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About Client



No child should grow up hungry in America, but one in six children struggles with hunger. Share Our Strength's No Kid Hungry campaign is ending child hunger in America by ensuring all children get the healthy food they need, every day.

www.nokidhungry.org

Goals of Campaign

- Drive awareness of Dine Out for No Kid Hungry
- Promote restaurant partnerships
- Raise awareness that 1 in 6 kids face hunger

Highlights

- 1 "bus" RV with 2 tour managers
- 9 cities and 3,600+ miles driven
- 15 national restaurant brands integrated
- 10 national media placements, 15 major market media hits

Results

- 431,000 estimated in-market RV impressions
- 26,000 estimated tour member impressions
- 5,000+ items of branded swag distributed
- 270+ #hangry videos posted to microsite and shared online
- 29,000 visits to campaign's landing page
- 21M people reached by the #hangry message on social media
- 91M messages seen on social media

1 in 6 Kids is Hungry; We're #Hangry

Dine Out for No Kid Hungry

From the second we hit the road, the RV-turned-bus was turning heads and drawing in curious passersby. After explaining our #hangry tour objectives, many consumers were moved to join our call to action themselves and create their own #hangry videos to upload to their social media. We distributed No Kid Hungry goody bags which had bracelets, sunglasses and Team No Kid Hungry pins inside.

Throughout the tour we heard many touching stories, from individuals who had personally experienced childhood hunger growing up, to teachers who have personally provided meals for students in need, and even one story of a teenager in Kentucky who brought a community together to put an end to a local school's lunch shaming policy. We even had a few people get a bit emotional and were so thankful for what No Kid Hungry does.

Kenan Thompson of SNL joined us in NYC at Herald Square to shoot some fantastic PR footage and bring even more attention to our amazing cause. We also hooked up with Miss Cherokee Rose's Outstanding Teen 2018 and No Kid Hungry Advocate Sophie Edwards, who helped drive additional publicity for our tour.

The participating restaurants additionally created unique experiences at each tour stop, adding to the fun and memorability! From trampolines to limo rides and special offers, each stop was an experience of its own.

One of the biggest successes of the tour was the media attention it generated, with many stops including media interviews and coverage. Our message throughout the #HANGRY tour was loud and clear: We are ENDING childhood hunger.

“ You definitely redefined #hangry for me! What a powerful message!”
// **Tour Participant**

“ I had no idea so many kids in America went hungry. This really changes my perspective.”
// **Tour Participant**



For more campaign information, please visit <http://dioua.com/work/hangry/>.

About dio

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