

Love Food Hate Waste



Consumer Education Platform

In late 2013, the GLAD brand in the USA started a change for good, one of the first Consumer Goods Companies to take on the global issue of food waste

#SAVEITSUNDAY



The GLAD Australia & New Zealand team wanted in and undertook some local consumer validation

Mitigate Food Waste

Financial & Emotional Costs:

- Households throw away approx. \$500 of food each year
- **+70%** of consumers feel guilty about wasting food



Preserve Freshness

Seek Confidence & Solutions:

- “You can’t buy a lot of fruit on the weekend because things spoil.”
- “In the past I used to buy a lot of vegies, but if you don’t have set meal plans to use they just go off .”
- Shopalongs 2013



2/3 would be willing to store food differently to reduce waste



70% would buy more fresh fruits, vegetables & bulk packs if they were confident they would last longer

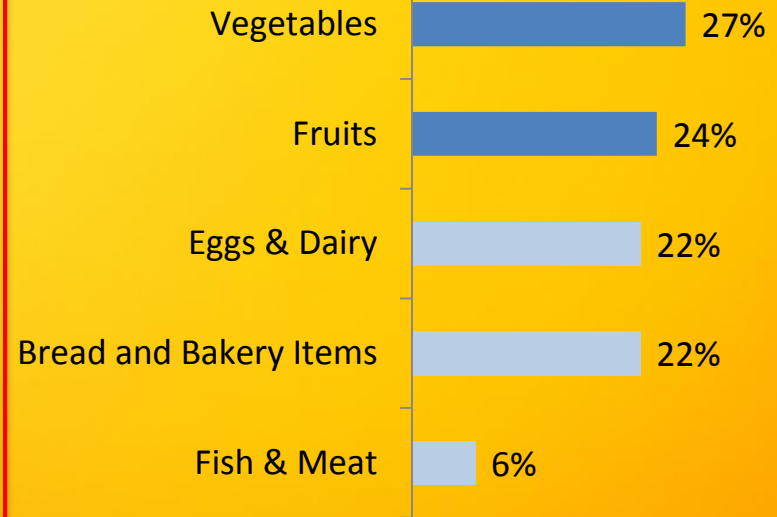
Fresh food waste in NZ has become a real issue and is on the rise!

Food Waste is a major cost to NZ households



Fresh Produce generate the highest waste per household

Q. What is the one food that goes off the most



Consumers welcome ideas for reducing food waste

There is low awareness of how to preserve fresh food yet an openness to tips and tricks

*“After the kids have cut off whatever it is they want to eat, just cover it with Glad Wrap and put it back in the fridge, **I don't know if it is the best way to store it**, but that is how I do it.”*

*“I **don't really know** how I should store fresh veggies. I just throw it all in the fridge and hope it will last.”*

*“I've **never thought much** about protecting food once I get it home to make it last longer. Maybe I should...”*



Evidence based.....

GLAD R&D team validated the food preservation potential of protecting food using GLAD products.



Actual moisture retention:
average of **45%** higher than
unwrapped watermelon



Actual moisture retention:
average of **44%** higher than
unwrapped watermelon



Actual moisture retention:
average of **29%** higher than
unwrapped watermelon



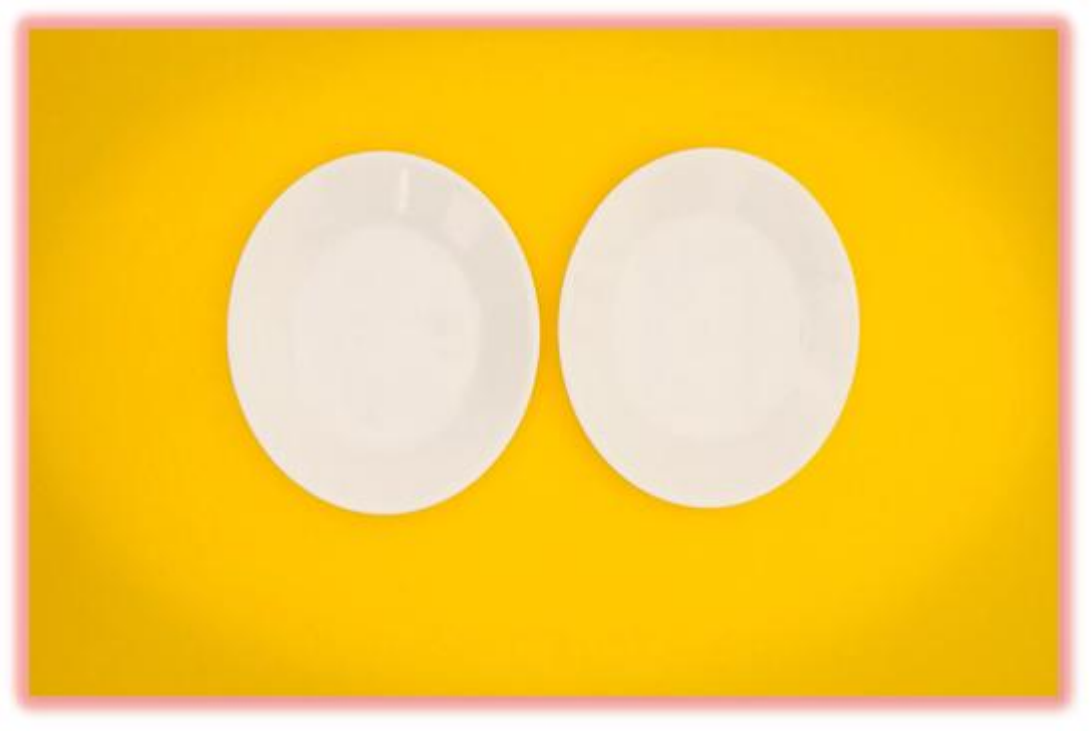
GLAD Australia and New Zealand then undertook to educate and engage consumers with a product solution focus.

Starting back in 2014.....



Communications approach - Social Media

Time lapse video



Visual side by side comparison of food protected with GLAD vs unprotected.

Protection Pointers

they need alone time

Two clear plastic Glad produce bins are shown side-by-side. The left bin contains a head of fresh green broccoli, and the right bin contains a single red apple. The bins are set against a yellow background with a subtle pattern of small orange circles.

Glad® Fresh Facts: Fruits and veggies get along much better if you store them separately. Fruits produce lots of ethylene — often called “the ripening gas” — that can spoil the veggies. Sometimes being apart is a good thing.




Communications approach - Social Media

Food Waste knowledge

Engaging product integration

Better Living

1/3 of the fresh food we buy goes to waste. Learn how to protect your food with GLAD & WIN <http://bit.ly>



LOVE YOUR FOOD

Like · Comment · Share · 33 6

GLAD THE FOOD GYM PUMPKIN

WORKOUT ROUTINE:

1. Once cut, leave skin on
2. Seal tightly in GLAD Press'n Seal
3. Store in the veggie drawer in the fridge

Keep FRESHER FOR LONGER

LEAK-PROOF & AIRTIGHT SEAL

SAVE GOOD FOOD. FROM GOING BAD.

GLAD THE FOOD GYM STRAWBERRIES

WORKOUT ROUTINE:

1. Line a bowl with paper towel
2. Place strawberries in a single layer - don't overcrowd
3. Seal tightly in GLAD Cling Wrap
4. Store in the fridge

99% MOISTURE

GLAD Cling Wrap retains up to 99% moisture over 7 days for strawberries**

1.5 TIGHTER X SEAL*

SAVE GOOD FOOD. FROM GOING BAD.

GLAD THE FOOD GYM TOMATOES

WORKOUT ROUTINE:

1. Place whole tomatoes in a bowl
2. If the stem is missing store upside down
3. Seal bowl tightly in GLAD Cling Wrap

FRESH UP TO 3X LONGER*

1.5 TIGHTER X SEAL*

SAVE GOOD FOOD. FROM GOING BAD.

Achieved over
300,000 Reach &
10,000 Engagements
across 2 month NZ
campaign in 2015

Communications approach - TV

Nationwide Television & Catch-up TV online)

 **Better Living**
Just now · 🌐

Each family is tossing out 148kg's of food per year*! Choose GLAD to keep your food fresher for longer!



00:31

Communications approach - Partnerships

Oz Harvest

Retail in-store tie-up

SHARING FOOD. CARING FOR EACH OTHER. THAT IS THE CORE OF WHAT MAKES US HUMAN. OZ HARVEST IS BLESSED BECAUSE THROUGH THE GENEROSITY OF OTHERS WE ARE ABLE TO DO THAT EVERY DAY.

CEO cook-off – GLAD raised ~\$5k which equates to over 8,000 meals for those in need!



Summary of thoughts:

- Food Waste as a global issue, seemingly still has low awareness.
- Opportunity in developed markets (where food waste over-indexes) to drive awareness of the food waste issue.
- Educating consumers on ways to extend the life cycle of food, correct food storage approaches and reducing food waste is a long term approach.
- Behaviour change is difficult to measure in the short term, so brands like GLAD need to commit to this as a long term strategy.



Thank You