

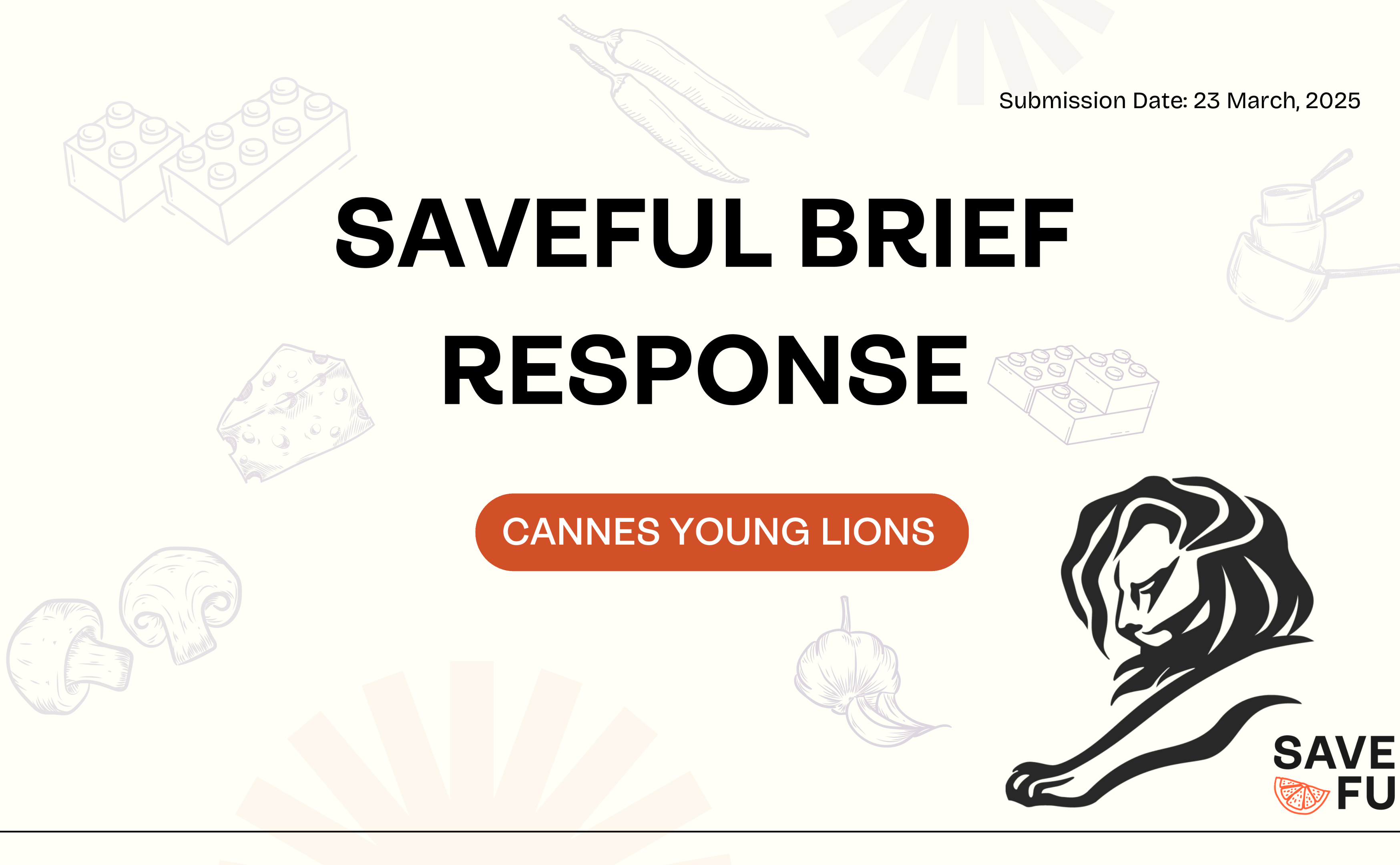
Submission Date: 23 March, 2025

SAVEFUL BRIEF RESPONSE

CANNES YOUNG LIONS

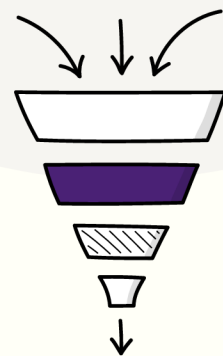


**SAVE
FUL**



WHAT IS OUR OBJECTIVE?

To reach at least 80% of our target audience so we can generate 100,000 app users by the end of 2025



10% of our target audience downloaded the app based on awareness media

To encourage app downloads we need to take audiences through the funnel

HIGH VALUE AUDIENCES

Australian Population: 22.1 Mn



Time Poor Families
(4.9Mn)

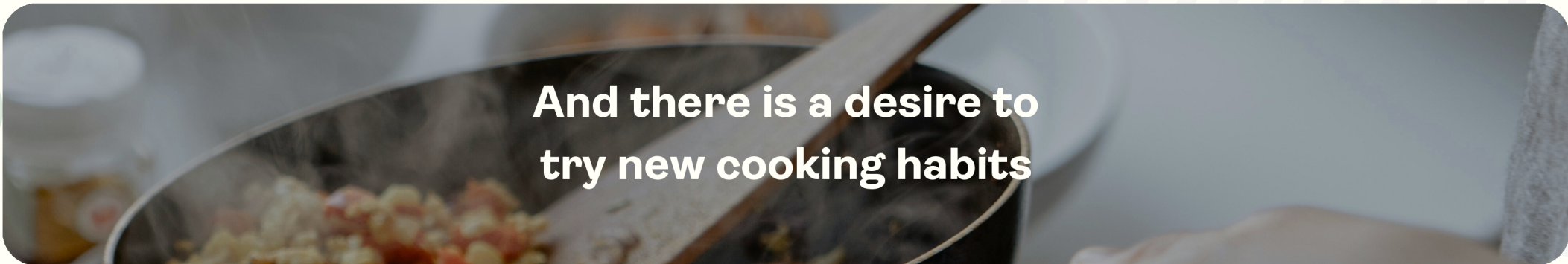


P18-35 seeking
convenience
(5.2Mn)

HOW IS OUR AUDIENCE COOKING?



**People want to spend
more time cooking**



**And there is a desire to
try new cooking habits**



**But they either fall back
on a familiar meal or rely
on a recipe**



**5300 hours of cooking content is
consumed on the weekend**

Source: Nielsen Insights



**Over half (52%) of Australians expressed a
desire to cook more dinners from scratch**

Source: Science Direct



**51% of Australians cycle between
less than 5 recipes when cooking**

Source: Beef Central



The Problem

Cooking has been forgotten as a creative outlet

People think recipe first instead of ingredient first

The Challenge

How can we position leftover ingredients as a creative culinary challenge that brings the joy back in cooking?



**We know that people
relying on recipes tend to
be lower on confidence
and creativity**



When using a recipe

Cooking Score - 27.8
Creativity Score - 20.9



When experimenting
with lower reference
to a recipe

Cooking Score - 30.5
Creativity Score - 23.7

Source: Pubmed Central

**And cooking as a creative
outlet increases the
confidence of people to
cook meals using leftovers**



70% increased confidence in
meal preparation



60% become more likely to cook
at home



65% showed a measurable
reduction in food waste by
repurposing ingredients.

Based on an 8 week program focused on cooking creatively with leftovers.
Source: Pubmed Central

This is because

People take
greater pride in
crafting *something*
out of *nothing*



Which is why we will

Reframe leftover
ingredients as the
building blocks of *culinary*
creativity, echoing the
pride of building with
everyone's other
favourite *building blocks*

Inspire cooking creativity by drawing parallels between leftover ingredients and Lego building blocks



Partner with Nine to sponsor a special episode of **Lego Masters**, where competitors are provided with "ingredients" in the form of a Lego build and challenged to use the bricks from these ingredients to create the best **model of a meal**.



Introducing LEGO Leftover Lab



Viewers of Lego Masters will be encouraged to download the Saveful app and win a **mini lego kit** that builds into a small model of a meal, based on a meal they could currently build from ingredients in their fridge.

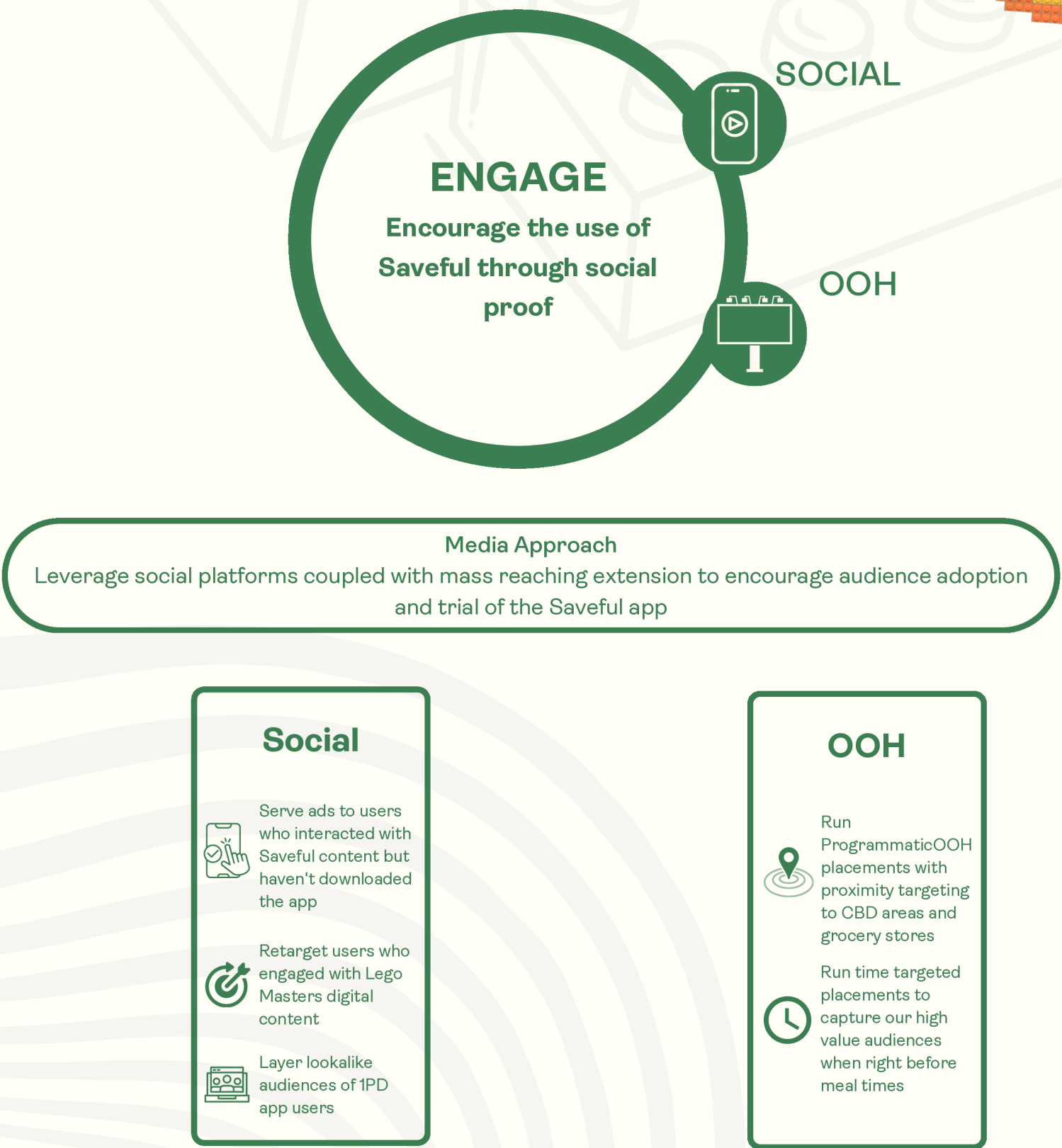
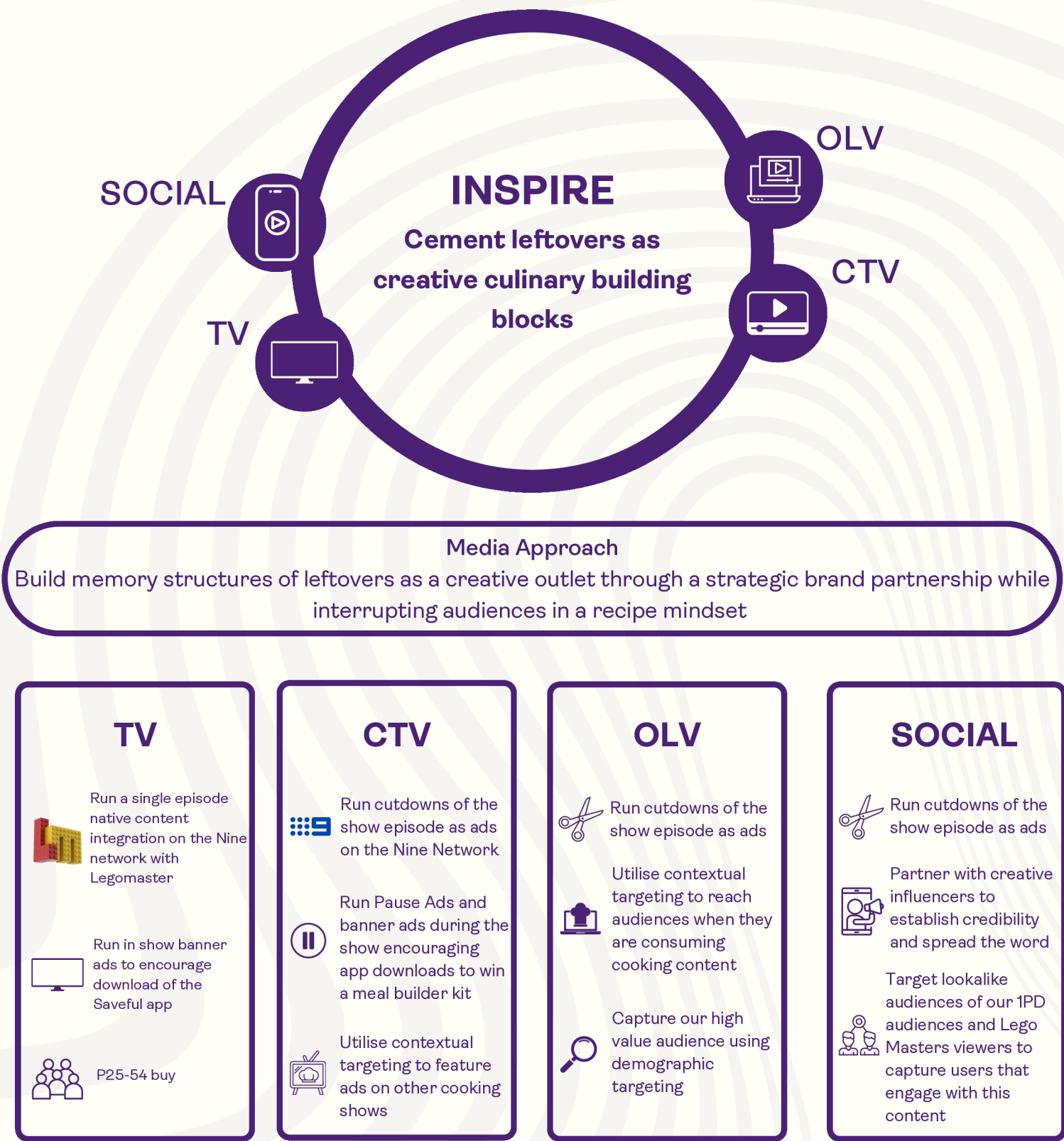


In addition, **sharing an picture** of their homecooked meal alongside their mini Lego build will put participants in the running to win \$10k worth of groceries.



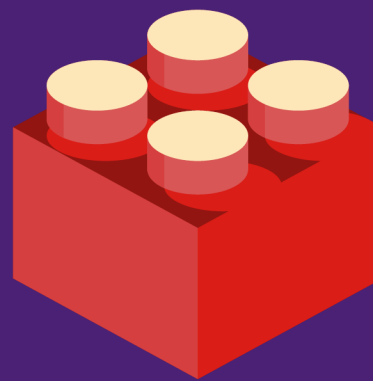
Extend the campaign by using **rich media on recipe websites** to intercept audiences searching for recipes, and by **featuring the builds** of winners of the social competition across OOH.

We can execute this idea across two pillars targeting our High Value Audiences





SAVEFUL



PLAN



Key Campaign Moments		Legomasters Season 7 Potential Premiere		\$10K Grocery Consumer Promo		OOH Extension					Budget	KPIs	Budget and Flighting Reasoning
Pillar	Connections	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec			
Inspire	Linear TV	100%	100%	100%	100%	100%	100%	100%	100%	100%	\$10,000	1+ Reach	Leverage Lego for a single episode partner funded content integration while allocating budget towards in show ads Partner with Nine for 'public service advertising' considering Saveful is a Not-For-Profit to ensure host involvement and prime ad spots
	BVOD/SVOD/CTV	100%	100%	100%	100%	100%	100%	100%	100%	100%	\$20,000	1+ Reach Clicks	Leverage partnership with Nine to cross-promote on Nine's digital channels Ensure activity is running until the end of the consumer promotion to capture as much of our HVAs across multiple platforms
	OLV	100%	100%	100%	100%	100%	100%	100%	100%	100%	\$40,000	1+ Reach CTR	Interrupt audiences cross all online video platforms to capture as much of our HVAs while they are streaming contextually relevant content
	Social	100%	100%	100%	100%	100%	100%	100%	100%	100%	\$30,000	1+ Reach CTR	Leverage social budgets to establish cross-channel awareness of the partnership
Engage	OOH	100%	100%	100%	100%	100%	100%	100%	100%	100%	\$110,000	1+ Reach App Downloads	Utilize campaign budgets to provide consumers social proof and continue to remind consumers about Saveful's mission
	Social	100%	100%	100%	100%	100%	100%	100%	100%	100%	\$40,000	Engagement Rate	Ensure there are supporting budgets to prime consumers to enter the competitions
Total Budget											\$250k		

Building Success One Measure at a Time



Associations with leftover creativity

Has our brand partnership driven an increase in category entry point drivers linked to leftover creativity?



Brand Lift Study

Measure uplift of brand awareness and ad recall before and after campaign through Videoamp (Nine Network) and programmatic partners

Addressable Engagement

Has our consumer promotion activity driven relevancy with our audience?



Competition Entries

Measure engagement rates with target audience measured through social posts as part of the competition

Media Effectiveness

Has our media investment led to tangible progress?



App downloads

Generate at least 60,000 new Saveful users by reaching 80% of the target audience of time-poor families & young adults

Saveful's LEGO Leftover Lab



Background

Cooking has been forgotten as a creative outlet. While people have a desire to try new cooking habits, they end up falling back on a familiar meal or relying on a recipe. These days, people think recipe first, instead of ingredient first. This limits cooking confidence and creativity, and ultimately leads to food wastage.

Objective

We need to position leftover ingredients as a creative culinary challenge that brings the joy back in cooking.

Insight

People take greater pride in crafting something out of nothing.

Idea

Collaborate with Lego to inspire audiences to be more creative with leftover ingredients using Saveful.

Execution

- Sponsor a special episode of Lego Masters, during which competitors will be provided with "ingredients" in the form of a Lego build. Their challenge will be to use the bricks from these ingredients to create the best model of a meal.
- Support with a multi screens strategy encouraging audiences to download the Saveful app and receive a mini meal Lego kit, based on a meal they could currently make with ingredients in their fridge.
- Promote a social media competition where users share their meals alongside their Lego creation for the chance to win \$10,000 worth of grocery.
- Amplify the campaign's influence using targeted rich media and programmatic OOH to capture our HVAs in contextually relevant environments

