



**NRDC**

# Creative Brief: Grow Food At Home

The Natural Resource Defence Council (NRDC) works to safeguard our planet, including the plants, animals, natural systems, and people that live here. They fight to protect the rights of every person to clean air, clean water, and a healthy community. Food justice and security is a growing concern in both the United States and across the world. The organization's goals are not just for the people of today, but to ensure that future generations inherit their birthrights of a healthy and beautiful world. They fight against corporate greed and shortsightedness in an attempt to protect and improve lives, communities, and the world.

## **Goal:**

To encourage growing food at home by removing misconceptions about the difficulties and affordability of doing so. The target audience should know that the economic and health benefits to themselves, the community, and the environment outweigh any hardships they may perceive.

## **The Project:**

A triplet poster series, coupled with social media messaging to spread the message in real and virtual spaces. Lighthearted and fun messaging to reinforce that this is a positive change, not another unwanted chore. Make growing at home and using space at home for good a desireable activity.

## **Target Audience?**

Millenial and Gen-Z families, particularly those in urban areas that are more likely to struggle with affordable and healthy food options.

## **Voice:**

We want to make a firm but positive message in support of growing food at home. Avoiding negative tear-jerker messaging as seen in Save the Children ads is essential. This is not about guilt, but about improvement and hope.

## **They think:**

- Food production always requires a large amount of time and space
- My food supply is stable and healthy enough.
- There is no harm in the way my food is currently obtained (ignorant of production, shipment, environmental, storage, and waste costs)

## **We Know:**

- Food can be grown in limited spaces, including containers
- Growing your own food gives you control.
- Growing food at home saves money.
- Growing food at home makes a positive impact on you, your family, the community, and the environment.

## **Facts:**

- 40% of all food in the United States is wasted
- 1 In 8 Americans struggles to put food on the table
- Innovations in plant production has made them more resilient, productive, and size-appropriate for any situation
- Grass lawns are the #1 irrigated crop in the United States