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About Client



No child should go hungry in America. But 1 in 6 kids will face hunger this year. No Kid Hungry is ending childhood hunger through effective programs that provide kids with the food they need. This is a problem we know how to solve. No Kid Hungry is a campaign of Share Our Strength, an organization working to end hunger and poverty.

www.nokidhungry.org

Goals of Campaign

- Raise awareness of the Dine Out campaign to a national consumer audience
- Showcase our partners in their major markets
- Emotionally unite the restaurant industry behind No Kid Hungry
- Deliver a positive, unifying message that engages restaurant employees and guests

Highlights

- 5 markets, 13 tour stops
- “Orange Carpet Treatment” to restaurant staff at each stop
- All-star employees and guests were drawn on a canvas, which became part of an in-market media format post-activation

Results

- 136M+ media impressions
- 88M+ social media impressions
- 26K+ views of the Dine Out map
- 3.6M+ out-of-home impressions

1 in 6 Kids is Hungry; #HungerCan'tWait

Dine Out for No Kid Hungry

No one understands that hunger can't wait better than the restaurant industry. This understanding extends from feeding people day-in and day-out to their partnerships with No Kid Hungry's mission of ending childhood hunger today.

Dine Out for No Kid Hungry celebrated its 10-year anniversary by elevating the urgency to end childhood hunger and saying a big “THANK YOU” to the restaurant employees and guests around the country that participate in the Dine Out for No Kid Hungry campaign. No Kid Hungry recognized those who have made the program's success possible.

As part of this celebration, restaurant staff at the selected locations were given the “Orange Carpet Treatment.” Swag was given to guests as they walked the orange carpet – orange boas, sunglasses, pins, etc. A photo area made guests and restaurant team members feel like true stars. Each restaurant partner built on the experience by incorporating food and other games/activities on-site.

A caricature artist was on-site to draw the All-Star employees and guests onto a larger-than-life canvas. This canvas was then hung on a mobile billboard. After the event, the mobile billboard provided wider-spread coverage and awareness of the Dine Out for No Kid Hungry program – and its restaurant partners – by driving a media campaign in each partner restaurant's neighborhood. This extended the recognition and brand experience for those who support the campaign.

“ I'm proud to be a No Kid Hungry all-star and thankful for you all to be out here today, traveling all around to make this happen.”

// Chris, Dallas

“ This means a lot to not only the employees but their kids and kids in their communities. It feels good to do the right thing.”

// Shane, San Diego



For more campaign information, please visit <http://dioussa.com/work/hungercantwait/>.

About dio

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