# **Communications, Advocacy and Marketing Division** Executive Board Induction | September 20, 2018



World Food Programme





# World Food



# THE TWO BEST FRIENDS FROM NEPAL WHO COULD INVENT THE CURE FOR ALZHEIMERS.

# Programme FUTURE



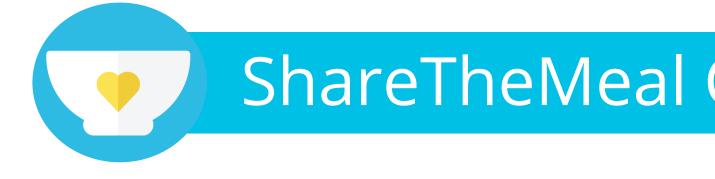


# SEPTEMBER

### 20th 24th







# FED OUR FUTURE WFP Public-Facing Campaign Chapeau 2018-2019

# OCTOBER

# 16th

#FeedOurFuture (Brand Marketing Chapeau)

Feed Our Future (Global Cinema Campaign) | Ads airs in cinemas in + 33 markets worldwide

FB Live launch and Stories (FB and Instagram) | Running for 2 weeks

> WFP supplementary content runs for 3 months

### ShareTheMeal Campus Ambassadors



STM World Food Day Campaign

# NOVEMBER

### 7th 22nd











### DECEMBER



STM End-of-Year **Donation Campaign** 

### Canada

### **United States**

Honduras Nicaragua Guatemala Panama El Salvador Costa Rica Colombia

Chile

# FEED OUR FUTURE | Confirmed Markets

Sweden Ireland Finland United Kingdom Norway Netherlands Germany Belgium Switzerland Poland Italy Austria Spain Greece UAE

Brazil

Uruguay

Argentina

India

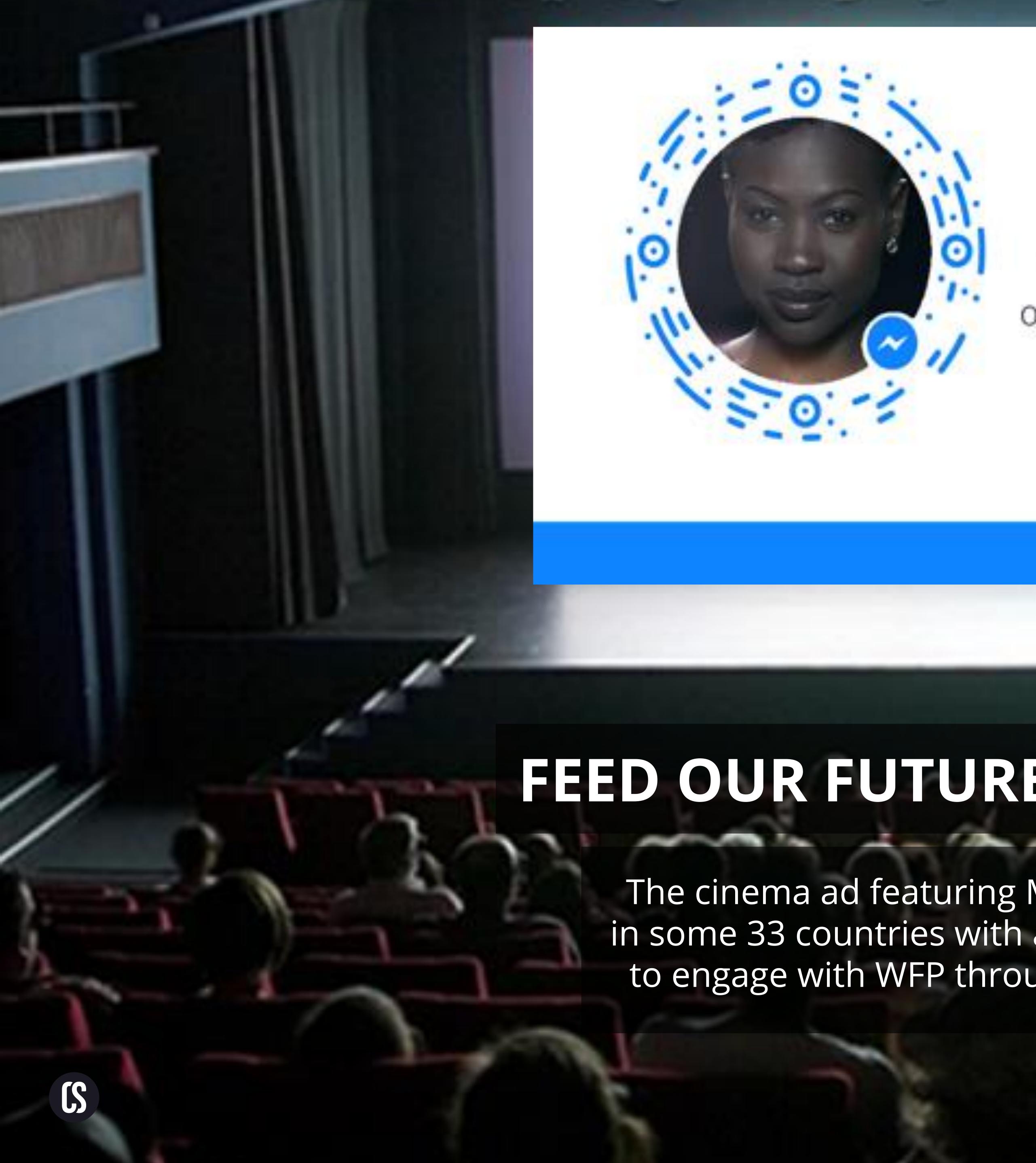
# South Africa



### Japan

### Australia

New Zealand



# FEED OUR FUTURE | Messenger Bot

The cinema ad featuring Miriam will air on screens in some 33 countries with an in-cinema call to action to engage with WFP through Facebook Messenger.



# SEARCH for ShareTheMeal

# on Messenger to meet Miriam.





# ShareTheMeal BOT

Through the Messenger Bot, Facebook users will be able to interact with the character of Miriam in order to engage with WFP, learn more about our work, and make a donation. 15:35





### Miriam

Messagerie automatique
Organisation non
gouvernementale (ONG)

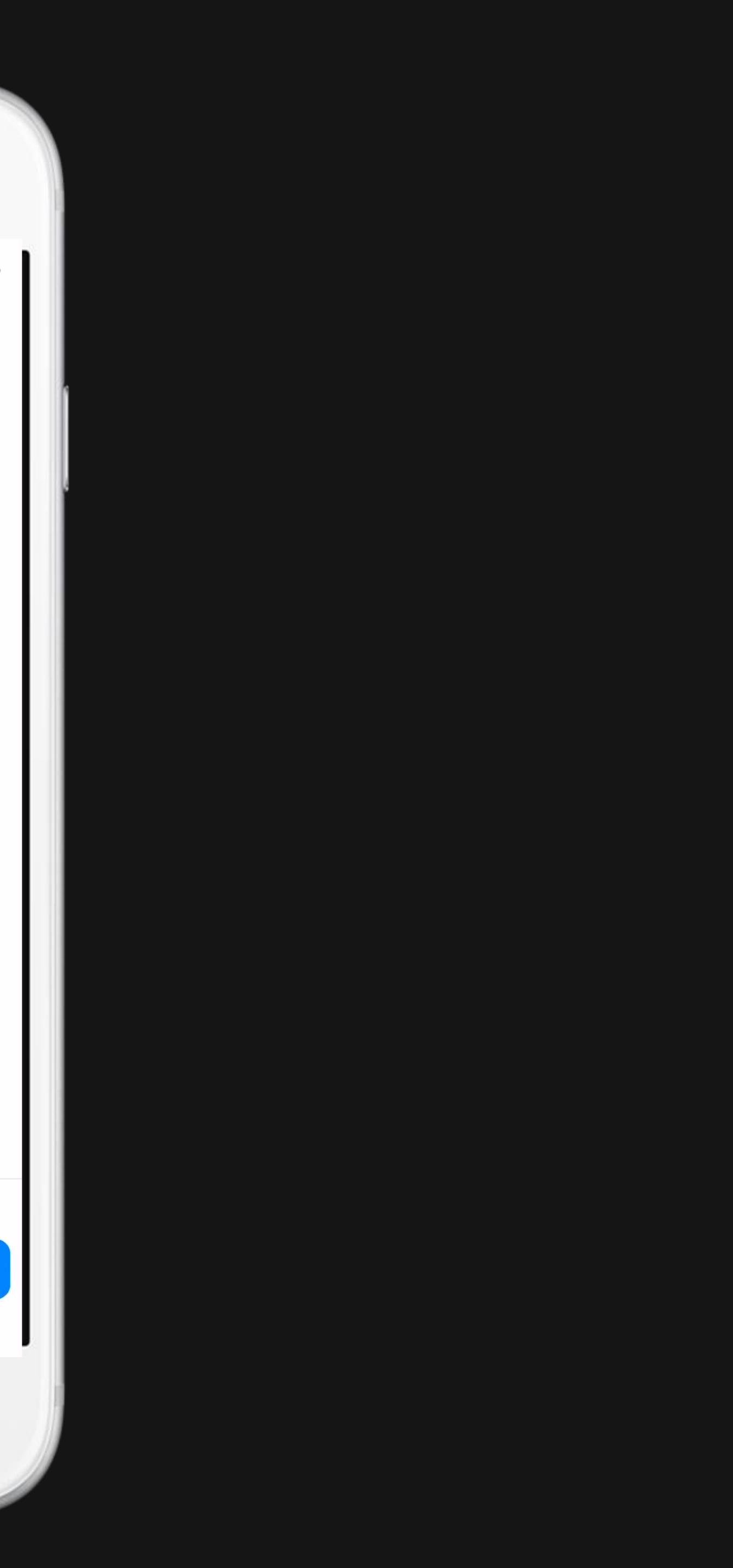
Welcome. Tap Get started.

Lorsque vous appuierez sur Démarrer, Miriam verra vos informations publiques.

### Démarrer



••• 4G 🔳 )



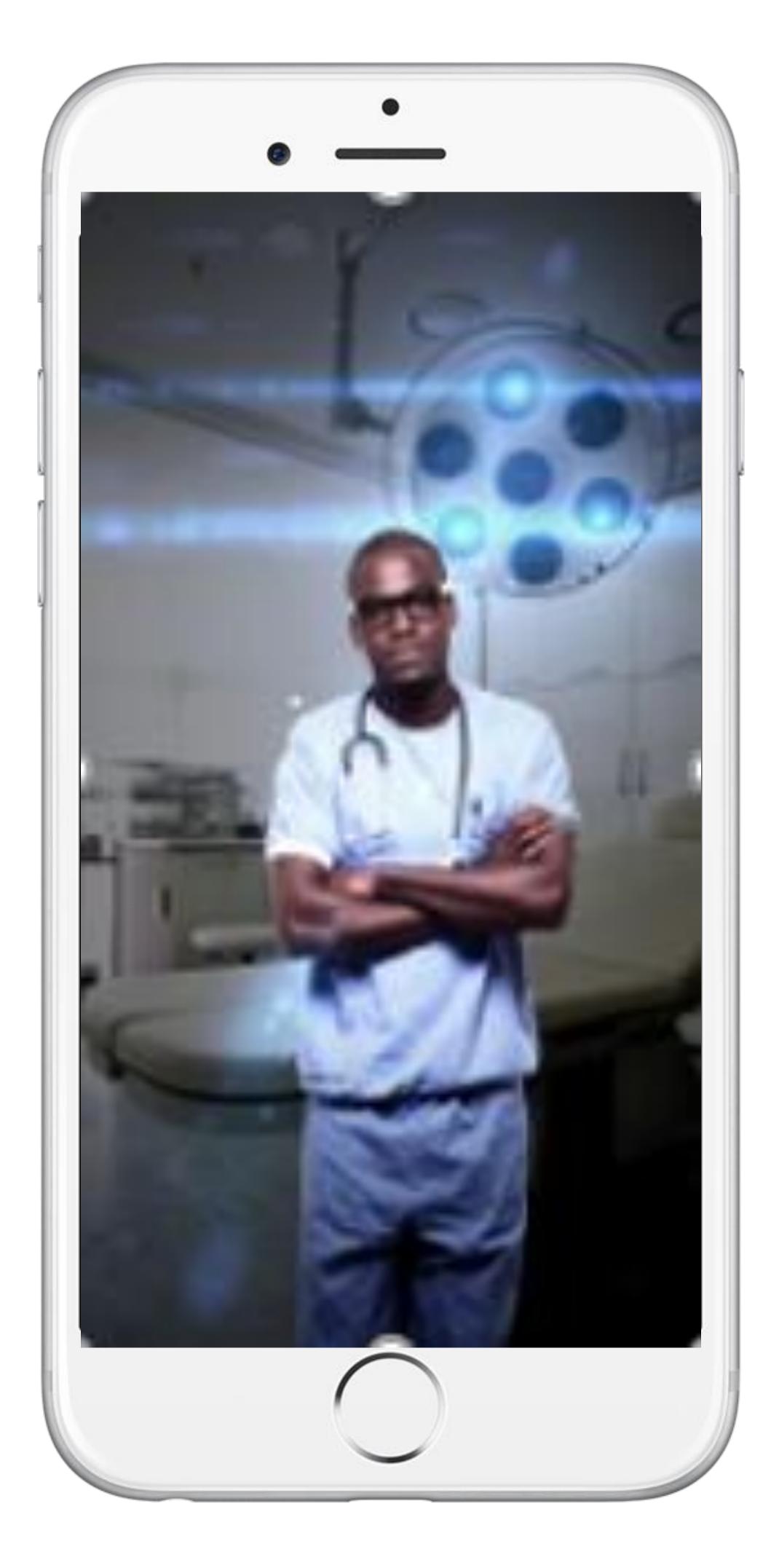
## PROGRAMMER FB VIDEO

# **FEED OUR FUTURE** | Stories



(for reference only - not actual campaign assets)

Following the launch of the ad in cinemas, Facebook videos and Instagram stories inspired by the cinema ad will run in key markets and prompt users to further engage.



DOCTOR INSTAGRAM CAROUSEL AD



World Food Programme



# Thank You