



New Blood Awards 2018



Brief set by
Hellmann's

In collaboration with
**Design Bridge, part of the
WPP Network**

**Combat throwaway
culture and cut food
waste with a device,
publication or service
from Hellmann's**

Related Disciplines

Design
Product & Service Innovations
Brand Activation

Deadline

20 March 2018, 5pm GMT

Background

Modern food production and consumption perpetuates a staggering amount of waste. According to Love Food, Hate Waste, “right now in the UK, we throw away 19% of all the food we buy: 7 million tonnes of it in fact, every year.”. It's an amount that the average consumer drastically underestimates their role in.

Hellmann's believes that food is too good to be wasted, and wants to further the conversation on food waste. It wants to promote sustainable, waste-reducing behaviours, via things like innovative recipes incorporating its products to use up food that would otherwise go to waste, and brand activations that lead change on this issue.

The Challenge

Create a Hellmann's branded device, publication or service that addresses the issue of food wastage. Your design should be a response to a point in the supply chain where food is often wasted – this could be in the home, such as leftover food that's overlooked or left behind when people go on holiday, or in restaurants or stores, when over-ordered or expired goods get binned. Choose either the home, the store, or the restaurant as the focus for your solution.

Think about Hellmann's standpoint, “We're on the side of food”, and consider how it positions the brand as a champion of the goodness of food, and how this furthers its narrative around sustainability.

No-one wants to waste food, but we still do. Why? Dig deep to identify where and how Hellmann's could intervene to make a meaningful difference.

Who is it For?

Consumers or businesses who want to save money and reduce their environmental impact by not throwing good food away.

What to Consider

- Consider the foods that most often go to waste (in the UK bread, milk, and fresh produce are the main culprits, but this will vary for other countries) and the times and reasons this tends to happen.
- The two main drivers for consumers will be the unnecessary cost of buying something they won't get around to eating, and the environmental impact of the resources that went into growing or

making these food products. How can you address these?

- What's going on with the decision-making process? Could Hellmann's provide the necessary ‘nudge’ to alter behaviour and reduce excess production / purchase in the first place? Or will you empower people to make the most of the food they have? Eg consumers underestimate how many ‘meals’ worth of food they actually throw out – consider highlighting their own habits to engage them.
- Keep in mind how the brand speaks (you'll get a sense from its website), and its tagline – “We're on the side of food” – with its double meaning about how products are used, and being a champion of the goodness of food.
- Think about where your idea will be used, as well as practical considerations like food preservation, food safety and hygiene practices.

What's Essential

- Design **either** a device, a publication or a service that embodies the Hellmann's brand approach to sustainability, to help pre-empt or reduce food being wasted, in your choice of setting – either the home, a store, or a restaurant.
- Find a name that reflects the Hellmann's tone of voice and the idea “We're on the side of food”
- Present your idea in a nutshell, and include highlights from your research and development to show how you made your decisions.

What and How to Submit

Read **Preparing Your Entries** before you get started for full format guidelines.

Main (essential):

Either a presentation **video** (max. 2 min) OR **JPEG** slides (max. 8).

Optional (judges *may* view this if they wish):

Interactive work (apps, etc); **physical** supporting material; if your main deliverable is JPEGs, you can also submit **video** (max. 1 min total); if your main piece is video, you can also submit **JPEGs** (max. 4).