

Miles for Meal : A neighbourhood group deal campaign

Using celebrity & media to kickstart a group deal for healthy grocery discount. Take number of miles moved to trade for the deal.



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Who is the target audience for your idea and how does it inspire the end user to lead a healthier life?

The target is the moms. The hispanic family unit include extended family. Mom is the homemaker . She is in charge of what the family eat. Therefore, mom's grocery choices, has high impact on family members' health. However, some moms do not know how they can incorporate healthier alternative product to traditional recipe, and, even if they do, healthier products are relatively pricey and not always affordable.

CAMPAIGN ROLE:

- Educate how to cook healthy : tweak on traditional recipe
- Motivates with incentive : miles for group deal discount
- Inspire to live healthy continuously : workout sharing platform where people can inspire one another

Group deal system embrace and leverage on close-knit family/community to create a ripple effect; from mom to her family , to her friend's family. Hopefully, making healthy living becomes viral.

PLATFORMS:

We can leverage on existing platforms to make it works, for example activity tracking applications on smartphones and any established group deal site that collaborate with local grocery store. video clip sharing could be as easy as setting up new account on video sharing sites/application.

AIM:

'Miles for Meal' aims to break two main barriers to healthy living: not enough exercise, and bad eating choices. It incentivise family to exercise/move more with discount ,and motivate individuals by turning exercise into a fun family activity. additionally, It makes healthy living affordable.



'Miles for Meal' Campaign uses celebrity and media to kickstart a group deal for healthy grocery discount, using number of miles moved as virtual currency to trade for the deal.

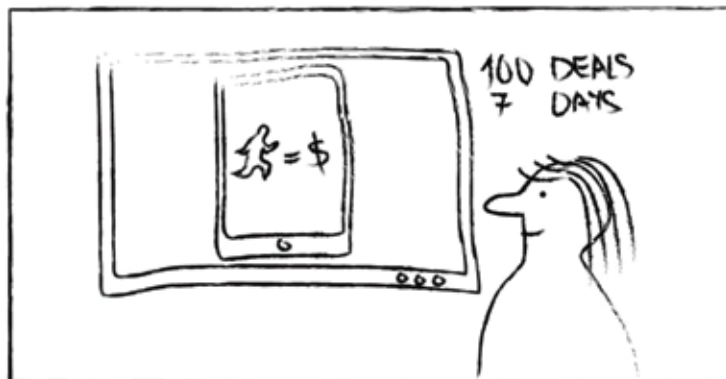
USER EXPERIENCE MAP:



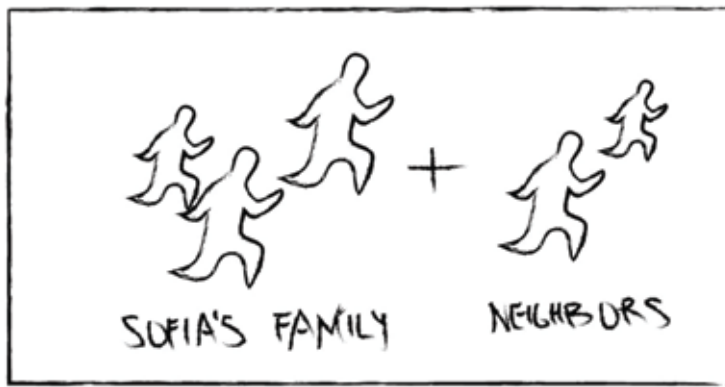
1. Sofia is a mom, she turns on cooking show to find idea for dinner recipe to cook for the family. she sees her favourite hispanic celebrity guesting the show, showing how to cook hispanic traditional meal in a healthy way, using healthier alternative products.



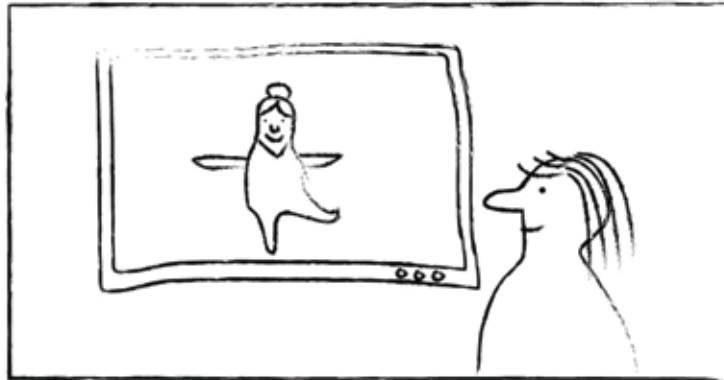
2. Sofia wants to try out the healthy recipe but healthy grocery are pricey. At the end of the show, the celebrity kickstart a group deal to receive discount on all healthy ingredients used in the recipe. The celebrity set target deals to 100 deals.



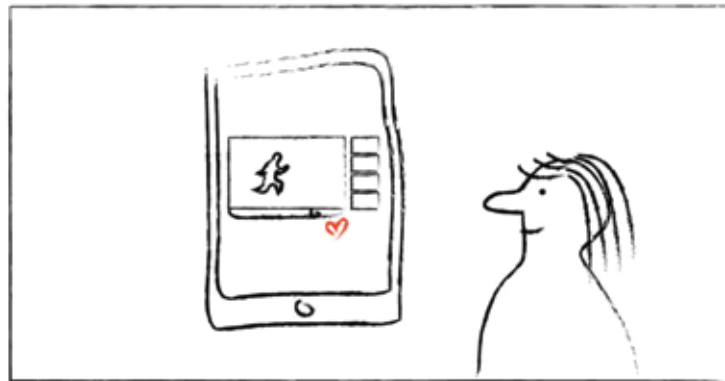
3. The celebrity reveals that the trick is it is 'Mile for Meal' campaign. The deal is only bought by miles moms/her family moved. All they need is to download activity tracking application via smartphones, and move! Target miles to unlock each deal is: 30 miles and the deal ends in 1 week.



4. The application allow miles add up between family member. So Sofia persuade her son/daughter and husband to exercise. Sofia invites moms in the neighbourhood to join in to reach target participant to attain the group deal. (Since Hispanic tend to stick together forming a close-knit neighbourhood reaching out to other moms in the community should be easy).



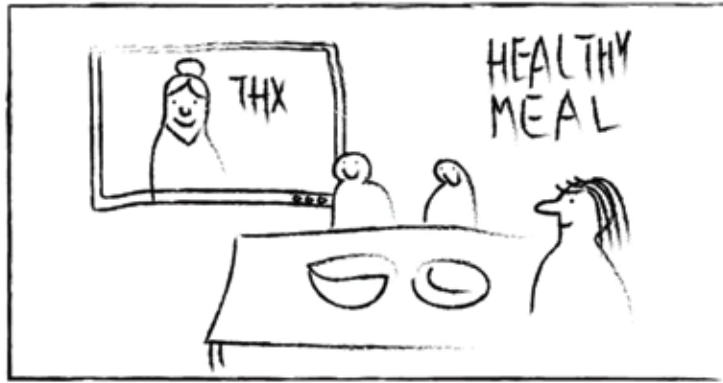
5. Sofia exercise for 4 days and gets bored of same exercising routine. she opens the TV and sees NBCU news report on the celebrity, who starts the campaign, progress in gaining miles to unlock the deal. It features celebrity's creative workout routine that inspire mom to do the same.



6. The celebrity ask people to share their creative ways to workout on 'miles for meal' campaign site. Sofia uploads her 1 minute 'workout while dish washing' video to the archive. Her video received many likes from the community. The celeb practice her workout routine and show it on TV ,and publicly give credit to Sofia.



7. Finally , The group deal is done. Sofia, her family and neighbours successfully help each other to gain discount. she printed out discount coupon with healthy recipe on it, and enjoy shopping the discounted healthy grocery.



8. Sofia cooks healthy dinner for her family. her husband enjoy the healthy tweak on traditional recipe, so she considers doing it again. On TV the celebrity relay thanks message to every participant and pass on the challenge to next hispanic celebrity to do the campaign next week. sofia anticipate joining the challenge again.