

2019-2020 National Club Achievement Competition

Category of Entry: Public Service

INTRODUCTION

For five years, the award-winning Element Ad 2 - Ad 2 Dallas Public Service team - has been a humanitarian pillar in the industry, creating premiere, integrated advertising campaigns for established non-profits. This year was no different. For our 2019-2020 campaign we partnered with Hunger Busters — a local non-profit combating childhood hunger in Dallas. 92% of students in the Dallas Independent School District (DISD) are considered food insecure, meaning they often go without dinner on school nights. Hunger Busters is leading the charge in the fight against food insecurity, providing 350,000 free, after-school meals every year to children in 11 DISD schools as well as 6 after-school programs.

However, despite Hunger Busters' massive impact on the community, they are still relatively unknown compared to larger organizations. Our Ad 2 team knew we could help them extend their reach and increase donations.

CLIENT SELECTION PROCESS

The Ad 2 Dallas Public Service team considered a small pool of established nonprofits in Dallas, which we determined using our team's pre-existing awareness of local organizations and additional research on nonprofits mentioned in local blog posts and magazine articles. Our team narrowed the pool by searching for organizations that not only showed a commitment to the community, but also had clear and attainable goals. We reached out to four nonprofits; their missions ranged from providing resources and opportunities for immigrants, to promoting artistic expression amongst inner-city kids. We asked that each organization fill out a questionnaire (Exhibit 1, 2) related to their marketing resources and goals, and after reviewing the answers (Exhibit 3), we conducted interviews with our two finalists: Hunger Busters and Mosaic Family Services. The entire Ad 2 Dallas team then met with key representatives from each organization, getting to know the leaders of the organizations on a more personal level. The decision was

not easy, but we partnered with the organization that best connected with the Dallas community and the issues we face daily. That organization was Hunger Busters.

SITUATIONAL ANALYSIS AND BACKGROUND:

Hunger Busters -- dedicated to “feeding kids and fueling futures” -- is more than a food bank. Hunger Busters prepares and delivers meals for hundreds of thousands of children in Dallas. However, despite the nonprofit’s immense impact in the community, they are still relatively unknown in Dallas.

People in DFW are largely unaware that kids in their own backyard are struggling to eat. Nearly 140,000 children in Dallas will not get dinner after school (Exhibit 4). And that’s something Hunger Busters could not ignore. The nonprofit has already changed the lives of future generations of Dallas for the better, by providing a third meal after school for kids in need. Hunger Busters allows kids to focus on being kids, instead of having to worry about what they will eat at the end of the day. Hunger Busters’ biggest strengths are in their leadership, volunteer efforts, and operations of distributing food to the kids. However, marketing and advertising is a major challenge as they have no marketing staff. This is what made Hunger Busters such a good fit for Ad 2 - their strength was in service to the community. Our Ad 2 team lent our strengths to Hunger Busters, and committed to launching a full-fledged, marketing campaign to drive awareness, educate the community, and spur new donations.

PROJECT DESCRIPTION:

With their goal of expanding their organization and partnering with new schools to provide more meals to food insecure students in Dallas, and considering their main challenge was lack of awareness, we agreed that an awareness campaign would help Hunger Busters increase consideration for donations. We set out to gauge awareness and educate Dallas businesses about food insecurity, encouraging them to fight childhood hunger in the community in which they live, by donating to Hunger Busters.

TARGET AUDIENCE

In order to determine a target audience, we conferred with Hunger Busters who wanted to target a similar demographic to their donor base: business decision-makers, age 30 and older. We also conducted a survey (Exhibit 5) across the entire Dallas-Fort Worth area, which confirmed our audience as well as the fact that Hunger Busters is relatively unknown. We thought it important to exclude data from areas which we deemed to be less relevant for Hunger Busters' campaign, such as rural communities. We believed Hunger Busters' best chance of finding new donors was to target areas closer to the Dallas city center. We wanted to target the right users, in the right areas, with the right messaging to ensure our campaign was as cost-effective and relevant as possible. Our survey also told us that only 13% of our target audience were aware of Hunger Busters, while 100% is aware of North Texas Food Bank. We hope to increase the awareness of Hunger Busters to over 30% by one month after our campaign launch.

STRATEGY:

Hunger Busters wanted to be considered by charitable business decision-makers; when a Dallas entrepreneur, executive, or business owner is ready to donate to a non-profit, Hunger Busters should be at the forefront of their mind. Ad 2 Dallas developed a creative brief (Exhibit 6) prior to creative concepting. Our creative team was briefed and they came back with two creative strategies. The choice was between a statistical driven campaign which would consist of animated graphs and infographics (Exhibit 7), or an imagery focused campaign that would appeal to emotion through showing how the cost of common food items we purchase could feed a child in need (Exhibit 8). After presenting both campaigns to the client in person, Hunger Busters loved the idea of making the campaign relevant to the community of Dallas by showing them how their money could be spent helping food insecure kids. This is where our campaign theme "Skip Brunch" began to take shape.

Based on our audience of Dallas-based business decision-makers, ages thirty years and older,

and knowing how popular brunch has become in Dallas (Exhibit 9), we solidified our theme of donating your "brunch/coffee/avocado toast money" to get our audience to think about how easily they spend money on frivolous food items as a luxury, while children in Dallas are going hungry. We wanted them to realize how the same amount of money spent on non-essential food luxuries, like brunch, can make a big impact. Furthermore, our campaign is based on the core of what Hunger Busters does for the community. Since Hunger Busters works to mitigate food insecurity, our campaign encourages those who can afford "food luxuries" to donate their excess food funds to Hunger Busters. With this campaign theme, we would not only increase awareness of Hunger Busters but also increase donations.

Once we solidified creative direction & guidelines (Exhibit 10), our creative team started to brainstorm pitch ideas for content. The big idea was: Outside of work, Dallas business leaders enjoy a comfortable lifestyle, and have no problem spending money on brunch. During the week, however, children in their own city were struggling to eat. These adults have the financial resources which could help children live better, nourished lives, and we expect that business leaders want to make a difference. Our message to the target audience was simple. Skip brunch; feed the kids.

Project Description

Ad 2 is launching the creative strategy on multiple channels to reach maximum ad inventory and on platforms measuring brand awareness. With our creative direction being focused on imagery, we decided a video showcasing children who are benefiting from meals from Hunger Busters would be the best way to evoke emotion. We partnered with a local Dallas production company - Equilateral Films - for creative. Since our campaign is awareness focused, video views are our main key performance indicator (KPI), with a secondary KPI of website traffic, and a tertiary KPI of donation conversions.

EXECUTION & MEDIA

Thanks to media donations, being selected for the Goodway Cares grant, and the capital raised from

our Go-Fund-Me campaign (Exhibit 11), the Dallas Ad 2 team was able to secure donated media inventory for Hunger Busters on digital billboards around the city, in elevators in business districts, and pay for inventory using display ads across thousands of Dallas users' devices, and via tailored, demographic-specific social media ads.

- **Brand Film:** In partnership with Equilateral Films, our team developed a 30-second “Brunch of Good” video to visually portray the impact Hunger Busters has on children by feeding them a fresh third meal. The script (Exhibit 12) plays off the Skip Brunch theme, telling viewers how they can do a “brunch of good” by donating the cost of one brunch to feed a Dallas child after school for ten days). The video was filmed at a local house in Dallas and Equilateral hired actors for the b-roll (Exhibit 13). The video depicts three different children in various scenarios: doing homework, getting ready for school, and playing sports (Exhibit 14). The entire project was secured under a pro bono contract. The video is set to launch on March 5 and will be promoted on social.
- **Out-of-home:** Big Outdoors is donating 10% share of voice of the Victory Park digital network for four weeks. It is home to over 2,000 residences, and street-front retailers and restaurants. Within Victory Park are the performance venues, American Airlines Center, home of nightly concerts, the Dallas Mavericks, and the Dallas Stars. Clear Channel Outdoor has agreed to donate static digital billboards in the Dallas area. Most importantly, Captivate will donate digital ad space in elevators of high rise office buildings allowing us to reach business decision makers on their way in and out of the office. (Exhibit 15)
- **Social:** We will pull assets from our video shoot and supply the client with a plethora of options for organic as well as paid advertising on their social media channels. The client did not have the budget for paid advertising so we launched a Go Fund Me page to support our paid social efforts. We were able to raise \$870 from 23 individual donors which will allow us

to run paid ads on Facebook for one month and reach thousands with our message.

- **Microsite:** The Skip Brunch microsite was created separately from the main site to ensure we could track activity and engagement from the campaign. The microsite, to be published on March 5, features our attention-grabbing video and provides visitors information they need to learn more about Hunger Busters, the prevalent issue of food insecurity in Dallas, and an easy way to donate. We plan to measure page views of the microsite, average view time, and whether the microsite leads to an increase in sessions to the main Hunger Busters website. We will deliver this report to Hunger Busters to help them understand the impact of our campaign.
- **Collateral:** To ensure Hunger Busters continues to get value out of our work far after the Skip Brunch campaign has ended, we will create one printable collateral asset for use in their future marketing and fundraising efforts.

RESULTS

The Skip Brunch campaign is set to launch on March 5, 2020. To date, Ad 2 Dallas has secured an estimated \$595,802.28 in media donations, production, and editing costs.

A month after the campaign launch, we will send a follow-up survey to measure whether Hunger Busters' brand awareness increased as a result of our campaign. We will also be partnering with a local PR firm to pitch the campaign to local media channels. The campaign will run 1-2 months and Ad 2 Dallas will continue to meet monthly with Hunger Busters until the end of the campaign.

CONCLUSION

In partnership with Hunger Busters, Ad 2 Dallas has been called to raise awareness of childhood food insecurity in Dallas. Chronic hunger has lasting effects on children both physically and mentally, and we all play a part in helping our community resolve this issue. With the launch of the "Skip Brunch" campaign, we are urging Dallasites to skip their weekend brunch and donate to Hunger Busters. As

our campaign says, the cost of one brunch can feed a child for ten days. We encourage the Dallas community to get involved and help spread the word.

Collateral

Exhibit 1 - Selection Questionnaire

Ad 2 Dallas - Nonprofit Survey

Ad 2 Dallas - Nonprofit Survey

Each year Ad 2 Dallas gathers a group of talented volunteers from DFW's most successful ad agencies, collects thousands of dollars in media donations, and provides a full-spectrum of agency services for a selected nonprofit. Eligible groups must be a 501(c)(3) nonprofit organization and must be local to North Texas.

We are in the process of narrowing down our list for the 2019-2020 campaign and our group has identified your organization as a potential partner! Please complete our survey to tell us more about your organization. We will notify you of next steps by the end of August.

* Required

Name of Organization *

Contact Name, Email & Phone Number *

Are you a 501(c)(3) *

Yes

No

Tell us about your nonprofit organization and who you serve:

Ad 2 Dallas - Nonprofit Survey

How can this advertising campaign serve your organization? What is your organization's primary need?

How is your organization's service unique to Dallas? (i.e. combating a growing trend in Dallas, oldest organization in Texas, etc.)

Does your organization have affiliates at the state or national level? If yes, where?

What are your marketing goals? What are you doing now to achieve your goals?

What creative needs does your organization have? (i.e. printed collateral, brand refresh, logo/identity, web development, video content, social presence)

Does your organization have Marketing, Communications, Creative or Design departments? If yes, please tell us about how many people serve the marketing of the organization.

Ad 2 Dallas - Nonprofit Survey

Does your organization have an agency of record or is it currently receiving pro bono work from an advertising or marketing agency?

- Yes
- No

If your organization has funds available, how much would you be able to contribute?

Please give us any additional information that you consider important for us to consider:

Submit

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Exhibit 2 - Questionnaire Email



Kendall Erskine <kendall.erskine@gmail.com>
to lphillips

Mon, Aug 19, 2019, 6:18 PM ★ ↩ ⋮

Hi Latame!

Thank you so much for speaking with me this evening and giving me more details on how Hunger Busters is helping the Dallas community. As we discussed, each year Ad 2 Dallas gathers a group of talented volunteers from DFW's most successful ad agencies, collects thousands of dollars in media donations, and provides a full-spectrum of agency services for a selected nonprofit. Eligible groups must be a 501(c)(3) nonprofit organization and must be local to North Texas.

This is the sixth year that Ad 2 Dallas will be providing a local nonprofit with a pro bono advertising campaign. Previous organizations they have worked with include [Commit](#) in Dallas, [My Possibilities](#) in Plano, and [Play Like a Girl](#) in Dallas. Their work with [Genesis Women's Shelter and Support](#) was an award winning campaign that placed 1st nationally.

Here is the survey I mentioned:

<https://forms.gle/t7RfcnSzRHB58Fws5>

Please let me know if you have ANY questions.

Thank you!

Exhibit 3 - Questionnaire Responses - 2 Finalists

Ad 2 Nonprofit Survey (Responses) ☆

File Edit View Insert Format Data Tools Form Add-ons Help Last Working... n September 11, 2019 by Coral Pisek Share

Timestamp	Name of Organization	Contact Name, Email & Phone Number	Are you a 501(c)(3)	Tell us about your nonprofit organization and who you serve:
8/14/2019 12:23:08	Mosaic Family Services	Momtaz Begum	Yes	Mosaic is a safe haven for survivors of human rights abuses, including huma
8/22/2019 12:02:58	Hunger Busters	Latame Phillips, lphillips@hungerbusters.com, 619-787-2139	Yes	We provide meals daily to Dallas ISD students through our signature "Feed t

Exhibit 4 - Food Insecurity Statistic; Source: 145Campaign.com

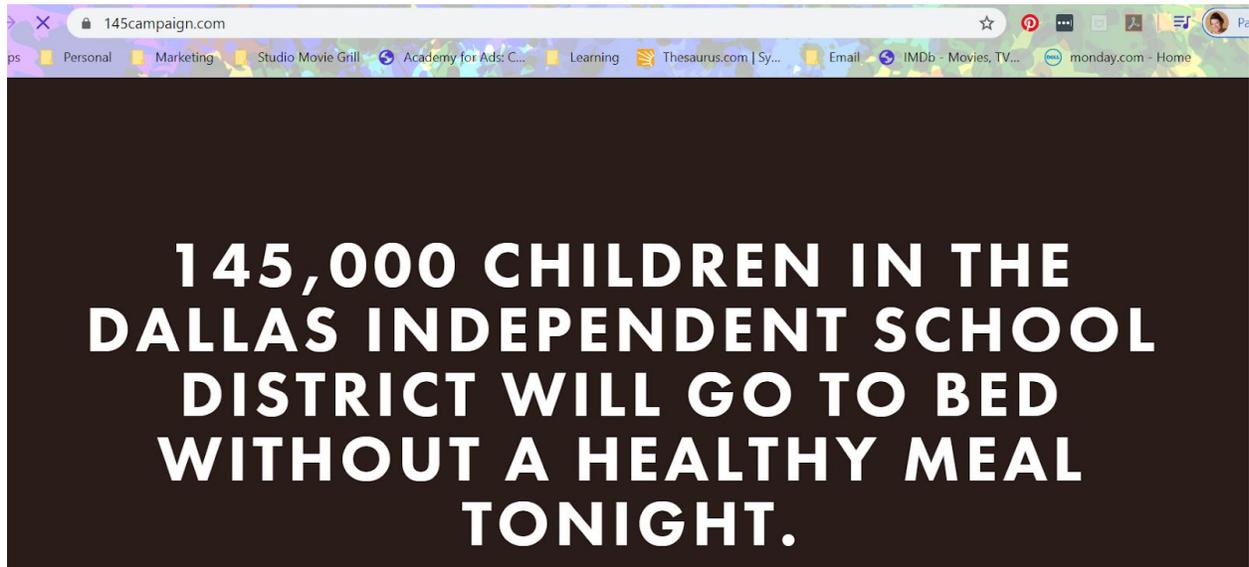
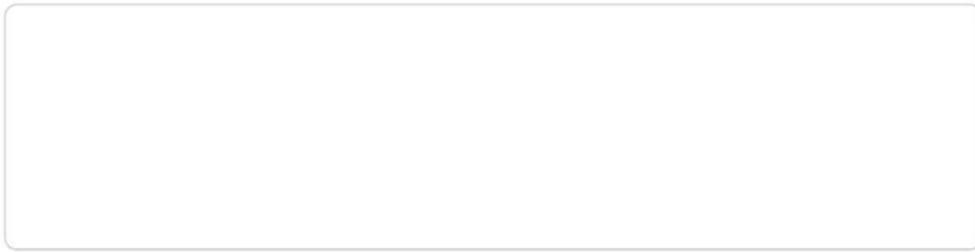


Exhibit 5 - Survey Results

1/15/2020

Ad 2 Public Service Survey



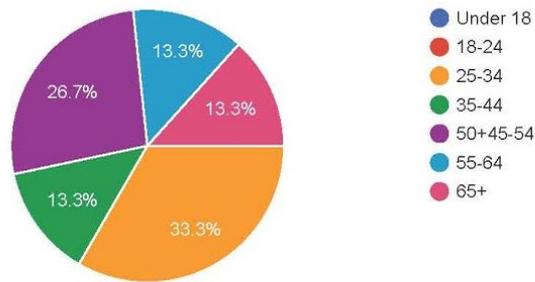
Ad 2 Public Service Survey

15 responses

[Publish analytics](#)

Age

15 responses



Gender

15 responses



1/15/2020

Ad 2 Public Service Survey

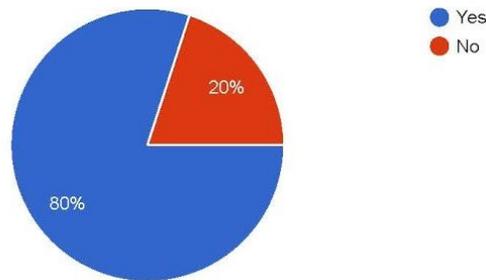
Zip Code

15 responses

- 75230
- 75074
- 75080
- 75115
- 75110
- 75218
- 75001
- 75019
- 75206

Are you a business decision-maker who has the ability to make financial decisions for the company?

15 responses



Have you donated to a nonprofit in the past year?

https://docs.google.com/forms/d/1364EdwEgVY_Ck2GIPw9ndHK6bLevs02xiczaXFelt9Q/viewanalytics

2/4

1/15/2020

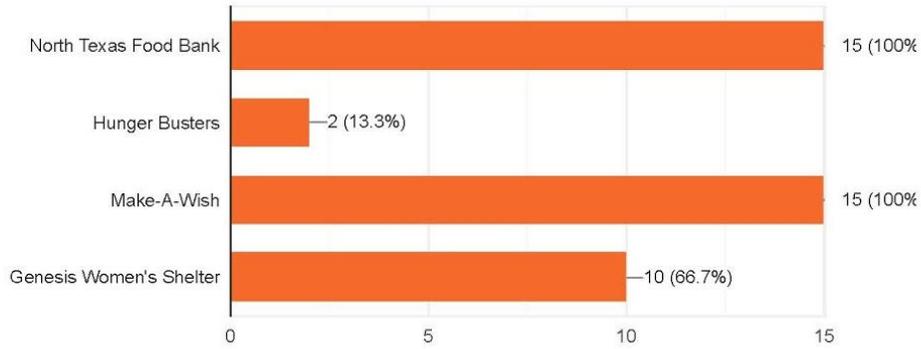
Ad 2 Public Service Survey

15 responses



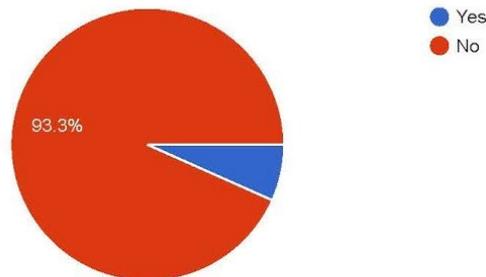
Are you aware of any of the following organizations? (check all that apply)

15 responses



Did you know Dallas ranks nationally #2 in child poverty and food insecurity?

15 responses



https://docs.google.com/forms/d/1364EdwEgVY_Ck2GIPw9ndHK6bLevs02xiczaXFelt9Q/viewanalytics

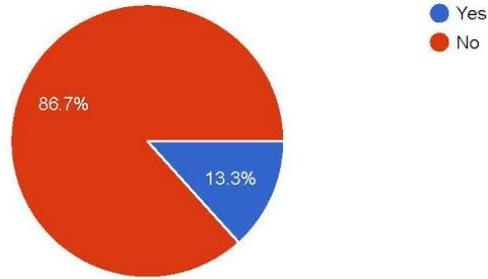
3/4

1/15/2020

Ad 2 Public Service Survey

Did you know 145,000 kids in Dallas are food insecure (will not have a third meal of the day after school)?

15 responses



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Google Forms



Exhibit 6 - Brand Brief

Hunger Busters Brand Brief

Goals

- Educational Campaign to educate the public on what they do for the public
- This will serve as longer term content that they can continue to use after the campaign is over - ensure we leave them in a good place with a marketing plan they can use after we're done
- Creation asset library for their future use - website, brochures, etc.

KPIs

Primary:

- Website traffic to a specific page (existing or one that we create)
- Video views
- Social campaign engagement

Secondary:

- Conversion of form to ask for more information - donate or volunteer (potentially more of a lead gen campaign)

Educational Content

- Education - differentiators, educate community of differences,
 - Number of children who are food insecure. We're the second largest city in Texas that is food insecure (following Houston). On national scale, Dallas is #4 of food insecure. We have 4 of the fastest growing counties in the metroplex. Super food town. More restaurants per capita than NYC.
 - Effects that empty stomachs have on learning - children are 50% more likely to be absent from school if they're hungry. If students are hungry, they act up.
 - 40% of all food that is manufactured is wasted. Some waste comes from home use, but it stems from growers, distributors, and grocers.
 - Spoke to people in prisons who were hungry
 - Science around neurological development and food.
 - Number of meals we serve and potential growth

Considerations

- We don't want to paint DISD or NTFB in a bad light and we need to be tactful

Why are we here?

To educate the public about the Hunger Busters mission to eliminate food insecurity in the Dallas community.

Who is our audience?

Individuals who are not affiliated with Hunger Busters and who are not already aware of what they do in to support the Dallas community. Individuals who live in the Dallas area.

What do they currently think?

"Food insecurity is not a widespread problem in the Dallas area. The problem is already being taken care of."

What would we like them to think?

"Hunger Busters is the most direct way to help children who are suffering from food insecurity."

What is the single most persuasive idea we can convey?

Hunger Busters addresses food insecurity by providing ready meals for children after school, which will reduce hunger, help cognitive development, reduce crime, and elevate community.

Why should they believe it?

- *Hunger Busters is able to reduce hunger by providing fresh meals to Dallas children who are food insecure and a third meal isn't provided at home*
- *Hunger Busters*
- *The community farm is able to fuel the Market providing fresh food, healthy meals, and cooking classes to residents which are lowering chronic disease rates.*
- *The community farm offers rehabilitative jobs to those in the neighborhood who have been incarcerated or unable to keep a job outside of Bonton.*
- *The community farm is a working example for poverty alleviation and driving city government to take positive steps forward to improve communities.*

What are the deliverables?

:15 second video

Landing page/microsite

Photography

Out of home?

Social posts

Digital ad units

Collateral (cards, brochures, etc.)

How will success be measured? (KPIs)

Primary: Education

- *Website traffic to a specific page (existing or one that we create)*
- *Video views*
- *Social campaign engagement*

Secondary: Conversion

- *Conversion of form to ask for more information - donate or volunteer (potentially more of a lead gen campaign)*

Exhibit 7 - Creative Concept 1

H🍓NGRY CHILDREN
ARE TWICE AS LIKELY
TO BE 🍒 ABSENT FROM
SCH🍒L THAN THEIR
PEERS WH🍏 ARE NOT
SUFFERIN🍉 FROM
H🍓NGER.

Learn more about how you can help provide hunger relief for Dallas children at hungerbusters.com.



Exhibit 8 - Creative Concept 2



3116 Sylvan Ave., Dallas, Texas 75212
Phone : 1-888-END-HUNGR
Email : info@hungerbusters.com

FEEDING KIDS AND FUELING FUTURES

HUNGER KNOWS THEIR NAMES



**1 IN 4 CHILDREN DO NOT EAT
REGULAR MEALS EACH DAY**

HUNGRY KIDS

HUNGRY CHILDREN ARE TWICE AS LIKELY TO BE ABSENT FROM SCHOOL

WITH THE HELP OF COMMITTED VOLUNTEERS, CONTINUING AND NEW PARTNERS AS WELL AS DONORS, HUNGER BUSTERS WILL TAKE A BIG BITE OUT OF DALLAS' CHILDHOOD HUNGER EPIDEMIC.

BECOME A HUNGER BUSTER

LEARN WAYS YOU CAN MAKE A DIFFERENCE

www.hungerbusters.com | info@hungerbusters.com [facebook/hungerbusters/](https://www.facebook.com/hungerbusters/) [twitter/HungerBustersTX](https://twitter.com/HungerBustersTX)

Exhibit 9 - Brunch Popularity Map; Source: Google Trends, U.S. Census

Google search interest in "brunch," 2004--2015

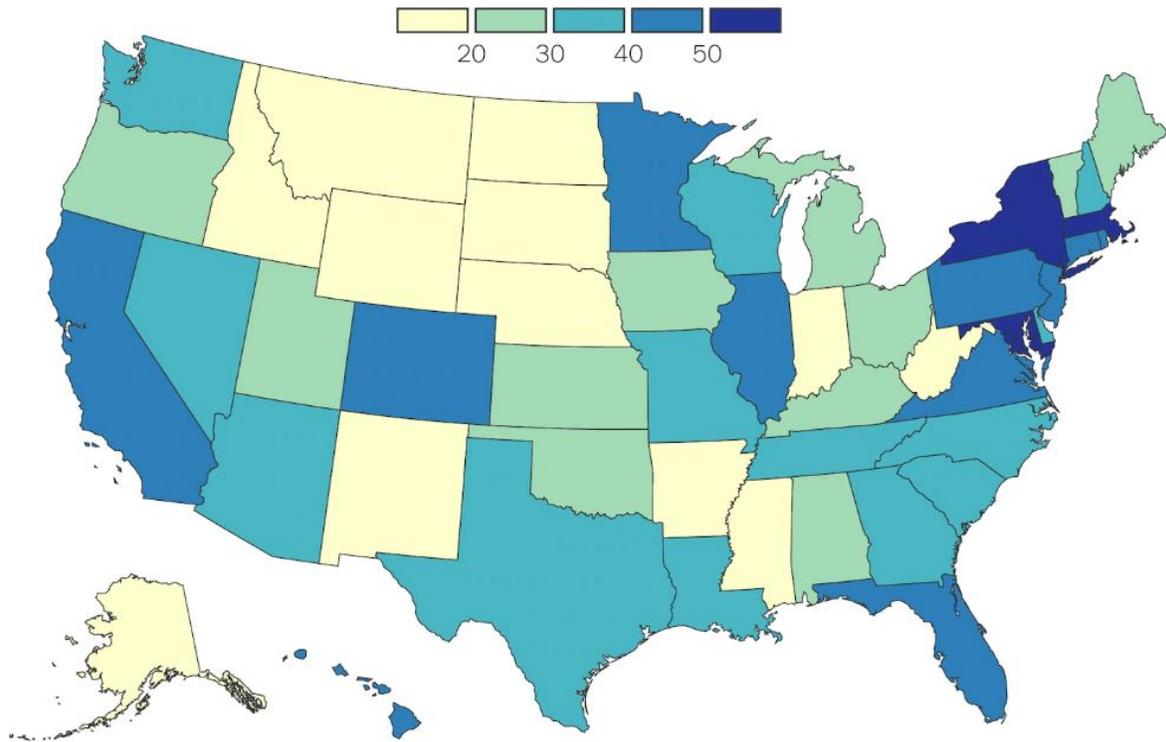


Exhibit 10 - Brand Guidelines

HUNGER BUSTERS



BRANDING GUIDELINES

MISSION

Mission

Hunger Busters is a Dallas-based charity focused on feeding kids and fueling futures by providing a much-needed third meal of the day to food-insecure children in Dallas Independent School District through its signature “Feed the Need” after school program.

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INTRODUCTION

The most fundamental visual element of a brand identity is its logo. Please use these guidelines as the reference for the use of the Hunger Busters logo.

HISTORY

We provide meals daily to Dallas ISD students through our signature “Feed the Need” after school program. Annually, Hunger Busters provides over 350,000 meals to 11 schools and 6 after school programs. With the help of committed volunteers, caring partners and donors, Hunger Busters will take a big bite out of Dallas’ childhood hunger epidemic.



OUR CORPORATE LOGO

The Hunger Buster logo is the heart of our identity. It's the way we connect with our community, and it's imperative that we use it correctly everywhere it appears. These guidelines are provided to give you the tools needed to ensure the correct and consistent use of the

brand identity system.

Along with the brandmark, typography, color palette, and other visual elements, specific directions are included to help you manage your visual communication materials. All uses of the brand, trademark, and logo must be approved.

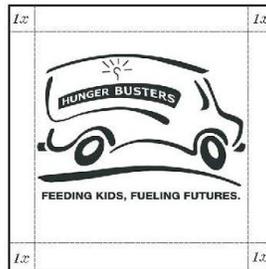


LOGO CLEAR SPACE

By leaving ample space around the logo, we make sure that it stands out. Clear space is measured by the x-height of the logotype, shown as "x" in this exhibit.

The minimum clear space must always be 1x on all sides of the signature. When possible,

increase this amount for even more visibility.



LOGO COLORS

For greater flexibility, we have created a suite of logos to meet various graphic needs. Printing and other reproduction methods may require the use of one-color solid variations. The same color variations apply to all logo configurations. The logo should always print at 100% ink density.

 PANTONE 2035 C
C:0 M:100 Y:100 K:0
R:214 G:0 B:28
#D6001C

 Black
C:0 M:0 Y:0 K:100
#000000



APPROVED TYPOGRAPHY

In order to maintain a consistent look throughout all Hunger Busters materials, the same families and style of typography should be used at all times. Fonts can be used together to create emphasis and visual hierarchy that assists the reader with navigating our content.

PRIMARY TYPEFACE

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Arial Black

SECONDARY TYPEFACE

Open Sans Light

Open Sans Light Italic

Open Sans Regular Italic

Open Sans Semi Bold

Open Sans Bold

Open Sans

EXAMPLE

MISSION STATEMENT

Hunger Busters is a Dallas-based charity focused on feeding kids and fueling futures by providing a much-needed third meal of the day to food-insecure children in Dallas Independent School District through its signature “Feed the Need” after school program.

PROPER USE OF IMAGERY



Photo Credit: nokiifhungry.org

Child with Food
Images of children up close eating. Children of elementary ages 5 through 13.



Photo Credit: ACHNews.org

Groups of Children
Kids sharing a meal in cafeteria/school settings. Children of elementary ages 5 through 13.



Branded Graphics
Branded graphics utilizing brand guidelines including colors, typography, imagery and logo.

BRAND VOICE

Think of Hunger Busters as a living human being that serves children in our community. Brand attributes make up personality; design acts as a wardrobe, and the message defines what Hunger Buster says. In the same way, tone and voice reinforces personal

style. It is not what Hunger Busters say, but it is about communicating in a way that is unmistakably Hunger Busters.

Tonal attributes:

Compassionate

Hunger Busters aims to alleviate the food deficit in the community by providing a third meal of the day to food-insecure children in Dallas.

Urgency

Texas ranks in the top 4 states with the highest rate of food insecurity. 1 in 4 children do not eat regular meals every day because of the lack of food in their homes.

Problem Solver

In 2017, Hunger Busters will provide 350,000 meals to 11 DISD schools and 6 after school programs.

HUNGER BUSTERS



BRANDING GUIDELINES

Exhibit 11 - Go Fund Me Page

Hunger Busters - Feeding kids and fueling futures.

\$870 raised of \$2,000 goal

[Donate now](#)

[Share](#)



TEAM FUNDRAISER

Ad 2 Dallas Public Service and 4 others are organizing this fundraiser.

Created December 23, 2019 | Volunteer & Service

Help feed hungry schoolchildren in Dallas by donating to the Ad 2 Dallas Public Service team. 92% of students in DISD are considered food insecure - meaning they will likely go without dinner or weekend meals. Donate to our campaign, and help Hunger Busters feed kids and fuel futures by providing much-needed hunger relief to Dallas schoolchildren. We are a nonprofit advertising agency, setting out to educate North Texas about

Exhibit 12 - “Brunch of Good” Script

“A Brunch of Good”

Scene 101: Three kids have lunch with each other at a small backyard picnic table. They smile with excitement about their lunch. (A couple of squiggly lines draw around the paper bags as they open up.)

Super: A brunch of smiles.

Scene 102: A mom tickles their young daughter while hanging together on a couch in their home. Mom stops, runs her hands through her daughter’s hair and contemplates how much her child has grown up. (Little squiggles above the daughter’s head of a ruler as the hashmarks appear higher and higher.)

Super: A brunch of growing up.

Scene 103: A young boy is in his bedroom flexing his muscles into a tall mirror. (Muscles and a cape draw onto the boy’s image)

Super: A brunch of confidence.

Scene 104: A young girl studies on her bed in her bedroom, taking notes from a large textbook. (Equations and geometric diagrams draw onto the scene around her.)

Super: A brunch of focus.

Scene 105: The young girl, young boy and their friend walk down the sidewalk with their school bags, heading to school. (animated light bulbs (And rockets and books and stethoscopes, etc) pop above their heads onto the screen.)

Super: A brunch of bright futures.

Super: For the cost of one brunch, you can feed a Dallas child after school for ten days.

That’s a brunch of good.

ALT Ending Supers:

For the cost of just one brunch

You can feed a Dallas student

For ten whole days

That’s a brunch of help.

Donate your brunch money today.

Logo: Hunger Busters

Exhibit 13 - Shoot Day Schedule

Shoot Day 1 of 1: Saturday Feb. 15, 2020





Sunrise: 7:11am, Sunset: 6:13pm, High 62, Low 48, 1% Chance Rain

Time	Scene	Shot Description	Camera	Location	Actor	Props	Wardrobe	Notes
8am		Crew Call						
8:30am		Client Call						
9:30am		Shooting Call						
9:30am	103	Boy Looks in Mirror		Boy Bedroom	Niko	Mirror	T-shirt and shorts	Niko call: 8:30am
11am	104	Girl in Bed Studying with Books		Girl Bedroom	Ella Rose	School Books	Causal, after school look	Ella call: 10am
12:30pm		Lunch						
1pm	101	Backyard Lunch Scene		Backyard Picnic Table	Niko, Xavier, Ella Rose	Brown Paper Lunch Bags, Water Bottles	Casual hanging with friends look	Xavier call: 12pm
2:30pm	102	Mom with Daughter		Living Room Couch	Farah, Ella Rose		Casual Saturday afternoon look	Farah call: 1:30pm
4pm	105	Sidewalk Scene		Front Yard Sidewalk	Niko, Xavier, Ella Rose	School Bags, Brown Paper Lunch Bags	Going to school outfit	
5:30pm		Camera wrap						
6:30pm		Crew Wrap						

Exhibit 14 - “Brunch of Good” Video Screen Shot



Exhibit 15 - Out of Home Assets



**Your avocado
toast could feed
a child in need.**

\$14.50 – Feeds a child for 10 days in Dallas

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