



STEP 1 - Hooking & Hijacking

STEP 2 - Download & Purchase(Donate)

STEP 3 - Future Delivery

STEP4-Social Buzz