

# Add to End.

: Add \$0.80 meal to end hunger

## Campaign Summary

Share The Meal is one of the easiest ways to end hunger. With just a “tap”, users gain the potential to share the meal with the rest of the world. How can we communicate this simple but mighty act in the most effortless and relatable way?

To solve this, we created the <Add to End> campaign. We focused on the smooth and empathic nudge at the moment when moviegoers are about to enjoy their meal. **Simply by adding up a voucher, they can learn how easy sharing can be!**

## Creative Insight

Why does sharing feel so difficult? Because it feels like a “minus”. In recent times, the rising inflation and potential recession in 2023 are likely to make people cut costs and save in order to survive the economic storm. Instead of highlighting the concept of sharing, **we focused on the value our campaign can “add”**. After all, love is not a losing game, it’s an adding game.

With Share The Meal, a tap can create a meal. Focusing on this “tap” gesture to highlight the easiness, we’ve found a perfect medium, kiosks! Tap to start, tap to add, and tap to purchase... **Kiosks are all about “tap”**. On top of that, due to the pandemic, kiosks have become extremely prevalent. Especially in shopping malls and multiplexes during the holiday season, it is even harder to miss a kiosk.

## Solution

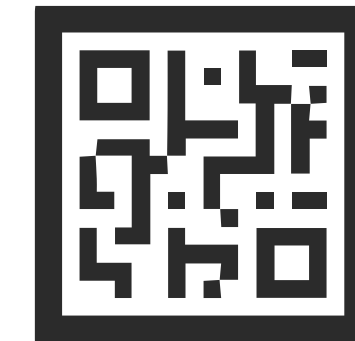
When is the moment you can empathize with a hungry person the most? When you are hungry! We tried to remind people about their ability to help others while ordering their own food.

Leveraging our cinema campaign, we focused on both before and after cinema touchpoints, when people purchase their food. To make people not feel guilty, but positive about how this **small “addition” can fight world hunger, we created a voucher**.


Before people purchase, a special voucher pops up, which could be added to your phone for the next use. This “\$0.80 meal” voucher will be cheaper than other food on the menu, making it irresistible to add. **When the truth of the voucher reveals, people realize how a small addition to their order can help end world hunger.**


Add one meal for  
**\$0.80**

VOUCHER



### Shopping cart

 **Cheese Burger**  
+ Double patty  
+ Tomato  
**\$4.70**

 **Fries**  
Large  
**\$2.00**

**Total \$6.70**

## Excution Plan

### Step 1.

When people order their food on kiosks, before the checkout, a special voucher will pop up. “Add one meal for \$0.80”

### Step 2.

Take a picture of the QR to receive a meal voucher.

### Step 3.

Instead of a voucher, an image of children enjoying their meals appears on the phone. Along with the image, the cinema PSA film will be played.

**“The cheapest meal for you becomes a full-day meal for a child”**

### Step 4.

With the lowered mental barrier of sharing, people can simply tap the download button and be part of a bigger change.

