

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





FEED OUR FUTURE



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

FEED OUR FUTURE

WFP Public-Facing Campaign Chapeau 2018-2019

SEPTEMBER

20th

24th

OCTOBER

16th

NOVEMBER

7th

22nd

DECEMBER

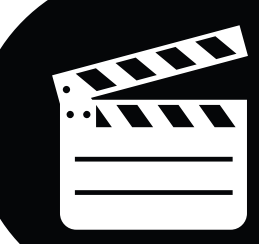
#FeedOurFuture (Brand Marketing Chapeau)



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



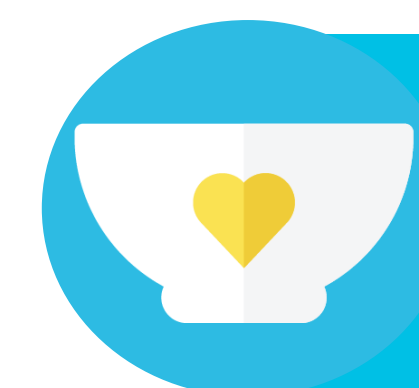
Diwali Donation Campaign



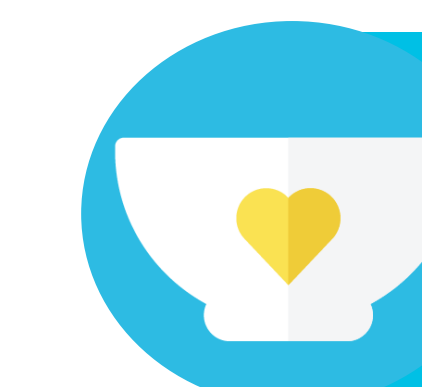
End-of-Year Donation Campaign



ShareTheMeal Campus Ambassadors



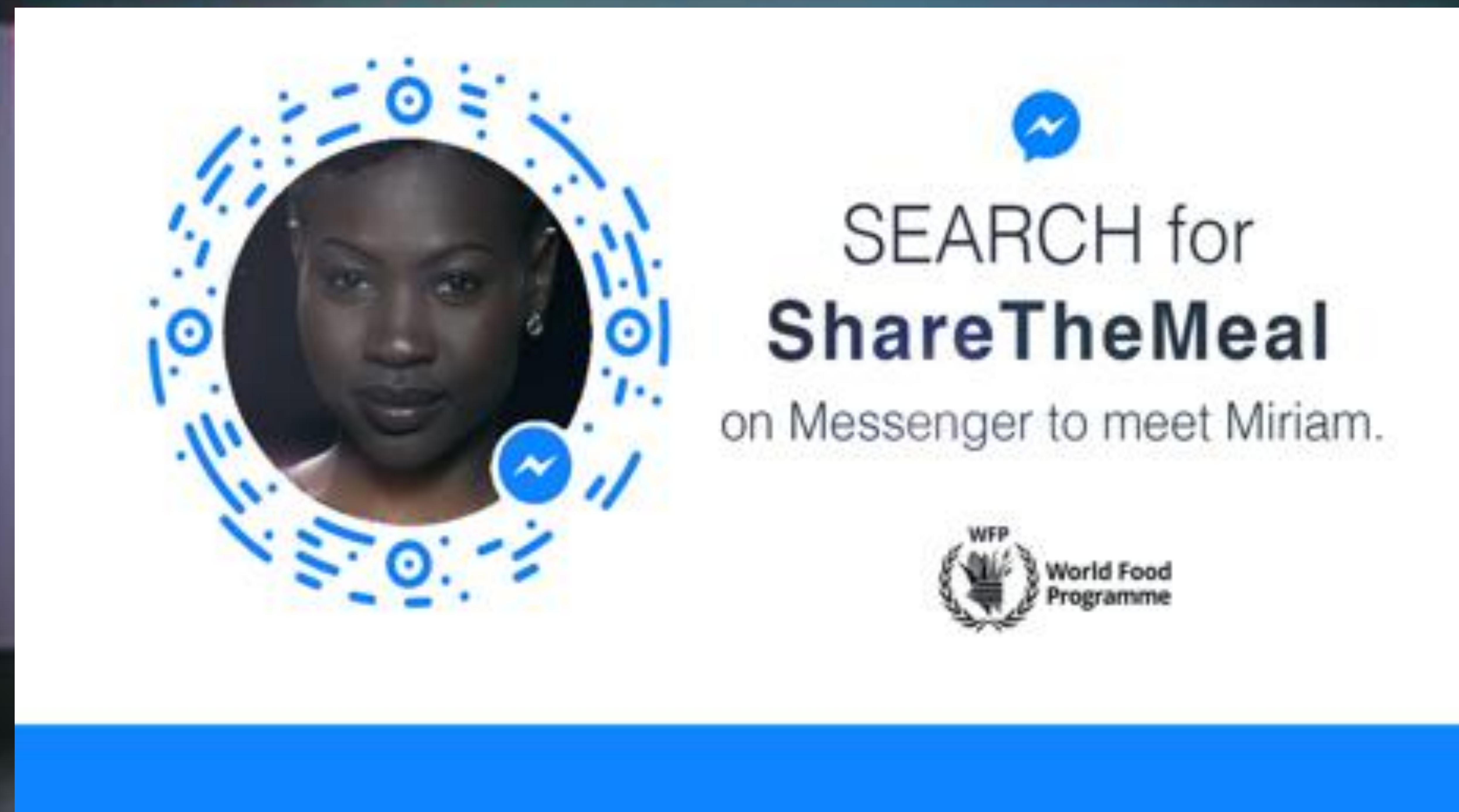
STM World Food Day Campaign



STM End-of-Year Donation Campaign

FEED OUR FUTURE | Confirmed Markets



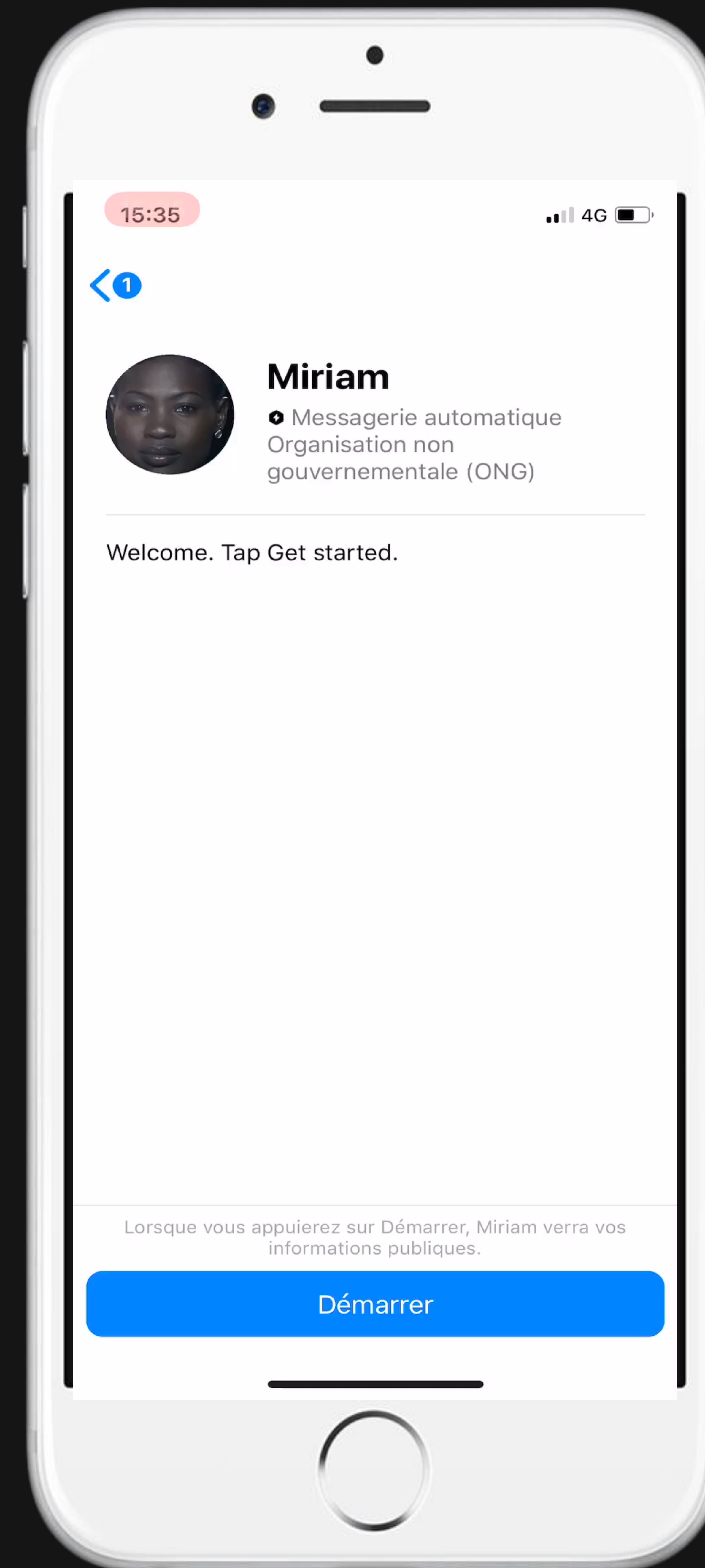


FEED OUR FUTURE | Messenger Bot

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.

ShareTheMeal BOT

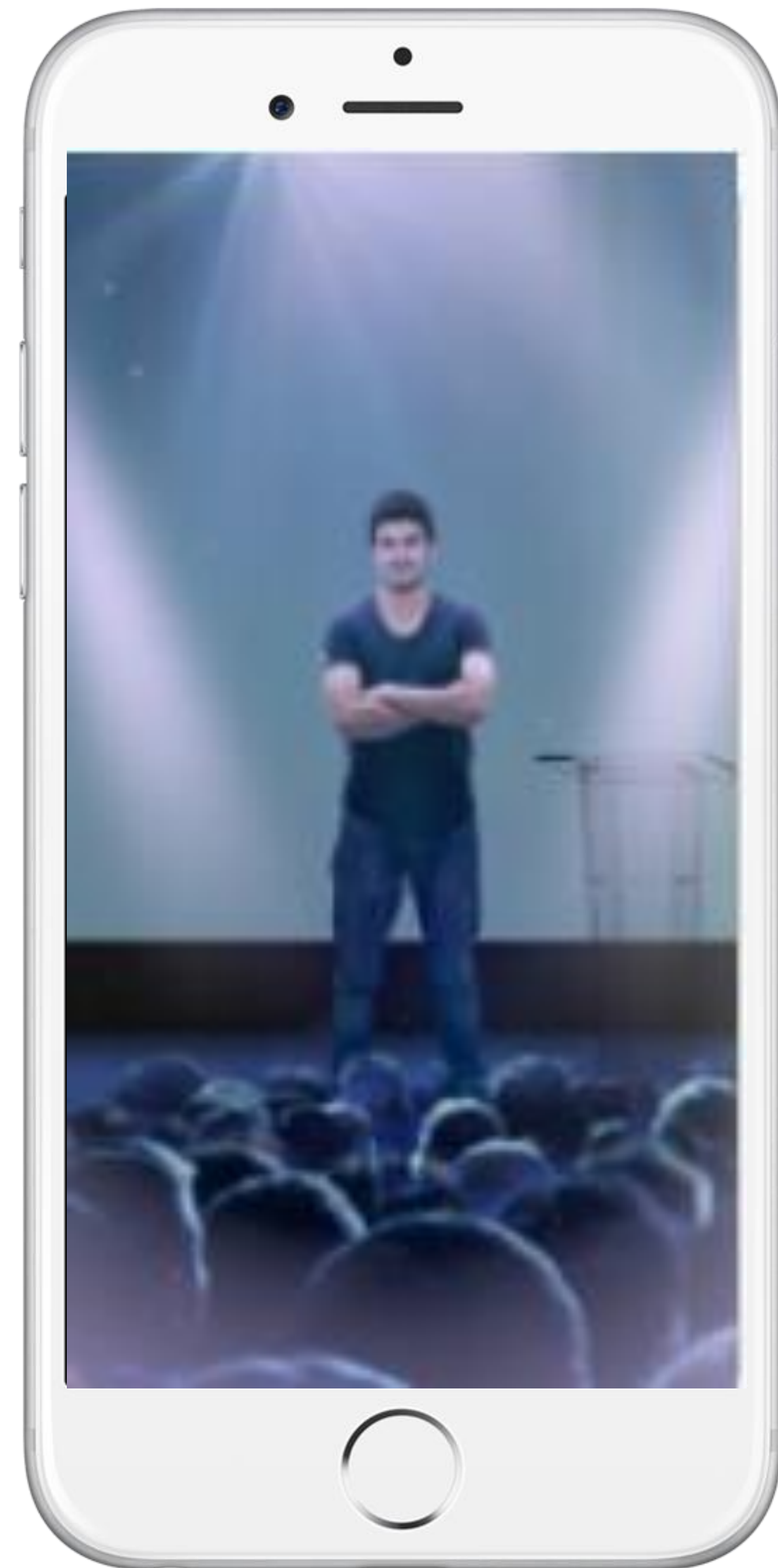
Through the Messenger Bot, Facebook users will be able to interact with the character of Miriam in order to engage with WFP, learn more about our work, and make a donation.



FEED OUR FUTURE | Stories

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.

PROGRAMMER
FB VIDEO



DOCTOR
INSTAGRAM
CAROUSEL
AD



(for reference only - not actual campaign assets)



Thank You