



### OUR CHALLENGE

Greater Chicago Food Depository wanted to implement a campaign that would increase visibility and awareness within the Black communities of Chicago and Cook County and change the perceptions of food pantries. We were asked to create a campaign, across broadcast, print, OOH and social. The objectives were to increase awareness and usage of the Food Depository services, reduce the stigma associated with the shame and embarrassment of receiving support, and reduce the misconception of scarcity of food.

### KEY INSIGHT

From our research, we learned that we are talking to Black Chicago and Cook County residents who could benefit from additional support to provide food for themselves and/or their families. They are seeking rest, support, and the opportunity to take a load off. Our strategy was to reposition The Food Depository as a source of nourishment where support of all kinds are on the table... and that there is enough to go around in the community.

### OUR SOLUTION

Our team provided digital and creative services surrounding the campaign theme "Neighbor to Neighbor" – digital content, advertising, collateral, and public relations.

