



experiential
ideations

brand activations

▶ case study

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 importance of breakfast on childhood education and why breakfast in schools is fueling success
- Deliver the message in a positive, interactive way that emotionally connects people to it
- Produce an event worthy of media and influencer attention to further share this message with amplified reach

Highlights

- 1 brand activation day on the Santa Monica Pier
- Bicycle-power powers up breakfast to illustrate message
- Sponsor stations and party atmosphere enhance activation

Results

- 1,500+ direct consumer interactions
- 33 media placements, including Telemundo, Food Network and USA Today
- 40.3M total media impressions
- 3,461 social posts
- 112M+ social impressions

Breakfast as Fuel Message Brought to Life

Bicycle Power

The objective: bring the message that kids are powered by breakfast to life! The brand activation included a bicycle station, where pedal power lit up breakfast props. The creative alignment between the experience and the message created 'Aha!' moments for participants.

“ I love knowing that by challenging myself on these bikes, that I’m helping do a small part to end childhood hunger.”
// Attendee

Let’s Party

The fun didn’t stop there. Sponsors were on-site, handing out product samples and swag. A large coloring wall kept kids occupied. Cornhole offered an additional activity. A caricature artist drew guests’ pictures. A DJ kept the music pumping. All of the elements together created a nonstop party atmosphere.

“ I guarantee that we will be talking to everyone we know about this great cause and what a wonderful experience.”
// Attendee

Share-worthy

The event brought together digital influencers and traditional media to promote this important cause. The earned media generated massive reach.



About dio

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