

HALF FOR HAPPINESS



Properties list:

- end-user packaging
- range of products
- extra-use of packaging
- new product
- other food
- fruit and vegetables
- dairy, eggs and cheese
- labels and sleeves
- plastics
- contemporary
- packaging as a new medium

Casa do Zezinho, an NGO with a focus on low-income areas, raised financial support in Brazil through 'Half for Happiness', a campaign run in partnership with two supermarket chains. Customers in the supermarket were given the opportunity to buy half-size fresh food products at full price, with 50% going to Casa do Zezinho. The supermarkets collaborated on timing, provided food, took care of quality standards, transportation and storage throughout the process. Foods were cut in half, processed and packaged with the help of children. Products on supermarket shelves were displayed without any other communication reinforcement. At the end of each cycle of the campaign, the donations were recorded and handed by the supermarket chain to the Casa do Zezinho.

Reference:

Credits:

Country: Brazil

Year: 2011

Agency: AlmapBBDO

Other images: