

# *Think More, Waste Less.*

## FOOD WASTE REDUCTION PROJECT



SASKATCHEWAN  
WASTE  
REDUCTION  
COUNCIL



Created For: Saskatchewan Waste Reduction Council and  
University of Saskatchewan Office of Sustainability

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## EXECUTIVE SUMMARY

The problem of food waste is causing both environmental and economic damage globally. We have analyzed the goals of the Saskatchewan Waste Reduction Council (SWRC), and have conducted an external analysis as well as identified common attitudes individuals in Saskatoon have towards food waste. From this research and analysis, we have gained knowledge on how to best advance the SWRC in order to reduce food waste in Saskatoon. The target audience we have selected for the SWRC is “Super Mom,” who is a young mother with children, a husband, and a very busy life. These mothers make most of the purchasing decisions in the household. The emotional who statement describing this group is: “Conscientious mothers seeking a bright future for their children by maintaining a responsible lifestyle.”

Our objectives for the SWRC revolve around increasing the knowledge that the target audience has of the SWRC and the issue of food waste. By focusing on increasing knowledge, the goal of this marketing campaign is: to reduce food waste at the point of purchase by 3% over the next year within the target population.

Through strategically using media channels that will allow for increased knowledge, we aim for a high frequency of exposure that the target audience has to these ads. We recommend that the SWRC advertise continuously throughout the year since food waste is an ongoing problem that requires a change in behaviour. A greater amount of money should be budgeted for use during the summer since the target audience has more free time, there is more produce available in Saskatoon, and the Farmers’ Market is busy during this time.

The types of media we have selected for use are: print posters to be placed throughout sports centres, articles in elementary school newsletters, tabletop posters and guerilla marketing at the Farmers’ Market, informative speeches at the public library, and temporary tattoos to be handed out at SWRC events. It is imperative that the SWRC maintain positivity through their communications, despite the seriousness of the food waste issue, in order to inspire a behaviour change in the target audience and to improve the SWRC image.

The promotional recommendations facilitate discussion as well as increased knowledge towards the issue of food waste in Saskatoon. The big idea we present for the SWRC to use throughout all advertisements is: take care of what you love. The tagline that will be used by the SWRC for the brand lifetime is “Think More, Waste Less.” A tagline that has been developed for this campaign to communicate with mothers is “Give food the love it deserves.”

To communicate this big idea to the target audience and inspire change in both behaviour and attitudes held towards food waste, we propose that the SWRC use positive images throughout their advertisements and use little text with hardly any negative food waste statistics. These communications will show that it is more beneficial to carefully plan out meals and shop smart. PR is provided through the informative speeches where the audience members can ask the presenters questions and on the SWRC community Facebook page.

## INTRODUCTION

The purpose of this report is to present the work done for the Saskatchewan Waste Reduction Council (SWRC) in partnership with the University of Saskatchewan Office of Sustainability (USOS). The goal of this program is to assist the SWRC in reducing food waste in Saskatoon. This marketing program is aimed to directly address and resolve the two problem statements presented below.

### Social Cause Problem Statement

The problem of food waste is causing both environmental and economic damage globally. By reducing food waste at the point of purchase in Saskatoon, this problem can be addressed by local residents who seek to improve this significant issue in the city. Reducing food waste at the point of purchase in Saskatoon is important because it will reduce environmental damage, save money for both consumers and producers, greatly reduce energy usage, save local grocery stores and restaurants money, and will help work towards the issue of feeding a growing global population.

### SWRC Problem Statement

The SWRC works towards a waste-free Saskatchewan by providing information, seeking out partnerships with other organizations, and by promoting solutions for the food waste issue in Saskatchewan. Currently, the Saskatchewan Waste Reduction Council lacks overall awareness and engaging marketing initiatives. Most people in Saskatoon are completely unaware of the organization, as well as the issue of food waste that is faced daily on a global scale.

### The Cause

As the only organization in Saskatoon promoting the importance of food waste reduction, the SWRC must improve communications to be successful in their cause of reducing food waste in Saskatchewan. The purpose of this report is to provide effective and unique marketing strategies for the SWRC to implement in the near future so that food waste can be reduced in Saskatoon.

## ENVIRONMENTAL FACTORS

### Economic

There are several economic issues to consider when analyzing food waste. One major issue is the environmental footprint that food waste is leaving on our planet and the amount of money wasted on transporting wasted food to landfills and what consumers spend on food that they do not consume (Pantsios, 2015). At the point of purchase, the goal for most consumers is cost and time efficiency which people believe can be achieved by purchasing foods in bulk, using coupons, and buying more produce in order to cut down trips to the grocery store. At the production level in highly developed countries like Canada, advanced technology and efficient processing and distribution make food more affordable and available for consumers (Eatforearth, 2014). This makes it possible for consumers to save money on food, making it easier to view food waste as an issue that is neither important nor significant (since the direct costs of this waste cannot be seen by these consumers).

## Legal

Currently in Saskatchewan there are virtually no regulations or policies in terms of national food waste reduction and point of purchase consumption. Other countries have implemented policies and taken action in order to reduce food waste and help the less fortunate within their community gain access to food. In 2012, Belgium passed a law that requires supermarkets to donate unsold products to local charities. Recently, France implemented a similar law that bans supermarkets from throwing away or destroying unsold food, instead donating it to charities and food banks (Samuel, 2014). The stores who donate food are rewarded with tax write offs, which gives businesses a legal incentive to donate. Additionally, organizations who waste less food spend less on dumpster fees and increase their overall corporate social responsibility (CSR).

## Social

Social factors play a large part in the overall consumption habits and behaviours of consumers in Saskatchewan. In developed countries, consumers play the biggest role in the food waste problem because they have been spoiled with perfect, inexpensive produce and don't value the resources and energy that has been put into each piece of fruit or vegetable. Canadians' attitudes and opinions about food waste are a combination of what they hear on the news, on social media, from friends and family, and from their personal experience with food. Generally, people in Saskatchewan do not see food waste as a significant issue because it is not affecting them financially and they always have access to the produce that they want. Over-consumption at the point of purchase, throwing away leftovers, overeating, and over-estimating how much food people will eat at events and gatherings are all negative consumption patterns that are socially acceptable in Canada.

## Political

It is evident that food waste is a serious issue in Canada, but there are other things that have taken priority within the political realms in the past couple of years. Articles such as "While worried about elections, we forget about world food day" (Duivenvoorden, 2015) are a good example of how issues such as these have been put on the back burner in the political spectrum. Recently in the United States, the Department of Agriculture and the Environmental Protection Agency took action to reduce food waste by 50% by 2013 (Aubrey, 2015). Currently in Saskatchewan, however, there is virtually no political legislation to monitor food waste at either the consumer or the production level. In Canada there is no federal legislation aimed at preventing food waste; however, provinces such as British Columbia and Halifax have taken it upon themselves to create provincial laws to address this issue. Policies such as the Food Donor Encouragement Act, granting tax breaks to local businesses that donate food, and a residential food waste scraps program are all steps that British Columbia and Halifax have taken to improve sustainability (Harvest , 2010).

## Demographic

There are several demographics that contribute to food waste in Saskatchewan. Families are an important demographic to consider when pinpointing food waste because they are more likely to make purchases in bulk in stores such as Costco or Whole Foods. Also, younger people who live on their own likely have a harder time meal planning and cook too much food for themselves, which is another source

of food waste due to planning issues. In contrast, older consumers are considered to be more frugal and attentive when grocery shopping and are not a key target demographic in this area. In Sally Prasky's article, she identifies some of the significant shopping patterns of older consumers: "seniors don't need those bulky carts, as they are usually buying food for just one or two people. That means they aren't the most lucrative market to grocers. There is no opportunity to do volume or high-margin goods with them" (Praskey, 2006).

## Geographic

Canadians are fortunate to have easy access to a huge variety of foods, especially in Saskatchewan where farming and agriculture play a key role in our economy. The result of this is lower costs for certain items which consumers often take for granted. Saskatchewan's climate is also a factor when analyzing how geography influences purchasing patterns. With such a cold winters, most consumers try to limit the amount of times they go outside, which means that they are likely purchasing too much food at once.

## The Competition

There are two categories of competition that the SWRC is facing as a non-profit: those who compete with the company on an organizational-level, and those who compete on a behaviour-level. Although there are currently no competitors in the food waste industry in Saskatchewan, it is important for the SWRC to consider the organizations that put pressure on the company for the support of consumers. Many of these competitors could also be potential partners in the future, which open up a wide range of opportunities for the SWRC moving forward.

Some major organizational-level competitors that the SWRC should consider are major grocery chains in Saskatoon (Loblaw's, Co-op, and Sobeys), as well as bulk grocery stores like Costco. The SWRC is essentially going against the food industry as a whole since entities within the industry do not currently practice food waste reduction at any level of production or consumption. Despite the severity of the issue, there are no direct competitors encouraging food waste management in Saskatoon, which presents a wide range of opportunities for the SWRC.

Behaviour-level competitors in this industry compete against the SWRC for consumer's time and energy, as well as providing benefits that the consumers would consider obtaining from the SWRC cause. A breakdown of these different forms of behaviour-level competitors is as follows:

- **Desire:** Desire competitors are other immediate desires that the target audience might want to satisfy. For the SWRC, desire level competitors would be current trends and pushes in health, energy reduction, physical activity, etc. These other desires take up the time of consumers so that they will have less time and effort to put towards reducing food waste. Another desire competitor is other places where the target audience could spend time doing things that are good for the environment. Finally, the desire to save time to spend on other things (young kids, family, etc.) is a growing need as individuals become busier with work and technology in today's environment.
- **Generic:** Generic competitors are other basic ways in which the target audience can satisfy the particular desire they seek to satisfy through food waste reduction. Having a positive impact on the environment is the main form of generic competition that the SWRC will see as many people think they have done their part after doing a certain amount of environmentally friendly

practices. Some examples of this would include making homemade products, using garburators and composting, getting involved in earth day, picking up garbage, or driving less. Additional ways that the target audience can save money is another generic competitor since reducing food waste at the point of purchase will help consumers save money.

- **Service form:** Service forms that can satisfy the same desire in the target audience would be recycling and other environmental services. As consumers in Saskatoon recycle, they may feel as though they have already done their share for the environment through the way they have consumed food products. Recycling is a major consideration that the SWRC should address and differentiate themselves from when communicating to the target audience.
- **Enterprise:** These competitors offer the same service form to satisfy the target audiences' particular desire. There are no competitors that the SWRC currently faces on the enterprise level that are trying to reduce food waste specifically.

## SEGMENTATION AND TARGET MARKETS

Food waste reduction is a problem that is relatively new in Canada. While it will take a greater movement from society to create a meaningful impact, it is important to create targeted messages to consumers that will resonate with them. We have identified four viable segments that the SWRC could target in the beginning of the food waste reduction movement. Focusing communications on a segmented group of people can create a greater impact through customization of the content, format, and outlet of the message. The segments we have identified share a variety of demographic, behavioural, and psychographic characteristics. Having a rich understanding of the target market will allow SWRC to effectively communicate and persuade these individuals to change their behaviour. It is important to use a targeted approach when developing a marketing campaign to effectively persuade the individuals being communicated with to change their behaviours. Persuasion is not as effective when it is not targeted, so selecting a particular segment and tailoring the advertisements to their interests is the most effective way to communicate a message to individuals who are likely to change their behaviour.

The four segments identified include: high school students, independent university students, young mothers, and owners of local restaurants or food stores. The segments do not separate consumers by race, sexual orientation or gender (except for the young mothers). The geographic position of all segments will be Saskatoon. A further description of these segments is included below:

### “Teenybopper”: High School Students

High school students, ages 13-18, represent an excellent segment to target for food waste reduction initiatives. The potential market segment includes over 14,000 people in Saskatoon (Statistics Canada, 2011). These consumers are not frequent shoppers yet and therefore have not formed negative purchasing habits. Through their pursuit of independence, these young individuals are dreaming of the day when they are able to move out of their parents' house and finally operate on their own. There is an opportunity here to show these individuals that once they enter adulthood, they can make important purchasing decisions that will have a positive impact on the world. High school students typically play sports, hang out with friends, and some have part-time jobs in the retail or service industry.

In some cases, high school students will be important drivers in decision making purchases in their homes already; however, the motive behind this driving force relates more to preferences for types of food rather than to the point of purchase behaviour of their parents (Government of Canada, 2012). This segment could be educated on the issues and opportunities that society faces in regards to food waste reduction and learn that they have the ability to create a difference as they enter into adulthood. High school students can be most easily reached through in-class learning (provided the school board approves the message) and social media outlets (i.e.: Snap Chat, Twitter, Facebook, and Instagram). Generally, high school students are concerned about fitting in, being independent, and their future path after graduation.

### **“Savvy Student”: Independent University Students**

This segment includes University of Saskatchewan students who are from outside of Saskatoon, but living in Saskatchewan. These individuals are renting houses or living on residence at the university and frequently make their own purchasing decisions at the grocery store as they are highly independent. This target would focus on students ages 18-25 who are single or in a non-marital relationship. The number of students in this segment is approximately 7,600, as stated by a representative at the University Administration Office. The students would typically be studying in an undergraduate college and may also have a part-time job while in school enabling them to pay for their current accommodations in Saskatoon.

The student segment sees benefit in making a positive impact on the environment and these individuals also aim to save money. They are also concerned with efficiency, are usually only purchasing for meals that feed 1-2 people, and often are not very experienced at cooking their own meals (Government of Canada, 2012). Typically, this segment will shop at the grocery store approximately 3-4 times a month. Their involvement with purchasing decisions is high because they are in a position of independence where they only need to consider their own preferences when shopping. These students also have significant budget restrictions, which can lead to eating less nutritious foods. The university student segment can be reached through the use of social media outlets, Netflix, Wikipedia, university platforms, and on campus. This segment’s lifestyle is typically very busy with friends, studying, attending class, and additional activities; despite their focus on the environment, these students are often found to focus on the short-term due to their busy schedules.

### **“Super Mom”: Young Mothers**

These women are young mothers, aged 25-39, who are typically in a committed long-term relationship or are married. This segment places the young mothers in an early family development stage where they have 1-2 children and live with their spouse. The target consumer in this segment typically has a certificate or degree and currently works full-time at a job in their chosen career field. The potential market size of this segment in Saskatoon is approximately 12,813 based off of the 2011 census numbers and the fact that 52% of women have children (Gray, 2015).

The benefits desired by this segment revolve around the health, safety, and economic sustainability of their family (Working Mom's Blog, 2016). These consumers are typically concerned with doing good things for the environment, saving money, and efficiently tackling all of the various tasks in their busy lives (Gremont, 2012). These mothers have high involvement with products and spend time searching for recipes and ingredients that are healthy and easy to prepare. While they are concerned with



efficiency in their day-to-day lives, they are also educated and understand that their actions contribute to the future sustainability of the planet, which they want to preserve for their growing children. They typically shop about once a week but may do a major shopping trip approximately once a month with reliance on deep freezers and walk in pantries to store bulk items (Gremont, 2012). Online, young mothers can be reached on social media outlets, such as Facebook and Pinterest, as well as by direct email. Mothers are also the primary purchaser of goods for the household, so they may be reached at the point of purchase location (i.e.: grocery stores) or at other locations they frequent.

### **“Ethical Entrepreneur”: Local Business Owners**

Local restaurant and food store owners in Saskatoon represent a small segment with high purchasing power for large quantities of food. The typical age range of these entrepreneurs would be 28-40 years old; they would generally have some postsecondary education, but may not have finished with a degree or certificate. These entrepreneurs likely have a family or spouse; however, their purchasing power and purchasing decisions are directly related to their business. By driving economic benefits for themselves and their business ventures, these people care about saving money, creating a reputable brand, and passing inspections. Their purchasing behaviour would be annual with frequent purchases approximately 1-2 times a week. Depending on the size and growth stage of their business, they may or may not be the direct purchaser of goods; regardless, these owners will play a role in the quantity and frequency of buying. Local business owners can be targeted using social media, print ads, direct mail, and radio; however, keep in mind that they are often more focused on promoting their own business than actually receiving other messages.

### **Choice of Target Market**

The decision criteria used to choose a segment to target includes reachability, size of market, purchasing power and ability to make change. A summary chart of the identified target market can be found in Appendix A.

In order to achieve the objectives of this project, we have chosen the young mothers segment as the most viable target for the food waste reduction message the SWRC will spread in Saskatoon. In targeting “Super Mom,” you have the potential to influence a generation of consumers who currently holds a vast amount of purchasing power within their household. These moms will influence the behaviours of their children, which could influence future generations to have better purchasing habits relating to food consumption. Due to the wide geographic dispersion that this segment maintains throughout Saskatoon, strategic placement of messages will be needed to ensure that the message is not lost or wasted on individuals that it will not resonate with (since it is targeted towards mothers). It will also be important to remember the challenges of connecting with “Super Mom,” as she is extremely busy and is found balancing many things in her day-to-day life. The day in the life description found in Appendix B will give further insight to this segment and where these mothers spend their time each day, making it easier to identify where this target audience can be reached.

## **GOALS AND OBJECTIVES**

Creating a food waste reduction goal is difficult for many reasons. Change in behaviour and daily habits is something that is both hard to gauge and difficult to achieve because you are not only asking the target audience to stop doing something, you are trying to get them to adopt a new habit. In this case,

we want Super Mom to become more conscious and proactive towards making smarter purchasing decisions and wasting less food. The following goal will be supported by measurable objectives that will help achieve the goal of food waste reduction for the SWRC. The objectives will be supported by more specific action items, which will be further discussed in the implementation section of this report.

## Goal

To reduce food waste at the point of purchase by 3% over the next year within the target population.

## Objectives

The objectives for the Saskatchewan Waste Reduction Council are:

- To increase the frequency of visits to the grocery store each month within the target population by 100 people over the next year.
- To increase the usage of food waste and planning apps such as: Green Egg Shopper, Fridge Pal, Still Tasty, and the Love Food Hate Waste App by 200 individuals within the target audience over the next year.
- To increase the number of individuals within the target population who believe they can reduce their food wasting behaviour by taking small, easy steps to change their habits by 300 people by the end of the year.
- To increase the number of individuals who use a shopping list and weekly meal plan by 100 people within the target population over the next year.

## Rationale

We have chosen to reduce food waste in our target population by 3% over the next year. We have based this value on similar categories of health and social behaviour campaigns such as heart disease prevention, improved diet/physical activity behaviours, family planning, dental care, and adult alcohol reduction, all of which find their success rates ranging from 5%-11% (Weinreich, 2011). By using the SMART format, we have selected goals and objectives that are specific, measurable, achievable, relevant, and timely in order to ensure successful completion of these goals and objectives. In order to reach our goal of reducing food waste at the point of purchase by 3%, the objectives identified above must be met. These objectives relate to changes in knowledge, attitudes, skills, and behaviours in our target population. When these objectives are met, the result will be that the overall goal is attained. Since our goal is related to a change in behaviour, it will be necessary to rely on self-reported results as a means of measurement for the effectiveness of our campaign (Eagle, Tapp, & Stephan, 2012).

According to a 2014 assessment, 47% of food waste occurs in households by consumers (See Appendix C, Figure 1). In Canada, the value of consumers waste has increased from 2010 to \$14.6 billion per year (Gooch & Felfel, 2014). Although the 3% goal may seem small when focusing on Saskatoon, it is a good starting point for the SWRC to build upon. If there are significant results after the first year, the goal can be increased or the target market can be enlarged to include a separate segment requiring a separate campaign. It is important to have attainable and measureable goals for the first year in order to assess the success of the marketing campaign and to drive the SWRC in a unified direction.

## OVERVIEW OF STRATEGY

In order to reach the specified goals and objectives, the SWRC must focus on incremental activities enabling these objectives and goals to be reached. These are attainable tasks that would help the target market take steps in the right direction. A few of these activities are listed below and are broken down into skills, behaviours, attitudes, and knowledge categories:

### Skills

Offer training on how to make effective shopping lists and meal plans.

- This can be done through social media, online through the SWRC's website, instructional videos, and informative speeches.

Teach the target audience how to use food waste apps effectively.

- This can be accomplished through social media, online through the SWRC's website, or during informative speeches.

### Attitudes

Provide attainable tasks and goals for the target population to increase the belief that they can reduce their food wasting behaviour.

- Individuals in the target market will be encouraged to sign up for email blasts, social media, or register on Facebook for weekly challenges, tips, and tricks.

### Knowledge

Increase knowledge of food waste statistics and identify ways that an individual can be part of the solution.

- This will be communicated through posters, social media, and online.

Provide fact sheets and tips for food waste reduction.

- This is attainable through social media, online, in print media, or at guerilla marketing events.

Provide the target market with access to food waste apps.

- Include downloadable links on the SWRC's website, an app of the week identified on social media, or encouraged use of an app on SWRC posters.

### Behaviours

Provide incentives for making frequent trips to the grocery store/Farmers' Market.

- This can be done in the form of contests (e.g. tweet, Instagram, or Facebook a picture of your fridge and the creative meal you made to win). This could also be presented through posters, social media, and online.

## THE MARKETING MIX

In order to obtain the goal and objectives set in place for the SWRC, a variety of activities will need to be carried out. These activities will be guided by the foundation of the marketing mix. A traditional marketing strategy would focus on product, price, place, and promotion, in addition to these four crucial areas, we recommend that the SWRC also focus on publics, partnership, policy, and purse strings.

### Product

In order to adopt new practices and change past attitudes and behaviour, the target audience must believe the benefits of changing this particular behaviour outweigh the costs. The benefits associated with reducing food waste are: saving money, increasing attention to food intake, additional kitchen space, conserving energy and resources, and reducing methane emissions. The difficulty with reducing food waste is found in the attitudes and behaviours that are present in the target population. Human beings are naturally resistant to change, so the SWRC must convince the target population of six things:

1. There is a real need for change
2. The change will not make it harder for them to meet their needs
3. The benefits of this change outweigh the risks associated with it
4. That they have the ability to make the change
5. To believe the change will succeed
6. The change is consistent with their values

### Price

The costs of adopting food waste reduction behaviours relate to increased: time, efficiency, effort and inconvenience. To reduce food waste at the point of purchase, it is necessary for individuals to shop more frequently, buy less food in bulk, and put in more effort into meal planning. To minimize barriers, the SWRC must focus on making activities for the target audience clear and easy. Minimizing costs and barriers could take the form of convenient food waste apps, a focus on the benefits received from reducing food waste, and ensuring the target audience has access to all relevant materials and tools.

### Place

The places that our target market makes decisions about engaging in food waste reduction behaviour are at home and at the grocery store. At home it is necessary for the target audience to plan effective shopping lists, inventory their fridges, and to store food in a manner that prolongs the useful life of the food. Our target audience spends the majority of her time at work, home, her kids' activities, grocery stores, the gym, and her kids' school. After the analysis conducted on the target audience, we have found that the areas our target audience could be reached at are local grocery stores, the Farmers' Market, soccer centres, hockey rinks, on Facebook, Pinterest, and through school board newsletters.

### Promotion

The communication channels that our target audience members pay the most attention to and trust the most are established print media, school-related communications, television news, and word of mouth advertising from those they trust or admire. Some promotional techniques that may be best for

conveying the SWRC message could be eye-catching posters, guerrilla marketing, and encouraging word of mouth advertising.

## Publics

For the successful implementation of this program, members of the SWRC must spearhead this project and dedicate volunteer hours to promotion, analysis, evaluation, and implementation.

## Partnership

Currently, there are not many organizations that the Saskatchewan Waste Reduction Council needs to partner with in order to complete the marketing recommendations proposed in this plan. Nutrition Positive is one organization that the SWRC should contact in order to establish a partnership when reaching out to elementary schools; details on this partnership opportunity are found in the media vehicle selection section below. Some promising organizations to join forces with in the future could be: the Saskatoon Public School Board, the City of Saskatoon, Saskatoon Curbside Recycling, Loraas Disposal, and local grocery stores.

## Policy

There is no national food waste policy in Canada. Unlike other countries like the United States and the United Kingdom where the government is more centralized, the government is more regional in Canada. This regionalism results in each province and territory being responsible for their own food waste policy and Saskatchewan does not have any policies relating to this issue yet.

## Purse Strings

If further funding is necessary, the SWRC may reach out to the provincial and federal government for grants and other forms of funding. In the future, once the campaign is more developed, there would be potential for the SWRC to host events and run fundraisers. These gatherings would open the doors to donations as well as corporate sponsorships for the SWRC. It is important to consider, however, that these types of opportunities would only be valuable if there was a meaningful way to engage the community in food waste reduction.

# MEDIA VEHICLE SELECTION

## Posters

One media vehicle we have considered for the Saskatchewan Food Waste Reduction Council are posters. These posters will be located in sports centres in Saskatoon in order to increase the frequency of message exposure in the target audience. By placing posters in sports centres such as Henk Ruys Soccer Centre, ACT Center, Archibald arena, Lions Arena, Kinsmen Arena, Cosmo Arena and the Sasktel Sports Center, we will reach the target audience while they are watching their children play sports and have the time to glance over the poster while waiting for their kids. It will be important to have volunteers place the posters in strategic locations, such as near the bleachers and at the entrance where mothers spend the most time waiting and spectating. The posters designed and placed will be 11x17 inches and will be printed and designed by XL Printing on the U of S campus, as they offer both design and print services at a reasonable price.

## **Match**

Posters are a high frequency medium that mothers in our target audience come across every day in a variety of locations. Since sports centres are highly populated areas, particularly during special events and tournaments, there will be a large audience exposed to these posters. Most of the spectators found in sports centres are parents, which would largely include our target audience of moms. With such a large audience, however, there will inevitably be waste as individuals outside the target audience will see these posters. To reduce waste, we recommend placing the posters in strategic locations where moms will be found more often than other athletes and individuals, such as by the bleachers and entrance to the building. The posters will also have an attractive and eye-catching design that will attract moms more than other spectators.

## **Size of Audience**

The size of audience for posters would be relatively large since most of the spectators at the sports centres would see these posters. Only members of the target audience who watch their children play sports (or enter the building to pick them up after) will see these posters, so it is important to ensure we catch the attention of these mothers through a targeted design and engaging message.

## **Frequency**

The frequency for these posters would be quite high, since the same moms from the target audience would be spectating sports at a certain sports centre at least once per week, depending on how many children they have who are enrolled in sports.

## **Cost of Media**

Printing cost for 100 11x17 posters (\$0.95 per poster): \$95 per location

XL Printing design labour: \$60/hr for three hours of labour = \$180

Volunteer Hours Required: 8

Both soccer centres and the public hockey rinks have bulletin board space where you can put up posters for free. This space can be limited or depend on availability.

## **Timing**

The print posters would be up on the walls of these sports centres for three-month periods. After one poster has been displayed for three months, another will be printed out to replace it so that the posters stay exciting and eye-catching throughout the year. This means that continuous timing is used, as the SWRC will consistently have posters up in these sports centres throughout the year.

## **Other Considerations**

The SWRC should print 100 posters because they will be placed in two large sports centres. To have the posters stand out in these huge buildings, we recommend using eye-catching designs, but also printing out large quantities to make use of the huge space that we have permission to place the posters in. Switching the posters will help attract attention of the moms who are spectating their children playing sports, since most posters in these locations do not often get changed, and also will enable the posters to be relevant to seasons.

It is important to note that although mothers will often walk by these posters, we want them to actually notice them and remember the message that the SWRC is conveying on the poster to bring about an

actionable response in the viewer. This requires designing posters that communicate directly to the target audience and stand out from all the clutter around these huge sports centres. By following the creative strategy identified later in the report that has been formulated after much research, these ads will certainly stand out and inspire an actionable response in the viewer. The posters will not have a lot of information on them; however, they will be effective at reaching out to mothers who are watching their children play sports, reminding them of ways that they can improve shopping habits in order to benefit their family. By using strategic location and an engaging design, these posters will be a great way to encourage action in the mothers who are likely noticing the posters while they are waiting for their child or are bored.

### **Elementary School Newsletter**

Another media vehicle we have chosen for the SWRC are articles in elementary school newsletters. These articles would be around 100 words each, allowing for an informative method of communication to the target audience where the SWRC would increase knowledge of food waste. To efficiently publish articles on food waste in school newsletters, the SWRC should pair up with Nutrition Positive, which is a company that encourages a healthy food environment for elementary school students and has a great reputation in the school community. Nutrition Positive frequently posts in school newsletters, so associating with this organization would ease the experience that the SWRC has with connecting to various elementary schools to place articles in the newsletters.

### **Match**

School newsletters would be highly targeted towards our audience of mothers with young children, allowing for a great match with far less waste than some of the other media vehicles. These newsletters would essentially only be read by the target audience and could therefore be focused on the interests that this audience has (i.e.: saving money, eating healthy, ensuring child has a bright future, etc.). Moms will definitely read the school newsletters that their children bring home; so as long as the article on food waste is interesting and engaging, it will be read as well and enable the SWRC to inspire action in these moms.

### **Size of Audience**

The size of audience for school newsletters would be relatively small, considering that only mothers or parents of elementary school students read these. Having a small size of audience is acceptable in this case, because our goal is to increase frequency and have less waste. With the targeted approach of school newsletters, the SWRC can reach the target audience of mothers with young children with far less waste and more efficiency than other options, which is why the size of the audience here is smaller.

### **Frequency**

The frequency of school newsletters would be moderate as newsletters are generally printed at least once per month, so the SWRC would prepare monthly articles. Depending on the information in the newsletter, it may be read more than once; however, it is best to assume that the frequency would be once per month. Despite the low frequency, this targeted approach does allow for more information to be shared, growing the knowledge that the target audience has on food waste. These articles will build on the other media vehicles to provide the base information and serve as a monthly reminder for these mothers who see the message elsewhere as well.

## **Cost of Media**

The cost of discussing relevant information about food waste in an elementary school newsletter would be free with few volunteer hours required. Most schools would be interested in educating parents and staff on the issue of food waste. Nutrition Positive has a great reputation in the school system and already publishes articles in the newsletters; therefore, by pairing with this company, the SWRC can gain access to more contacts within the school system and increase efficiency in publishing articles in newsletters. Approximately 3 volunteer hours per month (during the elementary school year) would be required to write the 100-word article and submit it to the schools that the SWRC has partnered with.

## **Timing**

The timing of these school newsletters would be once per month for the duration of the elementary school year (i.e.: all months except July and August). This timing strategy would be flighting, since it is alternating periods of advertising with none.

## **Other Considerations**

Elementary schools are in charge of their own school newsletters, so after pairing up with Nutrition Positive, the SWRC will need to contact principals from various elementary schools to gain access to publishing information in the school newsletter. This gives the SWRC control as they can choose which schools to partner with and can decide how to get the information to the principals to publish in the newsletter.

The school newsletters should be highly informative and also engaging for mothers to read. We want to increase the knowledge that the target audience has on food waste without requiring them to go out of their way to research it. There will be a call-to-action at the end of the article where moms are encouraged to not only change their shopping habits, but also to join the SWRC online community on Facebook and to read more about food waste on the website. There is also an opportunity within the newsletters to direct the target market to various food waste and planning apps such as: Green Egg Shopper, Fridge Pal, Still Tasty, and the Love Food Hate Waste app. It will be highly convenient for moms to learn about food waste through these articles, but it is imperative that the articles be interesting, relevant, and engaging in order to be remembered and inspire action in the target audience.

## **Farmers' Market Tabletop Ads**

The Farmers' Market is a great platform to introduce the idea of food waste reduction in Saskatoon. It is a member-owned non-profit cooperative, which provides residents and visitors the best in local agriculture products, baking, prepared foods, and crafts (Market). The Farmers' Market has a great website where they promote local recipes and events as well as a Twitter page with a live feed on what's going on in the neighbourhood. Using printed out tabletop advertisements at the Farmers' Market is a way for the SWRC to engage the conscious shopper in the issue of food waste and to hopefully start a conversation between the vendor and shopper.

## **Match**

There is a strong match between our target audience and this marketing initiative because many food-conscious moms buy their produce at the Farmers' Market. Since these tabletop advertisements will be present during the summer months when the Farmers' Market is most busy, there will be more waste; however, there will also be an increased presence of the target audience.



### **Size of Audience**

The Farmers' Market has huge amount of foot traffic in the summer and on Saturdays, when mothers in our target audience do a lot of shopping. This means that a large percentage of the target audience will be exposed to the marketing done in this location during the summer months.

### **Frequency**

The members of the target audience who shop at the Farmers' Market during the summer will be exposed to the tabletop advertisements approximately once per week, which is a high frequency for this form of print advertising. It is important to consider, however, that the exposure to this ad will only exist during the summer months.

### **Cost of Media**

This channel is a relatively inexpensive way to reach a lot of people in the target audience. The SWRC would get the tabletop ads printed just once, which costs about \$114.00 for 100 table tents. The cost of placing these tabletops in the Farmers' Market will vary, depending on the month; however, it is less expensive for a non-profit to advertise in this location. See Appendix D for more details on these costs.

### **Timing**

We would run the tabletop marketing initiative during the summer when the Farmers' Market gets the most traffic. During June, July, and August, there is also an abundance of vendors selling their produce in the outside area of the market, meaning there is more room to place tabletop ads. This time of timing is fleeting, since the tabletop ads will only be displayed for three months of the year.

### **Other Considerations**

Saskatchewan Farmers are a knowledgeable and respectable group of people who can discuss the message of food waste if given the right platform. A risk when approaching the Farmers' Market is promoting purchasing less food, which may affect the farmers' sales in a negative way. A way to mitigate this risk is to inform the farmers about the facts of food waste and communicate how they have the opportunity to make a difference in this issue by helping the general public in reducing waste. Vendors are also unlikely to want individuals to end up throwing out the produce they have put so much energy into raising, making these individuals likely to spread the message to reduce food waste.

### **Guerrilla Marketing at the Farmers' Market**

A unique approach that can be used to reach the target audience and communicate the important message to reduce food waste is to use a guerrilla marketing approach. The particular approach we aim to use for the SWRC in this campaign is to have a fridge located at the Farmers' Market that is filled with cardboard cut-outs of food and use this unusual object to communicate the substantial amount of food that consumers waste. The Farmers' Market is an ideal location for this type of marketing since it is where the target audience will be more open to try new things and hear new messages. The exact details of the creative execution of this marketing can be found in the promotional recommendations section below.

### **Match**

There is a large amount of people who visit the Farmers' Market in Saskatoon, especially during the summer; however, the target audience we have selected for the SWRC will be found amongst these

individuals as a high percentage of shoppers. There will be a large amount of waste since guerrilla marketing is inexpensive and not a highly targeted approach, but it is important that we use this marketing at the Farmers' Market where it is known that our target audience can be found and communicated with while they are shopping.

### **Size of Audience**

The size of audience at the Farmers' Market will be quite large since so many people visit this location to buy unique and locally grown products. A large percentage of these shoppers will be the moms in our target audience with young children, which means that this will be an effective location to reach a large portion of our target audience.

### **Frequency**

The frequency will be high as most mothers visit the Farmers' Market once per week, so they will be exposed to the display once each week during the summer months.

### **Cost of Media**

The cost of this guerrilla marketing display will be moderately low, since it is mainly the cost of the fridge and images of fruit displayed within it that the SWRC will need to pay. A fridge on Kijiji will be around \$450 and the cardboard fruit image will cost around \$50. The cost to place the display in the Farmers' Market for the months of June, July, and August will also be minimal in comparison to other locations and is estimated at approximately \$250.

### **Timing**

This timing would be fleeting, since the fridge with the fake food inside will only be up at the Farmers' Market for a few months during the summer and then will not be displayed again.

### **Other Considerations**

Although guerrilla marketing may seem far-fetched and strange compared to more generic forms of advertising, it is highly effective and can initiate conversations about a desired topic. This type of advertising gains a lot of attention compared to every other type, meaning that more people will notice it overall. The SWRC has a great opportunity to start a discussion on food waste using this unique display at a highly populated area such as the Farmers' Market. By showing just how much food in our fridges goes to waste, spectators will be able to visualize the amount of waste that is created and feel inspired to do something about it. This form of guerrilla marketing is more direct, involved, and relies on a higher impact than the other media vehicles that have been discussed so far.

### **Informative Speeches**

The Saskatchewan Waste Reduction Council could use monthly informational speech sessions at various Saskatoon Public Library locations to inform the audience about food waste and grow the knowledge that the target audience has on the issue. These speeches would occur once every two months, starting in September. This would be the most in-depth media vehicle for growing knowledge and would also be one of the more targeted approaches with far less waste. The audience would need to be persuaded to attend the speeches before the session would start, however, so other media vehicles would be required to first raise awareness, knowledge, and interest on the issue so that the target audience would want to attend these sessions to further their knowledge.

## **Match**

This media vehicle would be a good fit for the target audience because it is likely that they often visit the library to take out books and movies for themselves and their children. These sessions would be highly targeted towards moms and the speeches would be advertised in the library newsletter for those moms who keep up with the current events taking place at the library. This means that the match would be quite high and it would be a great way of reaching moms who frequent the libraries in Saskatoon.

## **Size of Audience**

The size of the audience would be small, although we anticipate a high attendance for these speeches, there are not always many individuals who attend library informational sessions compared to the high exposure of the other media vehicles. There would likely be a lower percentage of the target audience attending these sessions compared to the Farmers' Market and sports centres.

## **Frequency**

The frequency of these informational speeches would be quite low; at most we anticipate that some moms will attend the speech as often as they would be presented (once every two months). For moms who do attend each speech, we recommend keeping the topics and discussion interesting so repeated attendances are encouraged. The creative strategy discussed below goes over some ideas on how to keep the audience engaged throughout these monthly informational sessions.

## **Cost of Media**

The cost of these informational sessions is relatively low. It costs not-for-profit organizations 20% less money to rent auditoriums at all public libraries in Saskatoon. Cliff Wright Branch charges \$52 to rent the auditorium from 1:00pm-5:00pm on Sunday. Alice Turner charges \$44 to rent the auditorium from 5:00pm-8:45 pm on Monday-Wednesday. It is important for the SWRC to ensure that the presentation takes place at a time that would work for mothers in the target audience who have a full-time job. These rooms are relatively inexpensive, but must be booked three months in advance. Detailed prices and contact information can be found at: <http://www.saskatoonlibrary.ca/room-rentals>. Additional costs would include food and dainties for attendees at the informative speeches.

## **Timing**

The timing used for these informational speeches would be continuous, since they would take place once every other month consistently throughout the year. This allows for a renewed reminder of the issue of food waste for the target audience.

## **Other Considerations**

Since these informational sessions will be held at the Saskatoon Public Library locations, the SWRC will need to arrange the specific library location that will be holding the speeches each month. The benefit of using the library as the location for these presentations is that they have newsletters that feature the speakers and various events that will be occurring at the library. Those who are highly involved in the library are very likely to look at the newsletter and attend events that they are interested in with friends and family. This is a great opportunity for the SWRC to really communicate and connect with the target audience and community in Saskatoon. Having these monthly discussions also facilitates involvement and gives the audience a chance to ask questions to the professionals talking about food waste reduction. There is also an opportunity during the informative speeches to direct the target market to

various food waste and planning apps such as: Green Egg Shopper, Fridge Pal, Still Tasty, and the Love Food Hate Waste app.

## **Temporary Tattoos**

Temporary tattoos could be used to supplement events, guerrilla marketing tactics, or to provide incentives for partnership programs. The objective of temporary tattoos is to get across the message to reduce food waste in a fun and interactive way, especially for moms with young children! The tattoos can be ordered online in the sizes of 1.5"x1.5" or 1.5"x2". The online application gives room for creativity and bulk purchasing. The SWRC could easily pilot the temporary tattoos and measure success before purchasing more.

### **Match**

Temporary tattoos are a great match for the target market because Super Mom's life revolves around her family, especially her children. The tattoos will be handed out at events where the target market's children will be present such as: the Farmer's Market, grocery stores, and sports centres, meaning that this media vehicle can be highly targeted to have a high match with Super Mom. Targeting children and their mothers can be expressly done at each of these locations. The target audience members will be prompted by their children to get the tattoos, put the tattoos on, and will aid in the removal of the tattoos. These tattoos will facilitate fun discussions about the love of food that the target audience and her family and friends all have.

### **Size of Audience**

The size of audience for temporary tattoos is directly related to how many tattoos are created and at which event they are handed out at. We recommend having a spray bottle and cloth at the location so that tattoos are put on immediately and do not get lost or wasted. It can be expected that 200 different mothers will be reached for every 500 tattoos given out. This assumption is based on the fact that some children will get multiple tattoos and some families will have more than one child getting a tattoo.

### **Frequency**

The objective of frequency will be reached by the various times that Super Mom will physically interact with the temporary tattoos, as well as the reminder by seeing it on the children's face or bodies. Although the tattoo is only on the child's face for one day, the target audience will consistently see it throughout the day and pay close attention to it.

### **Cost of Media**

Temporary tattoos can be made by printing tattoo designs on transferable paper or ordering custom tattoos online. The cost to print tattoos is expensive due to the cost of the paper and physical time to print and cut the tattoos. Ordering custom tattoos online can be done at the starting price of \$120 for 500 tattoos (School Tattoos, 2016). Design cost would be minimal and we estimate it at around \$100. We recommend choosing 3 designs and printing 500 of each design. This allows you to test the success of the media before making a larger investment.

### **Other Considerations**

Tattoos are a great way for the SWRC to spread the message of the importance of food in an effort to reduce food waste. These tattoos will certainly facilitate discussion and encourage fun for the family,

which has a positive reflection on the SWRC organization. Food Waste does not have to be seen as a negative topic and in order to differentiate this cause from many others, it is important to remind the target audience of what is really important; these tattoos will remind the target market of how reducing food waste can improve their lifestyle, doing so in a fun and unique way.

## **SWRC Community Facebook Page**

### **Match**

This form of advertising is a great way to engage the target audience on a more regular basis and can be used as more of an online community than an advertising tool. It has been found that 69% of moms are on Facebook, making it a great way for the SWRC to reach the target market (DeCesare, 2014). Mothers are heavily engaged on social media, both giving and receiving a high level of support through their networks (Maeve Duggan, 2015).

### **Size of Audience**

70% of mothers who have children under the age of 18 are on Facebook (McKinnon, 2015). This means that roughly 12,813 people in our target audience could be exposed to the SWRC Facebook page. This vehicle may gain the attention of people outside our target audience and would be available to anyone who is on Facebook.

### **Frequency**

People spent a great deal of time checking their social media both on their computer and on their cell phone. This type of vehicle yields high frequency because people are exposed to the information nearly every time they check their Facebook. Some important facts reflecting on the daily frequency on Facebook are identified by Keating: “around 70 per cent of smartphone users are frequent Facebook visitors, with more than half of them checking it every day. Peak Facebook time is during the evening, just before bed. On average, we visit the Facebook app or the site 13.8 times during the day, for two minutes and 22 seconds each time. The total daily average mobile time on the site via our smartphones is half an hour” (Keating, 2013).

### **Cost of Media**

The cost of creating a community Facebook page is free to any business. To properly utilize Facebook’s full potential, it would be beneficial for the SWRC to hire a social media manager or consider hiring a marketing student to run and update the SWRC Community Facebook page. A social media manager would cost roughly \$200-\$300 a month, whereas a student volunteer would be free. We have allocated \$600 for a social media manager, but it would be worth looking into hiring a student who would like social media management experience.

### **Timing**

This vehicle will be used continuously throughout the year. Since it is an online community people will post information and topics will likely change between seasons relating to trends, accessibility to certain foods, when the Farmers’ Market is open, and when kids are in and out of school.

### **Other Considerations**

Social media is a great way to increase consumer engagement between both organization to consumer and consumer to consumer. It’s free and you can track consumer participation through online buzz,

which includes content analysis, online community interaction, and how many likes and follows the page has. One downfall to social media is that it needs to be continuously updated with creative and engaging content in order to keep people involved and to stay relevant. Hiring someone to manage the Facebook page, as well as encouraging our target audience to make posts themselves can mitigate the risk of becoming irrelevant or forgotten on Facebook. This is why we recommend that the SWRC create a community Facebook page, where more involvement and interaction between members is encouraged. This will allow for target audience members to have discussions about food waste and identify creative solutions on how to reduce waste at home.

## MEDIA OBJECTIVES

### Frequency

The Saskatchewan Waste Reduction Council has a fixed budget for this marketing campaign of \$5,000 and 200 volunteer hours. Due to the limited resources that the SWRC has, it is necessary to determine which is more important for achieving the objectives of this campaign: reaching a large proportion of mothers across Saskatoon, or frequently communicating with the same mothers. Reach is the unduplicated total of mothers who are exposed to our message. Frequency can simply be described as the average number of times that the same consumers are exposed to an advertisement. Working with a fixed budget means that it is not feasible to fully achieve both frequency and reach. This is simply because of the inverse relationship, which means as one option increases the other must contrastingly decrease.

After thorough analysis, we have decided that when selecting forms of media to implement for the SWRC's campaign, frequency is a more rewarding and important element to focus our strategy. The main reason frequency was selected is because our communication objective requires a change in behaviour within the target market. To change the behaviour of the target market, multiple exposures to the campaign's messages will be required.

We will aim to increase both the awareness and knowledge of the food waste issue that the target audience has in order to change their behaviour. Each time the target market is visually and/or verbally impacted by the SWRC's advertisements, it will help to reinforce the communication objectives, which will affect the marketing objectives. Multiple exposures to the SWRC's message will be necessary in order to fully educate and inform the chosen target audience. The SWRC's cause requires high involvement and knowledge of the complex issue must be increased to allow for a change in behaviour.

A risk to acknowledge and avoid when selecting media vehicles is the potential threat of reaching overexposure levels. This could generate frequency wear out. Frequency wear out occurs when a consumer is overexposed to a message over a period of time. To prevent this from happening, it is important to ensure that all advertisements are properly placed and dispersed across all of the selected media channels (as identified previously in this report). It is also advantageous to switch advertising runs with new ads after a certain amount of time. Strategic placement and design will ensure that the target audience is not exposed to the advertisements repetitively and will help avoid the development of negative impacts and associations towards the SWRC.

## Timing

The overall timing strategy that we have selected for the Saskatchewan Waste Reduction Council's campaign is continuous. SWRC advertising will be most effective if advertised continuously since this timing model is primarily used for non-seasonal products or services. Continuous advertising has advantages because it: works as a reminder, covers the entire purchase cycle, allows positioning advantages within media, and can result in cost-efficiencies in the form of large media discounts. This is important for the SWRC to consider when implementing the media vehicles selected above.

## CREATIVE STRATEGY

This section of the report describes the creative strategy that was used to develop effective advertisements for the SWRC. All of the advertisements in this campaign are created under one "big idea." The big idea will be tied into the message that is presented on every media vehicle in the marketing campaign. A Pitch Perfect creative brief is used to explain the big idea chosen that will guide the campaign. This tool requires answers to specific questions in order to create an overall picture of what the main theme for all the SWRC advertisements targeted towards Super Mom should be. Below are the Pitch Perfect questions and answers, as well as justifications for the choices identified. This creative strategy will impact the creative execution identified later in the report that will be used for the selected media vehicles.

### Pitch Perfect

#### **Whom are we talking to?**

"Conscientious mothers seeking a bright future for their children by maintaining a responsible lifestyle."

This is the emotional who statement, which is a statement that specifically describes our chosen target market for the SWRC. These mothers are those who we will be targeting through the advertisements we have created.

#### **What is our point?**

"You can feel good about yourself and be assured that your children will get to experience a healthy environment."

The SWRC wants to provide assistance and reassurance that the target market can achieve food waste reduction objectives and create a healthy environment for their children. This will be done through all of the SWRC communications to the target audience.

#### **What is the key word in the point?**

"Assured" is the key word in the above point. This behaviour change requires high involvement at an individual level and the target audience wants to feel confident that they are making positive changes towards food waste reduction behaviour.

#### **Why should the target care about the point?**

As a decision-maker of the household, it is a mother's role to be responsible for her children's well-being. Our target audience needs assurance of not only their children's welfare, but also that the decisions they make regarding food waste are creating a positive change.

### **Why should the target believe the point?**

The following reasons why the target should believe the point are listed in the order of importance.

1. You have control over your own food wasting behaviour.
2. You have the ability to make small, but positive changes to help with food waste reduction.
3. Food waste is a serious issue facing the entire global population.
4. Changing your behaviour will lead to feeling good and a healthier environment for your children.

After considering the target audience, it can be found that feelings of control over food wasting behaviour are of the highest importance. It is important for the mothers in the target market to believe that they have control at the individual-level in order to encourage positive changes in their behaviour.

### **How should the target feel about the message?**

This message should create a sense of security. The tone and mood the target experiences from this message is reflected through this feeling. Our target audience feels the security of knowing the SWRC cares for their families and their well being.

### **What do we want the target to do?**

We want the target audience to change their food wasting behaviours. We aim to communicate that changes in behaviour will result in many perks such as: saving money, less disposal costs, and feeling good about being responsible. After exposure to the SWRC message, reducing food waste should seem like the best choice for our target audience.

## **Big Idea: Take Care of What You Love**

The Pitch Perfect tool above was used to create our big idea for the SWRC: "take care of what you love." Our target market of mothers in Saskatoon is likely to be busy, but also highly involved in the lives of their children. The questions answered above provide an idea of the situation the target market faces. All of the creative executions below tie back to the big idea of "take care of what you love."

For each advertisement, the SWRC should continue to use the tagline "Think More, Waste Less." Another tagline that can be included that is relevant to this specific campaign targeting mothers is: "give food the love it deserves." This tagline embodies our objective to assist the target audience with achieving their goals in taking better care of what they love in their life: their children, family, food, money, and other necessities. This will also enable for the SWRC to tie their organization into the values that the target audience has, communicating that the organization can help them attain their goals through the proposed behaviour change of wasting less food.



## PROMOTIONAL RECOMMENDATIONS

### Posters Rationale

The poster advertisements in the sports centres in Saskatoon will need to be both eye-catching and engaging in order to attract the attention of the target audience, who may be simply glancing at a poster while waiting. We want to focus each poster design around one short line of text that aims to communicate a memorable message to the target audience. For example, one poster will display an incomplete puzzle missing almost half of the pieces and include a line of text saying: “40% of the food that is purchased ends up in landfills.” This poster is eye-catching as it displays a more unusual image of a puzzle which is not usually found in a sports centre, and encourages the target audience to think as they read the meaningful message and visualize how much food goes to waste. A simple poster like this is unique and portrays a message that will resonate with the target audience, making it more likely that they will follow the call-to-action suggested on the poster and visit the SWRC website. It is important that the poster be simple, but displays a meaningful message that will be easily remembered by the target audience. Examples of the posters can be seen in Appendix E.

### School Newsletter Rationale

The school newsletter article is meant to be more informative and in-depth than some of the other advertisements recommended to the SWRC. In these newsletters, the SWRC will use approximately 100 words to write an article that is helpful, engaging, and inspiring to the target audience members who read it. An example of a newsletter article that could be submitted is found in Appendix F. It is important to focus the newsletter article around a statistic or a seasonal issue relating to food waste so that it remains relevant to the readers who consistently read these newsletters each month. We want the readers to change their behaviour so simple recommendations for how to do so should be included. The article will need to be fun as well, in order to maintain the positivity and focus on love that the big idea for this campaign is oriented around. For example, at the bottom of the article, a cute image of an orange with a speech bubble saying “I’m tasty, don’t waste me” could be included. This adorable image is also relevant since it is an elementary school newsletter and it will remind the moms reading it of their children.

### Tabletop Rationale

The goal for the tabletop advertisements is to facilitate a conversation between the conscious consumer and the people who actually grow the food. These tabletop advertisements will allow for moms in the target audience to learn about how much time and effort goes into each piece of produce that they often take for granted. By closing the gap between production and consumption, mothers in the target market will have a greater appreciation for the food that they are buying and will likely be more aware (and actually notice) when they are spending money on food that they toss out. In Appendix G, an example of a tabletop display that could be used is presented. We chose to use a positive image of fresh vegetables and combined it with either a statement about local Saskatchewan farmers or with a fact about food waste.

### Guerrilla Marketing at the Farmers’ Market Rationale

Guerrilla marketing relies on creativity in order to be successful. To use this method in the Farmers’ Market, we recommend that the SWRC place a fridge in the middle of the market and have a large

arrow with the word "OPEN" painted on the front of the fridge door. Inside of the fridge, there will be a realistic looking cardboard image of fruit and food filling up the fridge (similar to what your own fridge might look like). The top 60% of this image will be colourful, looking like a realistic fridge; however, the bottom 40% will be coloured in gray. The words "40% of the food you purchase ends up in the trash" will be written over the gray image in order to convey the meaning. At the very bottom, the SWRC tagline and logo will be displayed as well as a call-to-action to get involved by visiting the SWRC community Facebook page. A detailed depiction of this display is found in Appendix H.

This marketing strategy will have a huge impact since the individuals will choose to open the fridge and see in a realistic way how much food really goes to waste. This will be easy for the target audience to remember, since they chose to open the fridge and look inside at the shocking amount of food that is in their fridge waiting to be thrown out. This will use a fear appeal, making the audience feel scared at how much they are truly wasting, but a solution will be provided at the bottom of the display that they can simply buy less food and spread the word about the issue to their friends and family. We want the SWRC to facilitate discussion with this display and also encourage the target audience to get involved with the organization on their Facebook page.

### **Informative Speeches Rationale**

Informative speeches at public library locations will be done by individuals in the organization who feel comfortable with public speaking and who are knowledgeable about the issue of food waste. Each session should be focused on a certain issue of food waste and provide solutions and ways that the audience can get involved and reduce the problem. For example, December should be focused on smart holiday shopping and how to reduce food waste at the point of purchase by buying only what will be eaten. The speeches should be highly informative, but focus on positive aspects of how to resolve the issue rather than the negative realities. Focusing on the positive will reflect the big idea discussed above and will enable the SWRC to have a reputation in the community and inspire others to have a positive impact (rather than just scaring the audience with negative statistics that push them away from the cause). The speaker should be persuasive and energetic in order to spread inspiration and positive energy throughout the audience. If a volunteer is willing to do the presentation, that would be effective as well since the presenter plays a huge role in determining the success of these speeches. Although food waste is a serious and negative issue, the SWRC will be far more effective at inspiring change in the audience if they focus on positive solutions and improving the world rather than dwelling on the negative realities of the present.

### **Facebook Rationale**

Facebook is a tried and true method of engaging the public on almost any type of topic that they are passionate about. If used correctly, Facebook can be one of the strongest platforms to inform and facilitate conversations between an organization and consumer and to raise awareness for the issue at hand. We chose Facebook because we believe that it will be an ideal place to start an online community targeted at moms. On the SWRC community Facebook page, they can share what they are doing to reduce food waste, offer tips and tricks on where and how to shop, and hear about what the SWRC is doing in the community. We like the look of the Love Food Hate Waste Facebook page and think it would be a good template for the SWRC to use when deciding what content to share. An example of the

Facebook page that the SWRC can develop that is targeted towards moms is found in Appendix I, as well as a potential cover page photo found in Appendix J.

### **Temporary Tattoo Rationale**

The temporary tattoos will be used to supplement partnerships, guerrilla marketing, and other interactive types of marketing that the SWRC may pursue. Potential designs for the tattoos can be seen in Appendix K. These tattoos have the message “I love food, don’t waste it!” on them with a personified, adorable cartoon fruit. The cartoon fruit are bright and bring a fun and healthy take on the food waste reduction message. These tattoos reflect the big idea in spreading love for family and food around and facilitate discussion on food waste and the love for food.

### **Public Relations**

Public relations is a form of communications that the SWRC needs to plan for but cannot necessarily implement in a strategic way. Media news channels such as the Star Phoenix, Global News or local radio stations may be interested in interviewing members of the SWRC about the initiatives surrounding food waste reduction in Saskatoon. This type of media coverage can be stimulated voluntarily or involuntarily. It is a good idea to try and engage with different outlets early on to begin to get the word out about the campaign. The news channels will be particularly interested in events or causes that affect a large portion of the public. This type of media can be inconsistent with the messaging that you want to promote, often when news outlets cover a story they may distort it. Sometimes this distortion can bring negative effects to a campaign. Be cautious with the materials you are sharing and ensure that you clearly articulate the message that you want to promote which is “take care of what you love”!

### **Additional Recommendations**

Throughout the creative process our team worked hard on coming up with recommendations that were feasible to implement within the parameters of the budget and volunteer hours available to this campaign. While we understand that the SWRC does not have continuous resources for all initiatives at this moment, we do have further recommendations for future implementation or for when more resources are available.

We recommend that in the future the SWRC continue to pressure the municipal and provincial government to take action against food waste. Recently, other countries such as France have passed food waste reduction laws (Chrisafis, 2016). When France passed a law that supermarkets are not able to waste food, the media coverage was substantial which encouraged discussion about the severity of the issue. Once consumers start a conversation about the issue, they naturally become more inclined to understand more about the issue at hand and become more aware of the issue on a personal-level, encouraging behaviour change.

Once the initiatives are underway and consumers are talking about food waste reduction and are aware of the SWRC, it will be easier to gain momentum with further implementation tactics such as an annual event or other fundraisers.

### **Annual Event**

With more traction around the issue of food waste, the SWRC could host an event focusing on food waste reduction and promoting the possibilities of how the city of Saskatoon can take action. This type

of event would have a more broad focus than the selected target market, with a large number of Saskatoon residents present. The promotions for this event could go directly through the “Super Mom” channels identified in this report; however, these promotions would be less targeted since it is persuading individuals and families to attend an event, not change behaviour.

The event could be a dinner aimed at achieving zero waste. The dinner could support local restaurants and food producers. The event could highlight influential programs or progress taking place in the food waste reduction community. Depending on the availability to gain sponsorship, there is potential to bring in an influential speaker on the topic to add a further element of significance to the evening. Since the event will be targeted at all age groups, activities and handouts (like the tattoos) for children should be available.

### **City of Saskatoon Environment Division**

The City of Saskatoon Environment Division has a number of initiatives that aim to reduce greenhouse gas emissions and make Saskatoon a more environmentally conscious city. The SWRC has the potential to partner with the city and gain traction with food waste reduction strategies. Working with the city to achieve more outreach and education could be beneficial for the SWRC; it also may be a potential step to leveraging provincial or federal support on the issue.

### **Elementary School Reduction Challenge**

Targeting “Super Mom” through elementary schools through channels such as newsletters and posters is an excellent way to break into her regular cycle. Once the food waste reduction initiative gains more traction, there is also potential to partner with local elementary schools to create a “Reduction Challenge”. This type of challenge would be similar to challenges involving phone book recycling programs, food bank donation collections, and other social-cause programs that schools engage with throughout the year. Creating a prize for the classroom or school that demonstrates the biggest impact on food waste reduction or comes up with the best idea would be a great incentive to make an impact and get kids and families involved in the challenge. Not only would this type of program make an impact on young children and begin to teach them about the importance of food portions, but it will also continue to target the Super Mom segment.

### **Video for YouTube, Website, Facebook Page**

After this marketing campaign has been successfully implemented, the SWRC could also consider creating a video for the community Facebook page, the SWRC website, and to post on YouTube to spread word about food waste. This video should tie into the big idea of taking care of what you love. The idea that we propose is to contrast a farmer who wakes up and works hard to take care of his crops with a mom who wakes up at the same time to take care of her kids. For example, they would hear their alarms at the same time, but the farmer would go out to work while the mom wakes up her kids. The comparison would continue and at the end the message would be that a mom wants her kids to reach their full potential, just like a farmer wants his crops to reach their full potential and provide nourishment to the consumer who buys them. A mom puts energy and love into her children, just like a farmer puts energy and love into growing produce for the local grocery store. The comparative video would show that this love should not go to waste and we should take care of the food we buy by actually eating it, not throwing it out and wasting it irresponsibly. The energy that goes into raising a human should not be wasted, thus the substantial amount of energy that goes into raising food should

not go to waste either. This video would undoubtedly speak to the target audience identified in this report who can relate to this message and it would facilitate conversation on how to prevent food waste at the point of purchase, which is the goal for the SWRC. This inspiring video would be shared on Facebook and on YouTube and would likely be shared among moms in the target audience since it is interesting, emotional, and portrays such an important message.

## IMPLEMENTATION & EVALUATION

### Pretesting

Pretesting is a great way to see if a message will be well received by the general public before spending a lot of money on marketing materials and initiatives. For the purpose of this campaign, we would choose theatre or natural exposure testing. Essentially, in these methods the SWRC would take small samples of mothers from the target audience and expose them to campaign materials. The benefit of this method is that the SWRC would release materials similar to how they would in the actual campaign, which enables the SWRC to measure and visualize how the target audience will react to the real campaign. If this marketing strategy is implemented, the SWRC can choose certain marketing materials to pre-test and then release the rest based on consumer opinions and from seeing how impactful the marketing materials are to the target audience.

### Implementation Schedule

The implementation schedule will assist the SWRC with getting advertisements, guerrilla marketing, and other promotional items from planning stages and into an execution phase. The implementation schedule runs from September 2016 – September 2017 and will assist the SWRC with planning, booking advertisements, execution, running the campaign, and follow-up. Each media vehicles specific implementation schedule is highlighted in the implementation schedule (See Appendix L). To help ensure that the implantation runs smoothly, we have created a media contact list that can be used to communicate with the various vendors needed to implement the plan, this list can be found in Appendix M. The budget will outline the particular costs for the implementation of this campaign. The projected costs have come in just under the total amount of \$5000 and 200 man-hours, this information can be found in Appendix N.

### Evaluation

During the “Follow Up” stage of each media vehicle in the implementation schedule, take time to evaluate the promotions used and make recommendations moving forward. If the promotion was successful, continue on with this type of medium and expand the potential horizon. If the promotion was unsuccessful, evaluate why the promotion was unsuccessful and work to improve the medium or change focus for the following year.

## CONCLUSION

Food waste is a serious local and global epidemic of massive proportions. Serious action must be taken to combat the environmental and economic damage caused by food waste each and every year. Here in Saskatoon, the Saskatchewan Waste Reduction Council is working towards a waste-free city; assisting

the citizens of this province in changing their behaviour to better their lives. This marketing campaign focused on the target market of “Super Moms” will support the efforts of the SWRC in attaining their food waste reduction objectives. Every person contributes to overall food waste in Saskatoon, likely without even recognizing it. By focusing our marketing efforts strategically on the target market that makes most of the food related purchasing decisions, it is our belief that food waste behaviours can be changed. Through a mixture of traditional marketing, guerrilla marketing, public relations, and other promotions, our campaign will assist the target market in changing behaviours to positively affect food waste reduction in the city of Saskatoon.

## APPENDICIES

### Appendix A – Target Market Criteria

	<b>Teenie-Bopper</b>	<b>Savvy Student</b>	<b>Ethical Entrepreneur</b>	<b>Super Mom</b>
<b>Reachability</b>	Difficult to target due to restrictions on teaching and messaging in schools. Cannot be reached at point of purchase.	Easy to reach as they spend a large portion of time in a segregated area, however this segment deals with an immense amount of direct messaging and marketing. Difficult to cut through the noise.	Varying interests due to different types of businesses and personal interests.	Easy to reach due to basic patterns and routines, however extremely busy lifestyle could cause some barriers to actually getting the message through.
<b>Size of market</b>	Large (~14,840)	Medium (7600)	Small Unknown Specifics	Large (~12,900)
<b>Purchasing power</b>	While there is limited direct purchasing power there is the potential to influence future behaviours and habits.	High purchasing power, potential to form good habits from the early stages of purchasing life.	High purchasing power, however high constraints depending on cost and bulk needs.	High purchasing power.
<b>Ability to make change</b>	Will not start to see change for 2-6 years. Would need consistent marketing messages throughout schooling and after graduating to resonate.	A positive impact could be made by influencing habits that will develop over time. Due to low income constraints students may not be buying as much perishable foods.	A positive impact could be made through those who have not already created efficient processes to cut down on waste. Another potential would be to influence portion sizes which would cut down on the waste of food after delivered to the table. This type of change would be harder to achieve.	A positive impact could be made because “Super Mom” does a large portion of the shopping and planning for the household. Higher income and importance set on health means more money is being spent on perishable items.

## Appendix B - A Day in the Life of “Super Mom”

Super Mom wakes up early in the morning, typically between 5:00 – 6:00 AM. Her morning activities revolve around feeding and clothing her children and preparing them to go to daycare or school. Super Mom drops her children off and then proceeds to drive to work. After working a 7-8 hour day, Super Mom picks up her children and goes home to unwind briefly. She proceeds to drive her son to his community soccer game and cheers him on while he plays at the local soccer centre while also browsing Pinterest and checking up on Facebook. After the game, she quickly stops by the grocery store with her son to pick up ingredients for supper. Super Mom arrives home just in time to start cooking for her family where she talks about her workday with her husband. Super Mom and her family enjoy a nice supper at the kitchen table and share the events of their day. After supper, when her children are asleep, Super Mom will unwind with a glass of wine and a Netflix movie with her husband.

Super Mom is on her email (both personal and work) almost all day. Super Mom can also be found on Facebook, Instagram, Pinterest, and other social media platforms; however, the time devoted to these platforms can be limited and sparse at times. Super Mom often picks her children up from school, sometimes driving them straight to activities. On most days, she is responsible for going home to cook, helping kids with homework, and managing the ongoing household chores with the help of her husband. The main structure and organization of family activities usually falls upon Super Mom, as she delegates various tasks.

Super Mom spends her evenings not only preparing dinner, but also packing healthy lunches for herself and her family. She is involved in bringing her children to various activities as well as participating in her own activities such as book club, spin class, rec sports league, etc. Super Mom can be found at her children’s sports games on a frequent basis.

***For more insight on a day in the life of Super Mom view:***

[Blog Postings: A Day in the Life of a Working Mom](#)

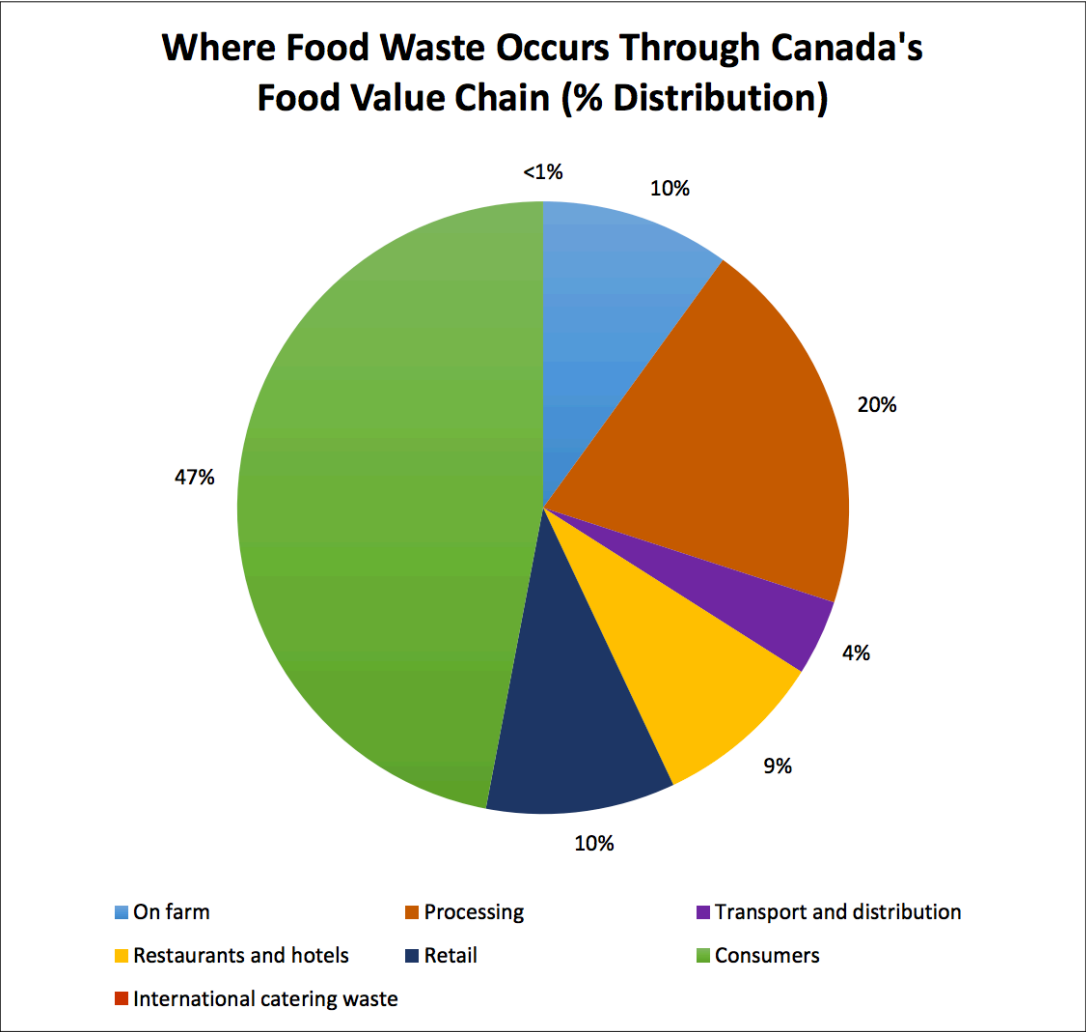
Facebook:

<https://www.facebook.com/Saskatoonmoms/>

<https://www.facebook.com/momscircleatcdac/?fref=ts>



Appendix C – Where Food Waste Occurs Through Canada’s Value Chain



# Appendix D - Tabletop Ad Costs

Table top ads could be displayed in the following format:



## Table Tents

(127 x 178 mm)

Display your information in full colour at all your functions and special events.

Qty	Price
25	<del>\$38.00</del> <b>\$28.49</b>
50	<del>\$76.00</del> <b>\$56.99</b>
100	<del>\$152.00</del> <b>\$113.99</b>

[More pricing and quantities](#)

## Appendix E - Poster Ads

File Name: POSTER - Incomplete Puzzle



Love and food are meant for  
sharing, not for wasting



Give food the love it deserves.

Think More, Waste Less.

Learn more today. Visit  
[saskwastereduction.ca](http://saskwastereduction.ca) or check out the  
Still Tasty app!

## Appendix F - Newsletter Article

File Name: GRAPHIC – 31 billion

File Name: GRAPHIC – I'm tasty don't waste me

File Name: NEWSLETTER – Sample



Food waste costs Canada \$31 billion every year. By actually eating what you buy, you will waste much less and save hundreds of dollars that you are currently spending on food that ends up being thrown out! It's as simple as shopping more often and buying less food each visit. Take care of the amazing food we have access to in Canada!



To learn about other ways to reduce your food waste and save money, go to: [saskwastereduction.ca](http://saskwastereduction.ca) or visit the SWRC community Facebook page.

## Appendix G - Tabletop Ad Examples

File Name: TABLE TOP – Sask Farmers



SASKATCHEWAN FARMERS  
PUT IN THEIR TIME, EFFORT,  
AND LOVE TO GROW THE  
FOOD YOU PUT ON YOUR  
TABLE.

GIVE FOOD THE LOVE IT  
DESERVES.

To learn more visit  
[saskwastereduction.ca](http://saskwastereduction.ca)

THINK MORE. WASTE LESS.

File Name: TABLE TOP – Worlds Agriculture



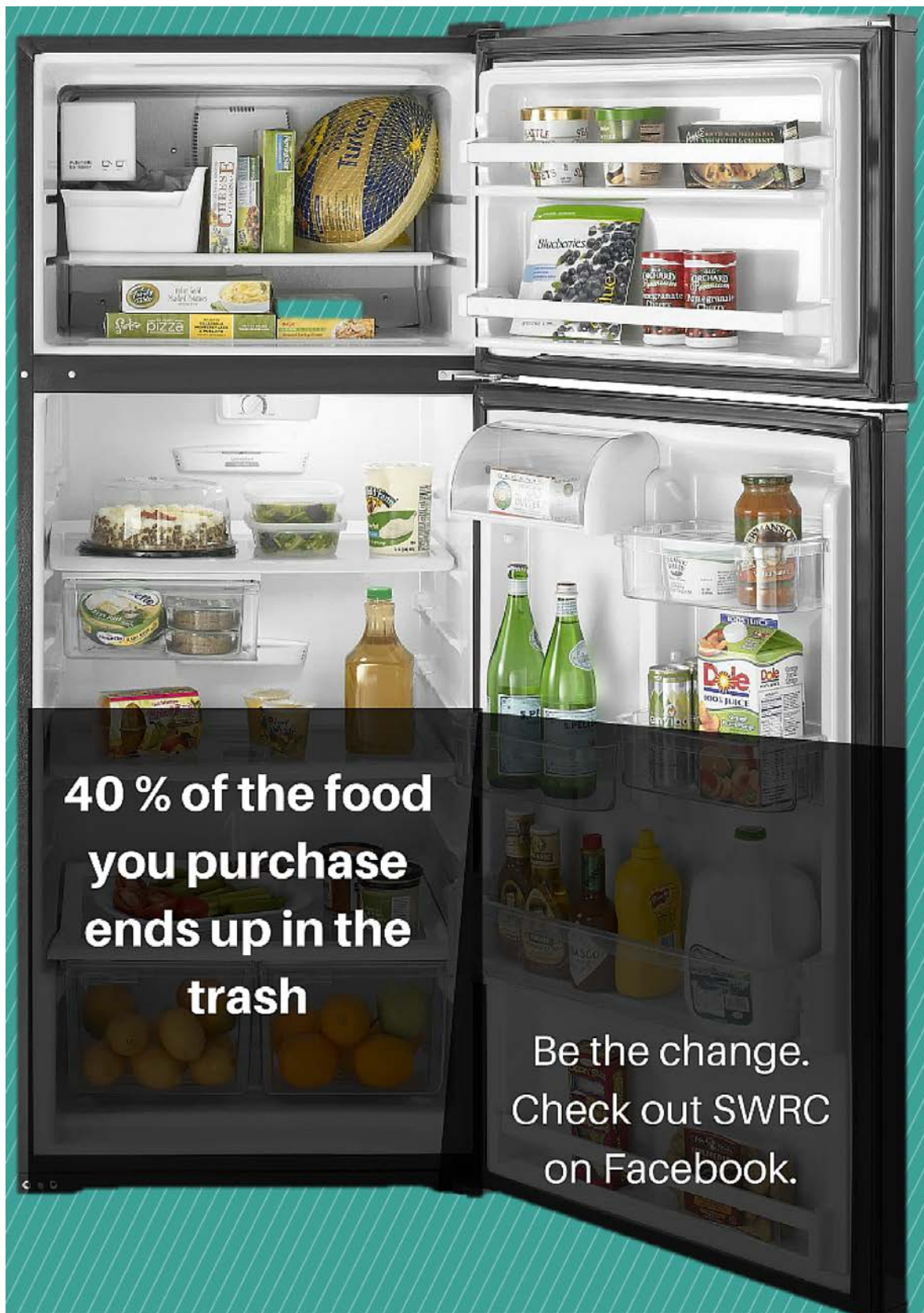
28% of the world's  
agricultural area is  
used annually to  
produce food that is  
lost or wasted.

THINK MORE.  
WASTE LESS.

To learn more visit  
[saskwastereduction.ca](http://saskwastereduction.ca)

## Appendix H - Guerilla Marketing Example and Poster Example





**40 % of the food  
you purchase  
ends up in the  
trash**

Be the change.  
Check out SWRC  
on Facebook.



## Appendix I - Facebook Examples



### Love Food Hate Waste - New Zealand

March 10 at 1:48pm · 🌐

It is great to see artists responding to the issue of food waste in New Zealand.

See Otago Polytechnic Bachelor of Visual Art graduate Susan Nunn's powerful "Growing to Waste" project on display in Remuera tomorrow evening (12 March) as part of White Night.

<http://ow.ly/ZjwEO> #lovefoodhatewaste



### Growing to Waste – Susan Nunn | WhiteNight

Oversized soft sculptured fruits and vegetables are piled, squashed and compacted into a confined space to demonstrate the amount of avoidable food...

[WHITENIGHT.AUCKLANDFESTIVAL.CO.NZ](http://WHITENIGHT.AUCKLANDFESTIVAL.CO.NZ)

Like

Comment

Share

15

Top Comments



Write a comment...



**Love Food Hate Waste - New Zealand**  
Organization

5,316 people like this

Invite friends to like this Page

**ABOUT**

- Ask for Love Food Hate Waste - New Zealand's address
- Ask for Love Food Hate Waste - New Zealand's phone
- Typically replies within minutes
- Message Now
- <http://www.lovefoodhatewaste.co.nz/>

**Timeline**

February 25 at 12:05am · 🌐

Show your support for Love Food Hate Waste by sharing this infographic which reveals just how much food we actually waste. Let's change the way we shop, store and eat food in order to help our wallets and the environment. #lovefoodhatewaste

**TOP 10 FOODS NEW ZEALANDERS THROW AWAY**

Chat (30)

**Create Page**

Recent

- 2016
- 2015

Sponsored

Canada's Royal Winnipeg ...  
rwb.org  
Mar. 23 at TCU Place.  
Saskatoon premiere of the critically acclaimed, Going Home Star.

The Hunger Games: Mock...  
hungergamesmovie.ca  
Witness the EPIC conclusion...  
#MockingjayPart2 is available NOW on Blu-ray™ Combo + Digit...

## Appendix J - Facebook Cover Page Photo

File Name: FACEBOOK – Cover Page Photo



## Appendix K – Temporary Tattoo

File Name: TATTOO – Graphics

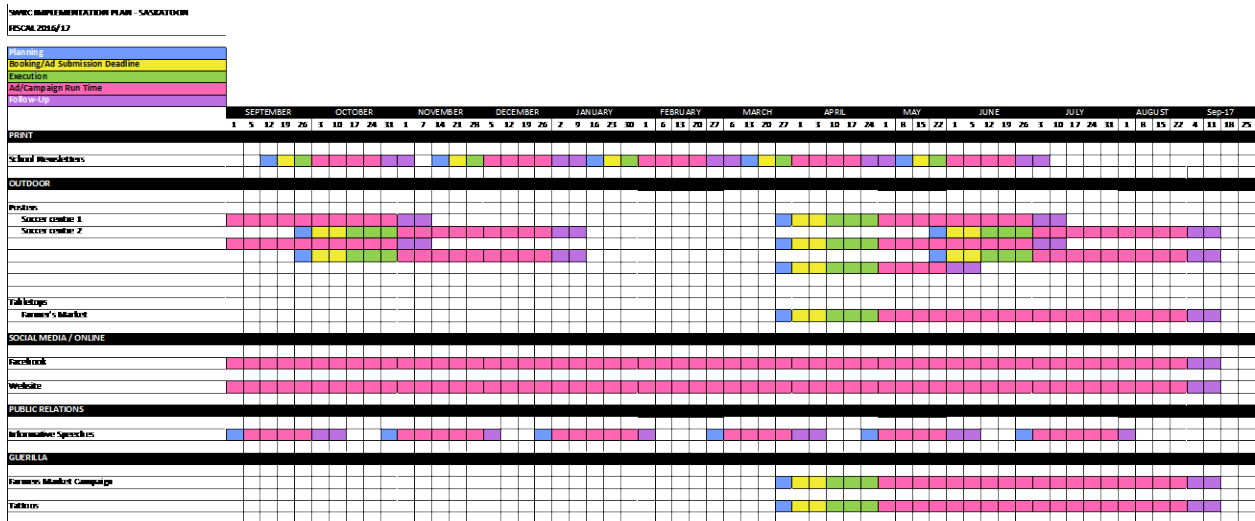


Washable tattoo fun  
for everyone!  
[Saskwastereduction.ca](http://Saskwastereduction.ca)

## Appendix L - Implementation Schedule

The following schedule is hard to view within the screenshot provided, please view by obtaining the file on the USB drive. The implementation schedule can easily be changed or replicated on excel once the file is accessed.

File Name: Master Consolidated Budget & Media Implementation Chart - SWRC



## Appendix M - Media Contact List

Company	Media Type	Contact Name	Email Address/Phone Number
<b>Flow</b>	Magazine	Paul Miazga	<a href="mailto:info@freshwestmedia.com">info@freshwestmedia.com</a>
<b>Saskatoon Express</b>	Newspaper	Darlene Cooper	<a href="mailto:dcooper@saskatoonexpress.com">dcooper@saskatoonexpress.com</a>
<b>Tourism Saskatchewan</b>	Radio	Nicole Kelly	<a href="mailto:nkelly@rawlco.com">nkelly@rawlco.com</a>
<b>Fine Lifestyles</b>	Magazine	Crystal Reich	<a href="mailto:crystal@refinelifestyles.com">crystal@refinelifestyles.com</a>
<b>Saskatoon Public Library (Alice Turner Branch)</b>	Location for speech		306-975-8127
<b>XL Print and Design</b>	Print and design for posters		306-966-6976 <a href="mailto:xl@ussu.ca">xl@ussu.ca</a>
<b>Sasktel Sports centre</b>	Location for posters		306-975-3400
<b>Hockey Rinks</b>	Location for posters	All public facilities allow free poster hanging on bulletin boards	
<b>Nutrition Positive</b>	Partnership for school newsletter	Carolyn Chu	306-655-4465 <a href="mailto:carolyn.chu@saskatoonhealthregion.ca">carolyn.chu@saskatoonhealthregion.ca</a>
<b>Saskatoon Public School Division</b>	Contact for elementary school newsletters		306-683-8200 <a href="mailto:spsdinfo@spsd.sk.ca">spsdinfo@spsd.sk.ca</a>
<b>Saskatoon Farmers' Market</b>	Contact for guerilla marketing and tabletop ads	Nathan	306-653-0561 <a href="mailto:sfmevents1@gmail.com">sfmevents1@gmail.com</a>
<b>Table Tents</b>		Online:	<a href="http://www.Vistaprint.ca">www.Vistaprint.ca</a> Search "Table Tents"
<b>Temporary Tattoos</b>		Online:	<a href="http://schooltattoos.ca/custom-temporary-tattoos">http://schooltattoos.ca/custom-temporary-tattoos</a>

## Appendix N - Budget

File Name: Master Consolidated Budget & Media Implementation Chart - SWRC

SWRC Marketing Campaign Budget		
	Cost	Man-Hours
<b>Print/Outdoor</b>		
School Newsletters	\$-	3
Posters	\$845.00	8
Tabletops	\$456.00	3
<b>Social Media/Online</b>		
Facebook - Student manager	\$600.00	60
Website	\$-	20
<b>Guerilla</b>		
Farmer's Market	\$750.00	50
Tattoos	\$460.00	15
<b>Other Promotions</b>		
Informative Speeches	\$1,164.00	25
<b>Miscellaneous Costs</b>		
	\$500.00	
<b>Total Cost</b>	<u>\$4,775.00</u>	<u>184</u>

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