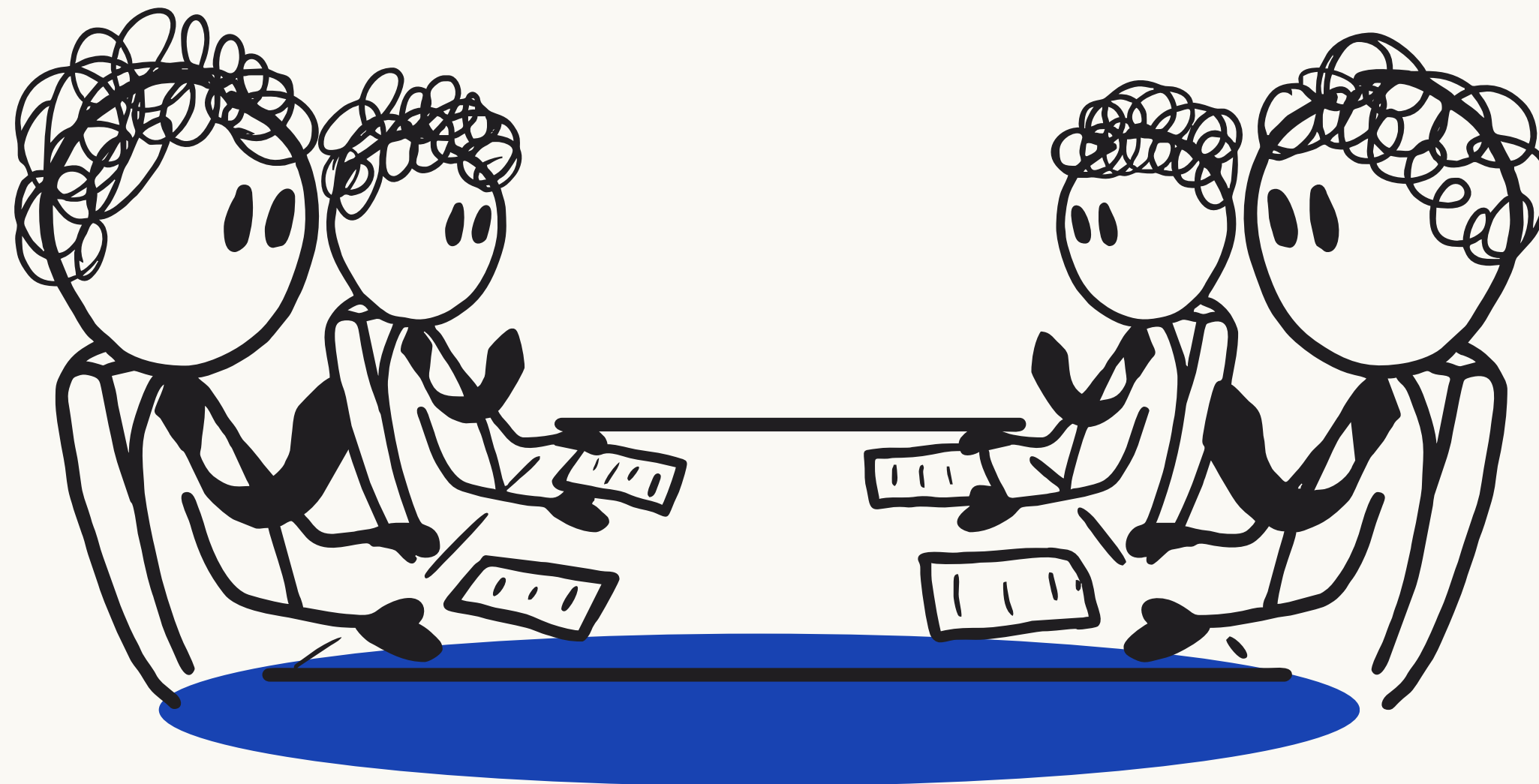


TEAM PHOEBE²

Uglyfood Campaign Proposal



PHOEBE LIEW

s4145894

PHOEBE (TEAM LEADER)

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CLOEY NG

s4145898

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Campaign Brief

To develop an integrated campaign that **encourages Singaporeans to buy 'ugly' fruit and vegetables** as part of their household grocery shopping.



Campaign Brief & Problem



Problem

The problem we've identified is that, when shopping for groceries, people often **prioritise appearance over taste.**



Our society emphasizes mass consumerism.

High-end supermarkets often distribute the most visually appealing produce to their consumers.

Consumers are used to visually appealing produce.

Our Target Audience



PEOPLE WHO SHOP AT HIGH
END SUPERMARKETS
(FAIRPRICE FINEST / COLD
STORAGE)



AFRAID TO STEP OUT OF THEIR
COMFORT ZONE



First impressions are everything

The appearance of food heavily influence whether or not something is safe to eat.



Visual cues extends to how the food smells and tastes

Psychological factor that prevents shoppers to buy the 'ugly' food.

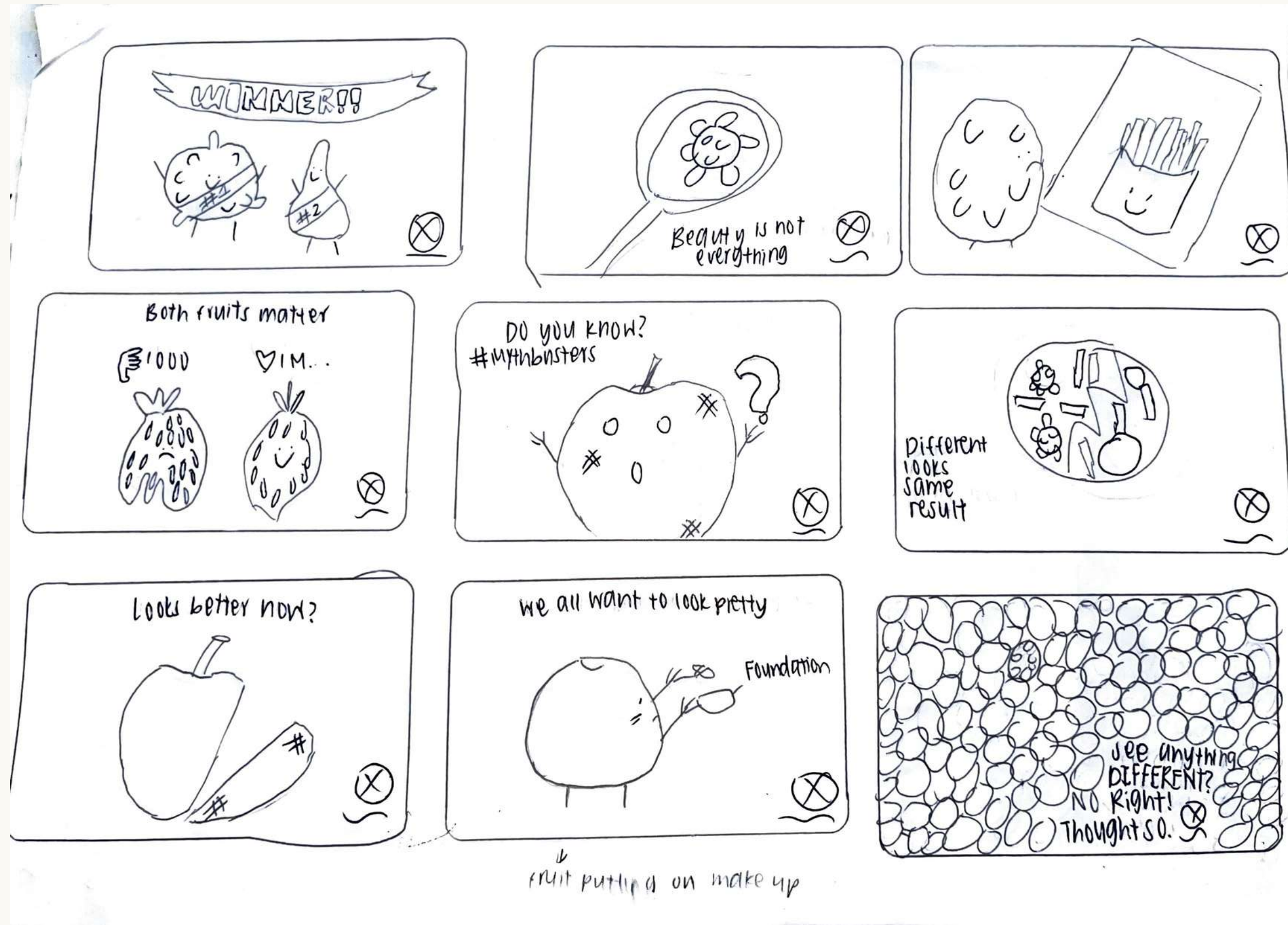


Supermarkets are competing to provide quality products

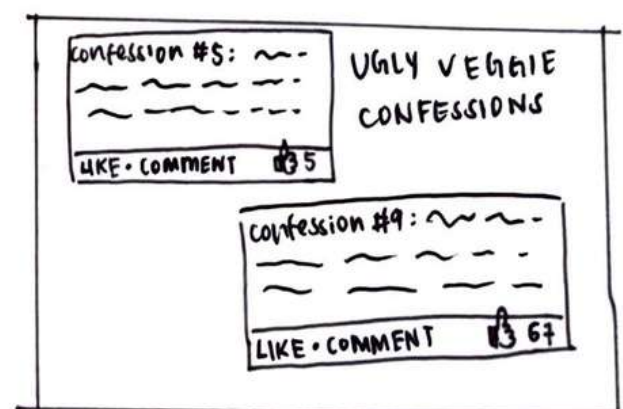
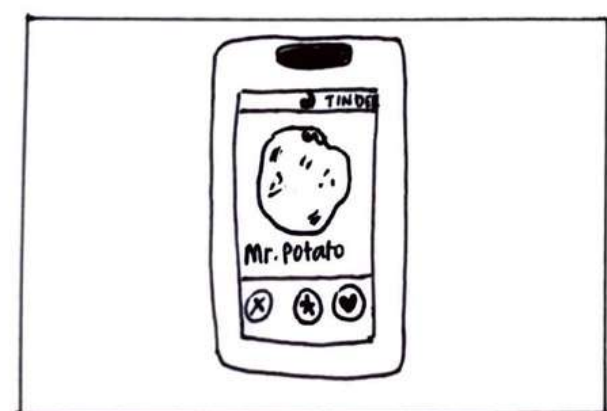
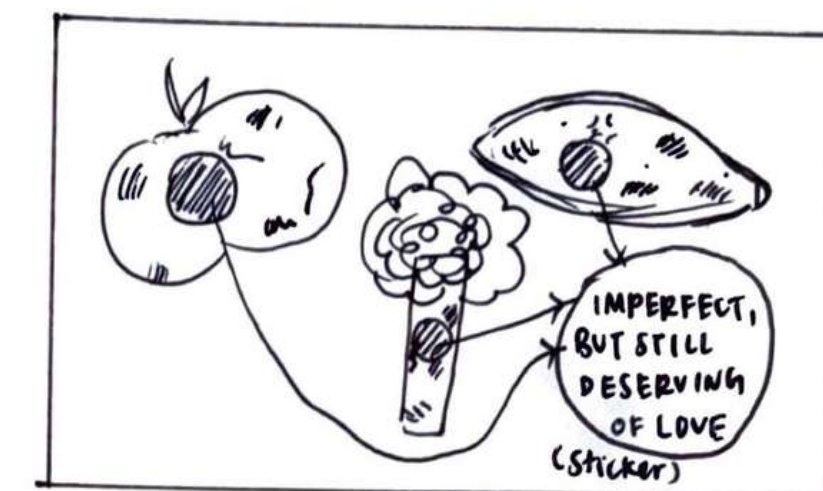
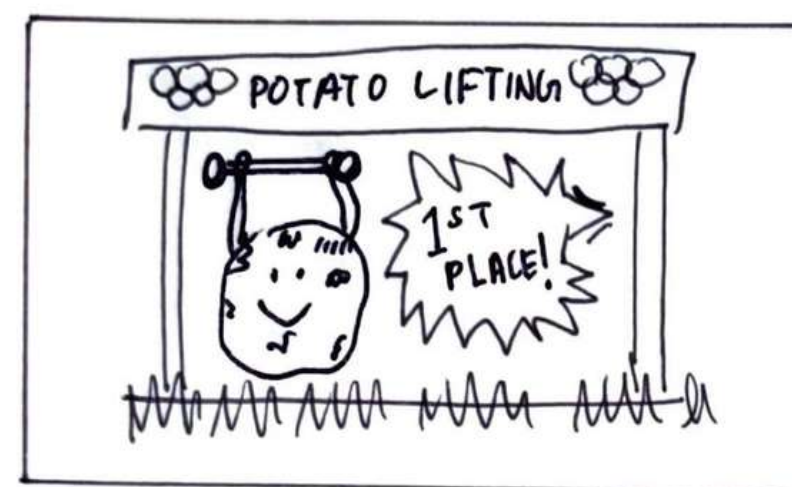
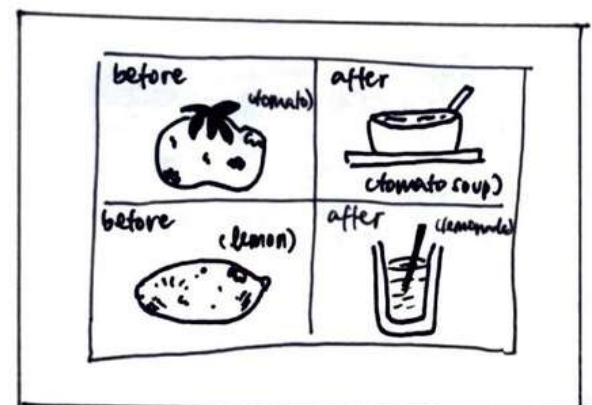
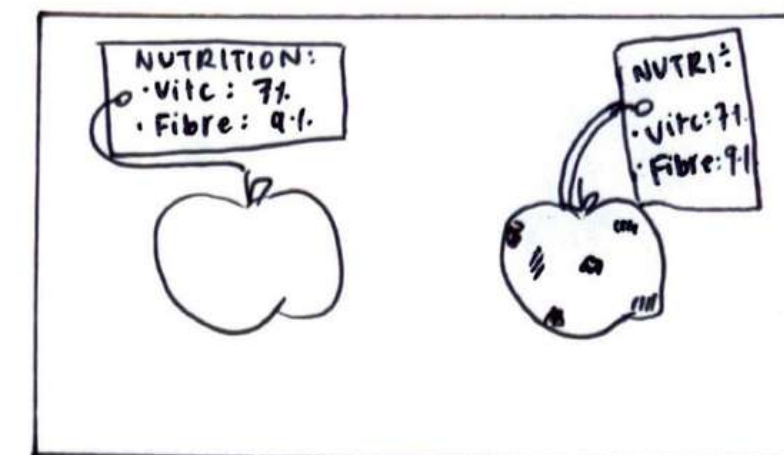
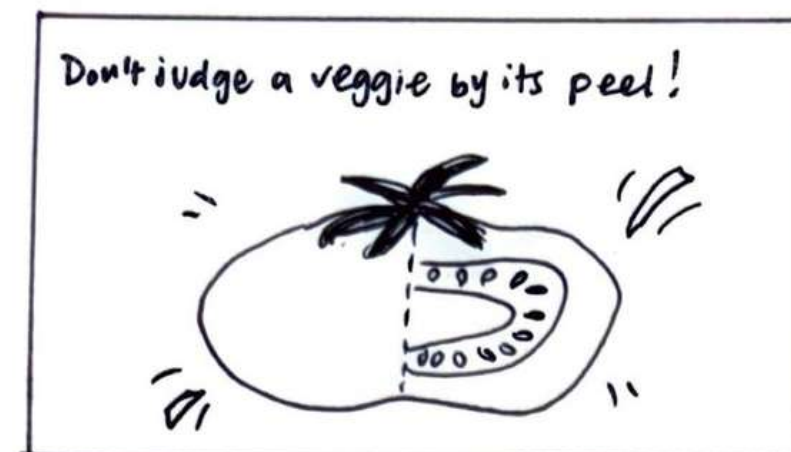
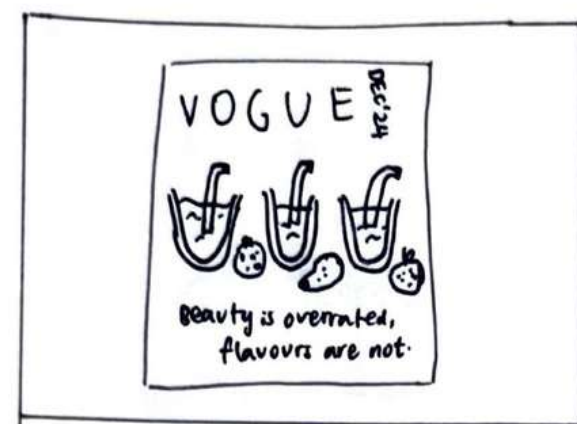
The option to choose gets taken away even before shoppers step into the market.

Insights about our Target Audience

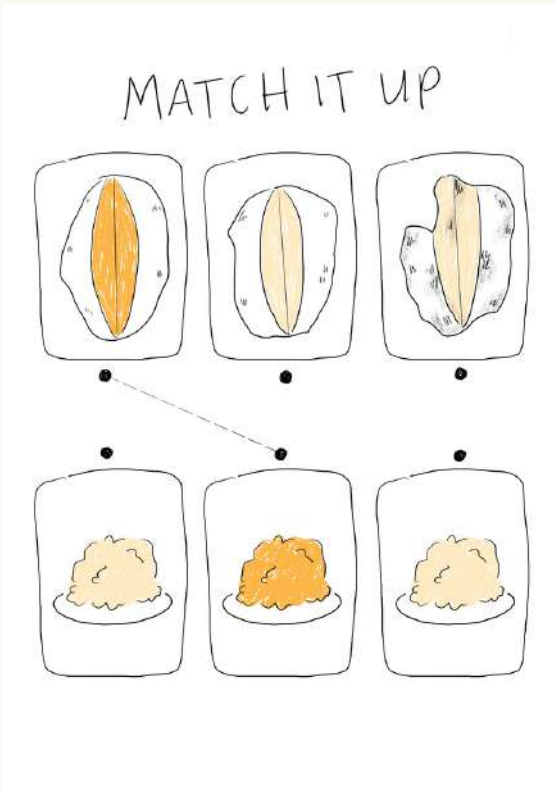
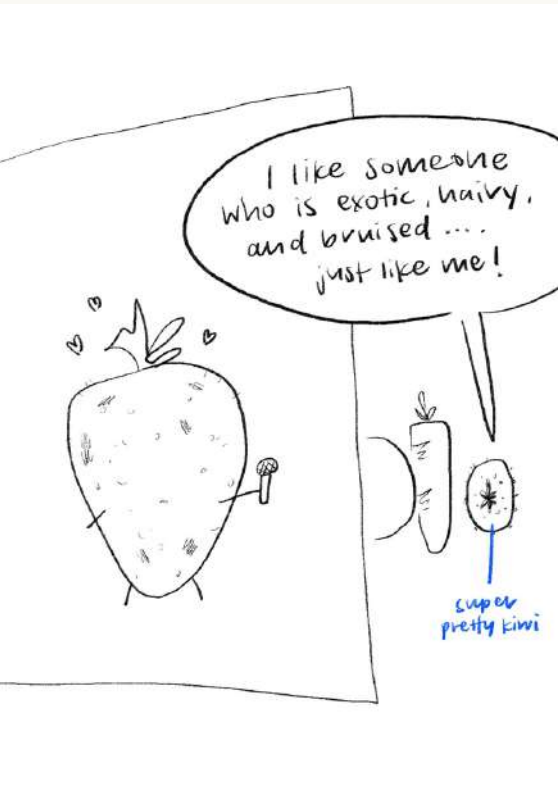
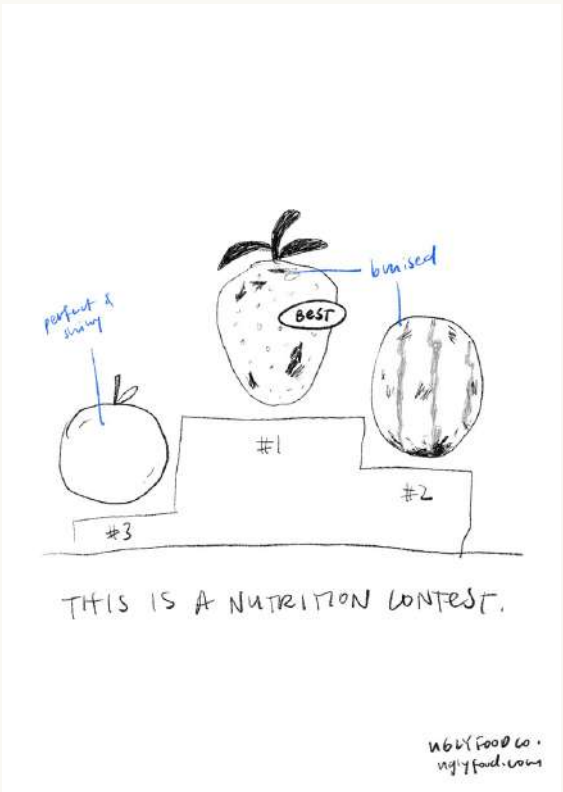
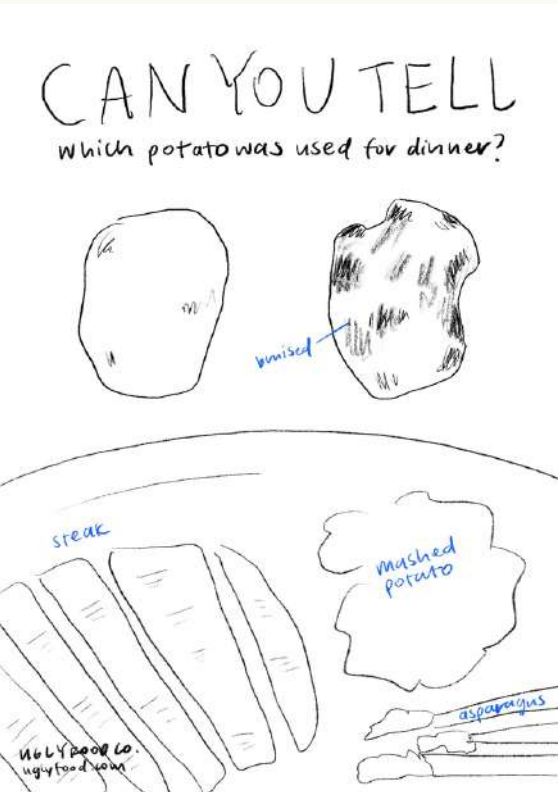
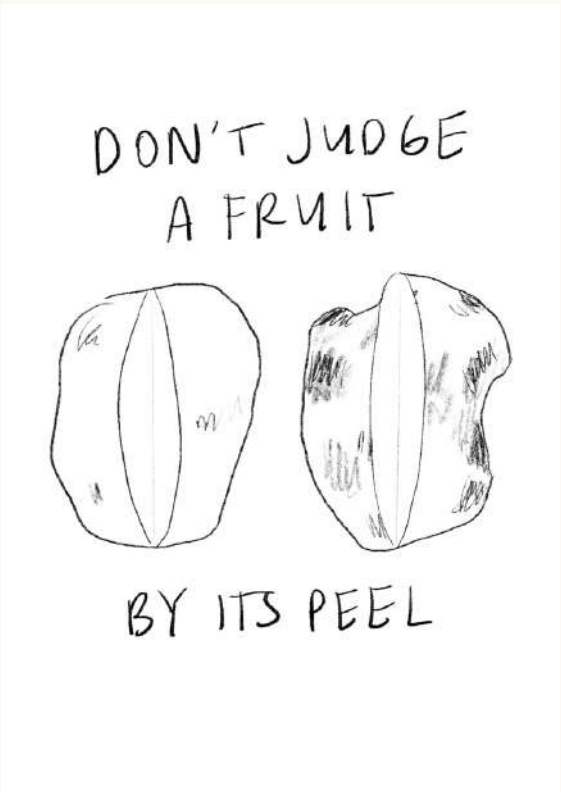
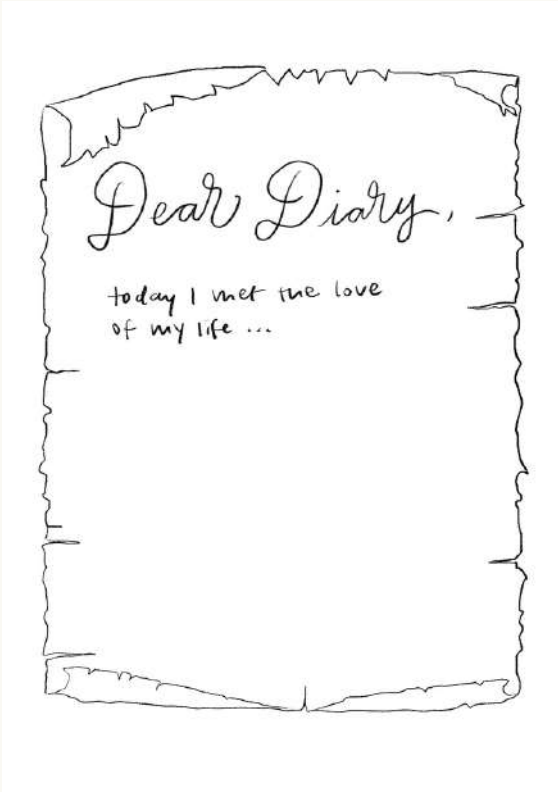
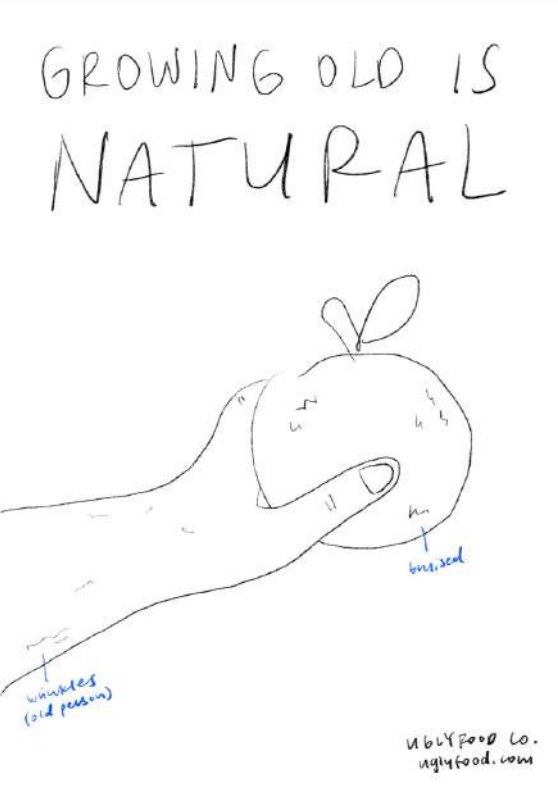
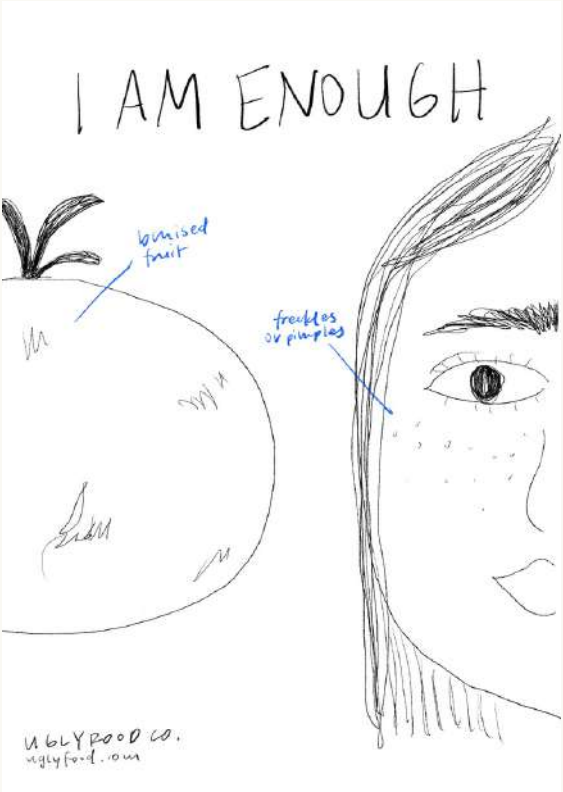
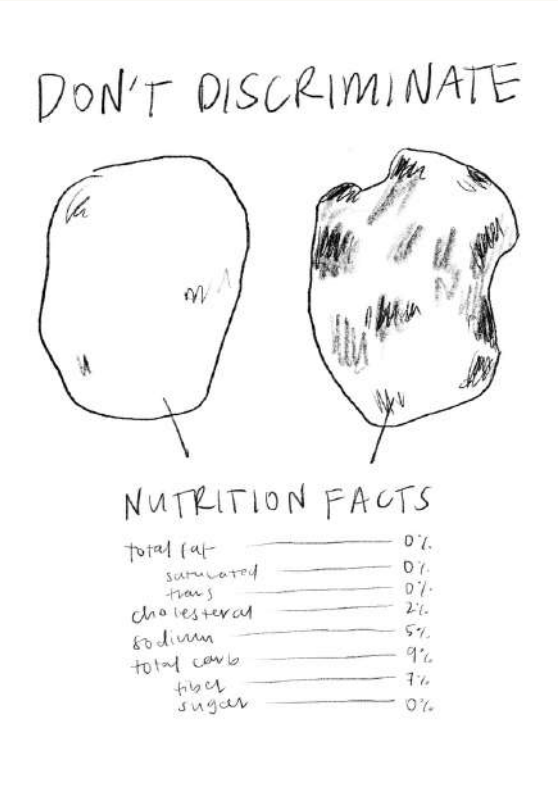
Our Campaign Idea Thumbnails



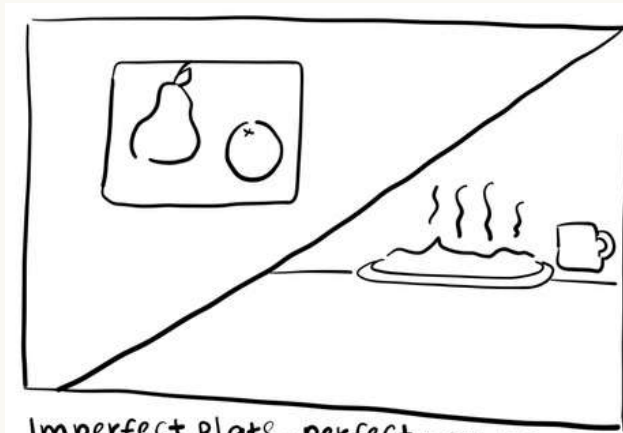
Our Campaign Idea Thumbnails



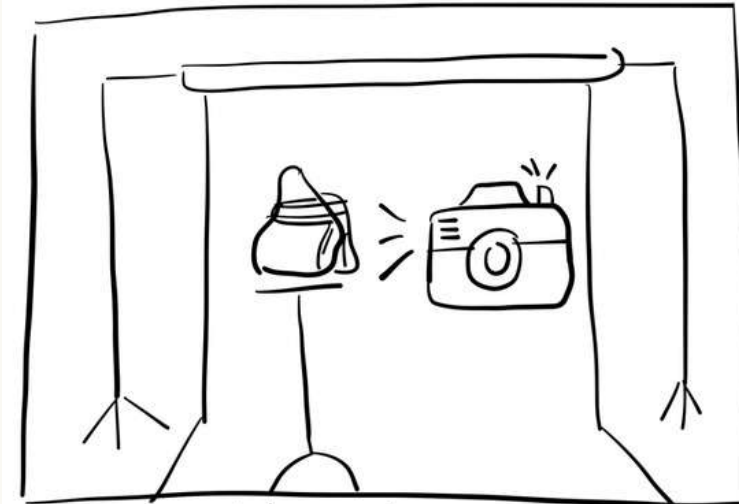
Our Campaign Idea Thumbnails



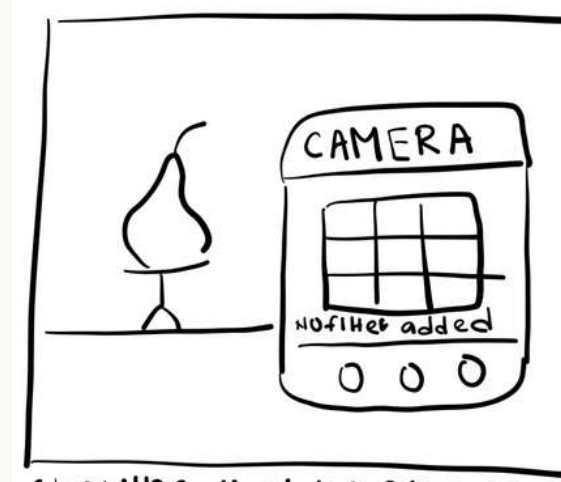
Our Campaign Idea Thumbnails



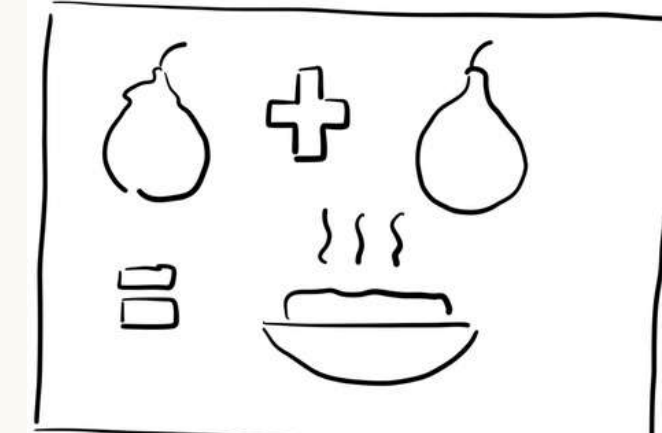
Imperfect plate, perfect pairing - chopping board with ugly food & finished with appetising food



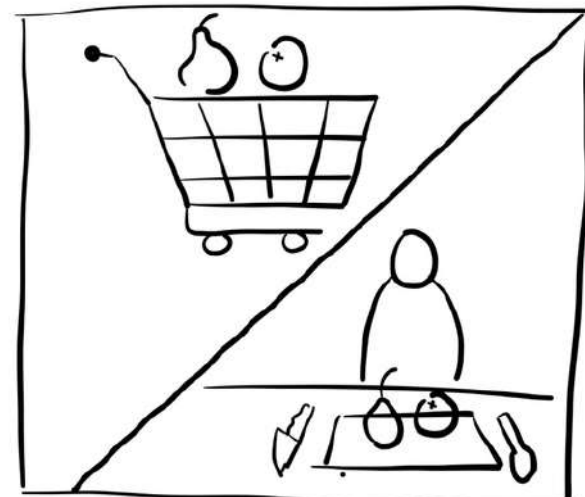
Beauty in blemish → ugly food photoshoot



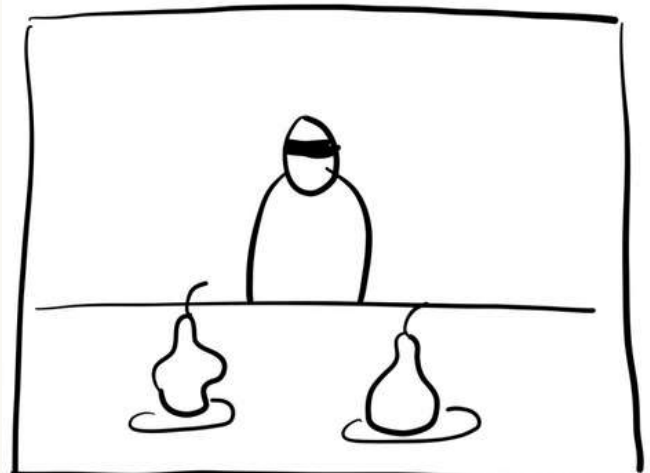
Showing that no filter is needed as an ugly food is equally delicious



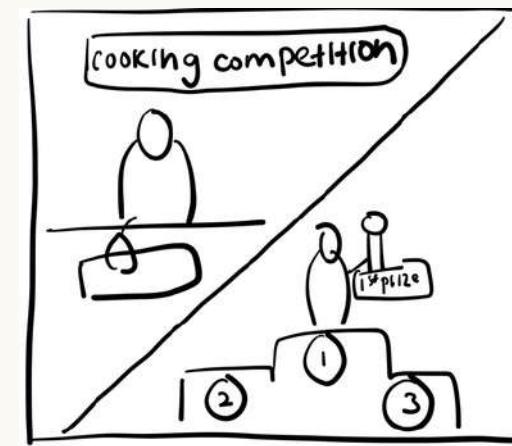
Perfect pairing - ugly food + pretty food = delicious meal



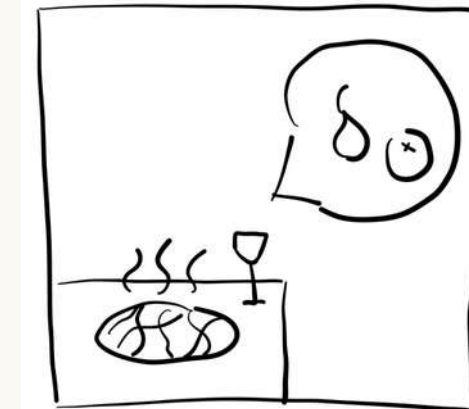
'imperfect' ingredients creating a perfect meal



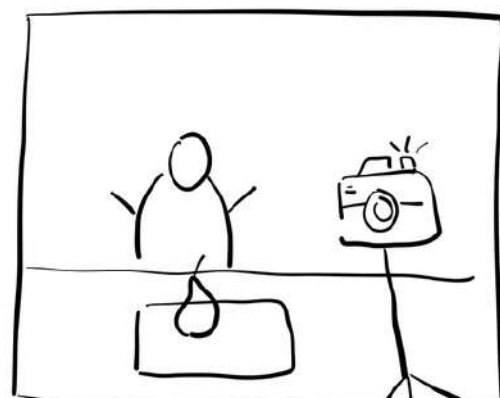
Taste the difference, not the looks - blindfolded challenge



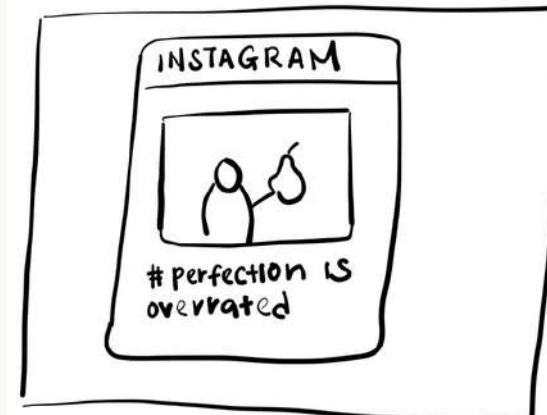
Winning a cooking competition - flawless flavours



Every ugly bite tells a story - behind what a perfect meal

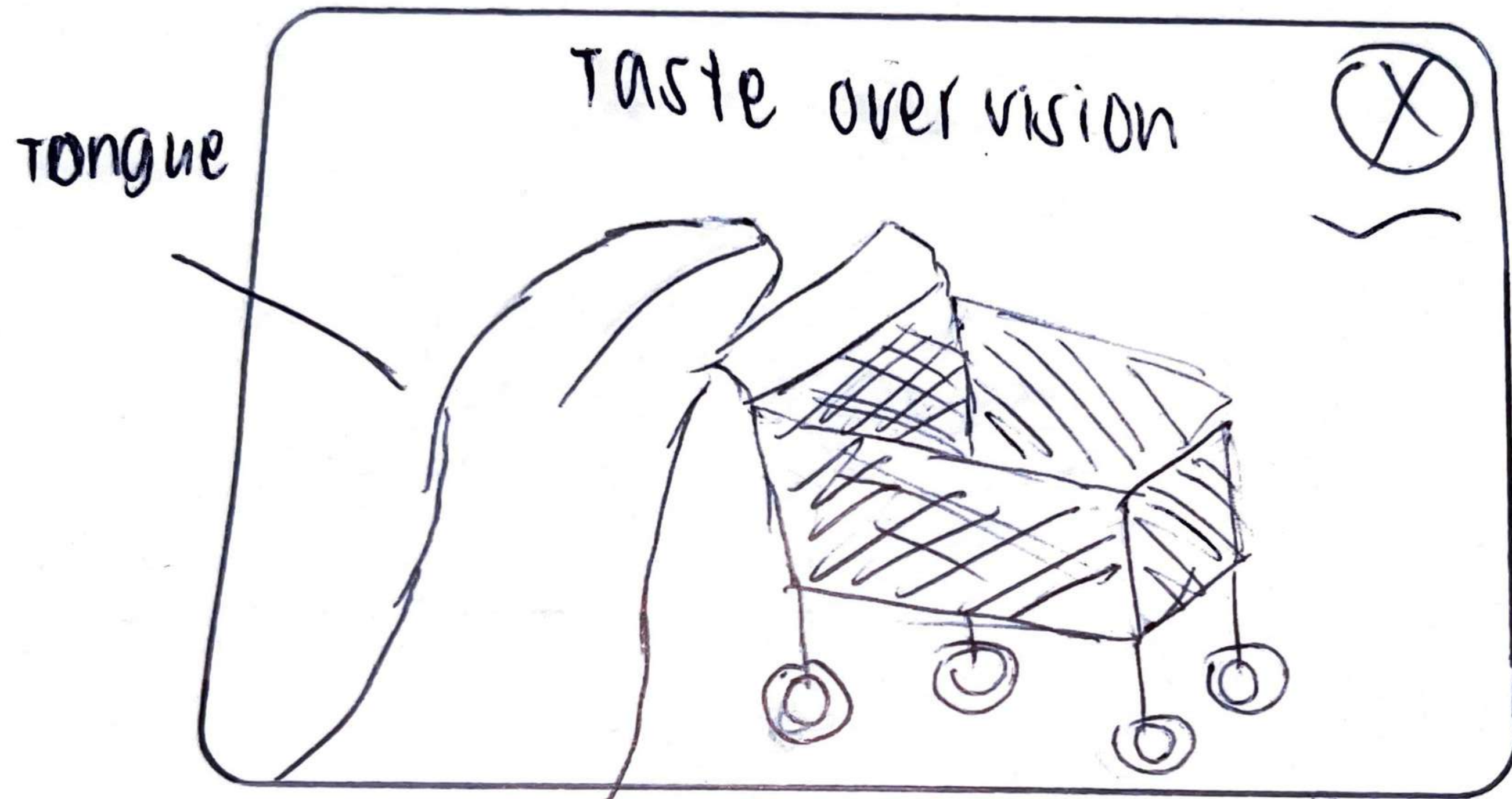


Cooking video using ugly food - ugly food for thought



promoting ugly food through social media

Final Campaign Idea Thumbnails





Our Campaign Idea

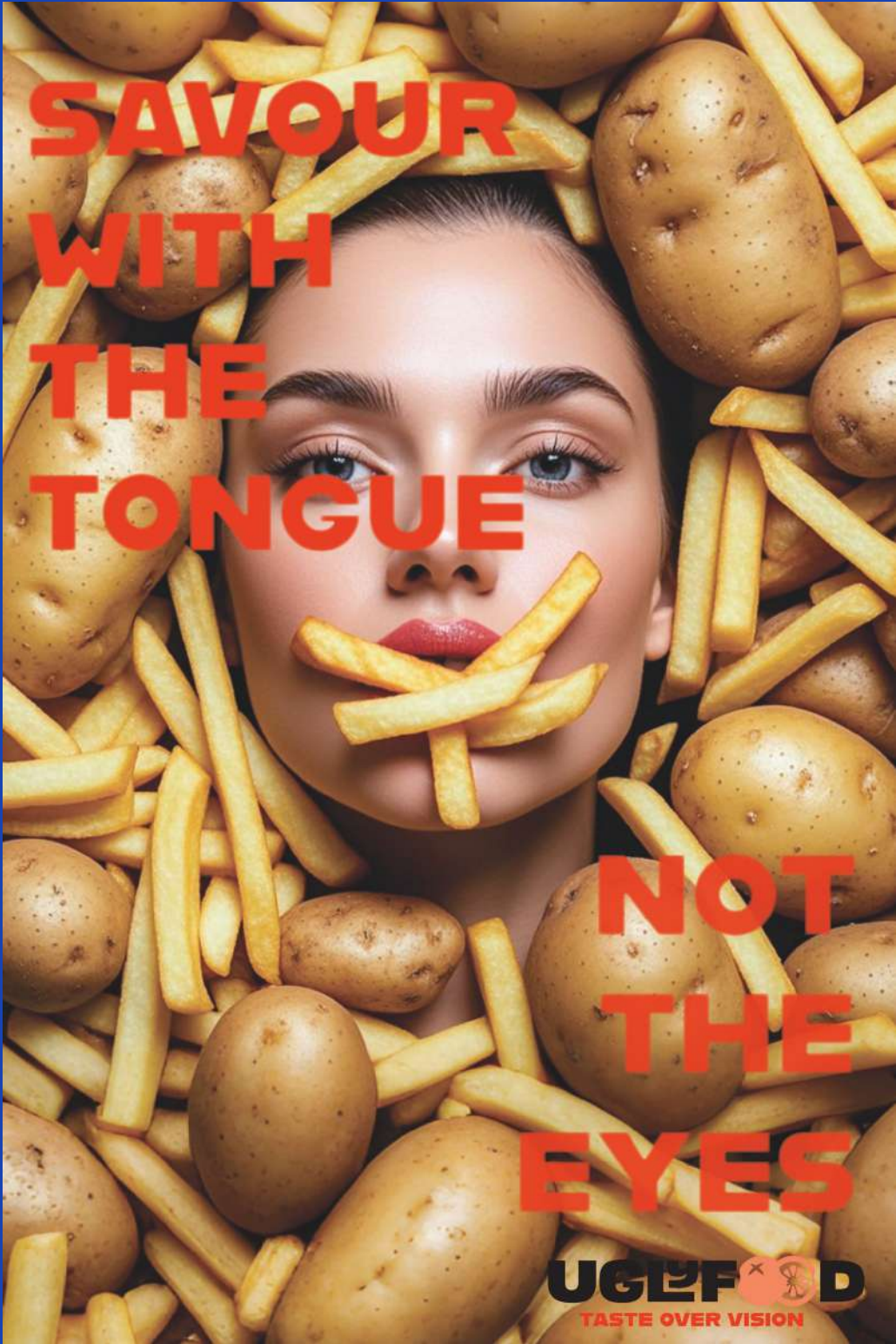
Taste beyond vision

Our big idea is to encourage people to focus on the taste of fruit and vegetables, rather than their appearance, conveying the message that an 'ugly' fruit or vegetable can taste just as good as a 'perfectly' shaped one.

This aligns with our tagline: **Savour with the tongue, not the eye.**



Cloey's Moodboard + Mockup



Rachel's Moodboard + Mockup

Moodboard

Font Choices:

Flavour United	Flavour United	Flavour United	Flavour United
Flavour United	Flavour United	Flavour United	Flavour United

let's let
talk type
type talk

8

CAST - Cooperativa Anonima Servizi Tip...
1 font

SEMIGLOSS
ENAMEL
FLOOR PAINT

Synthemesc

Typodermic
1 font



Phoebe's Moodboard + Mockup

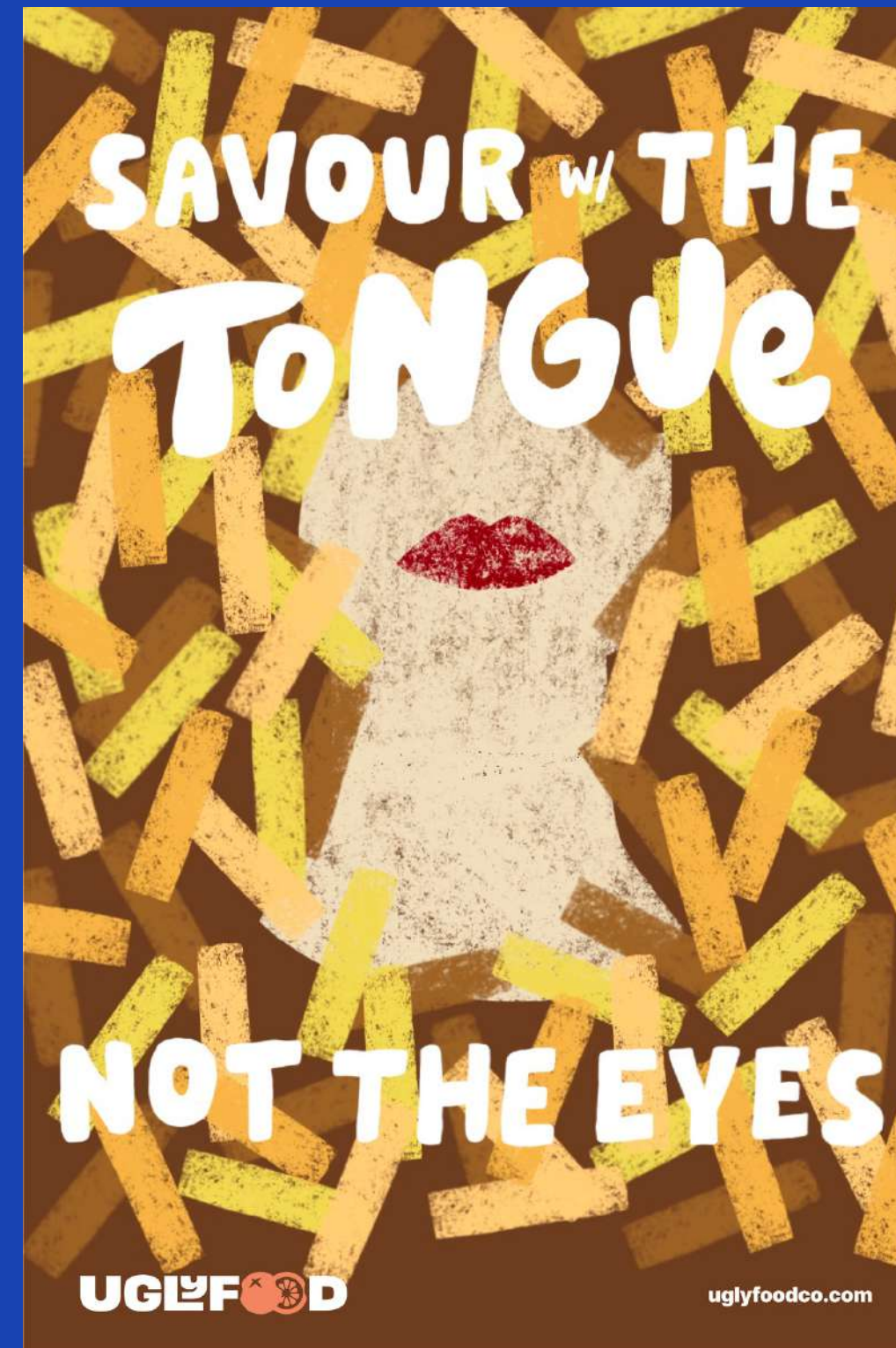
illustrations: textured, overlaying objects, bright, fun



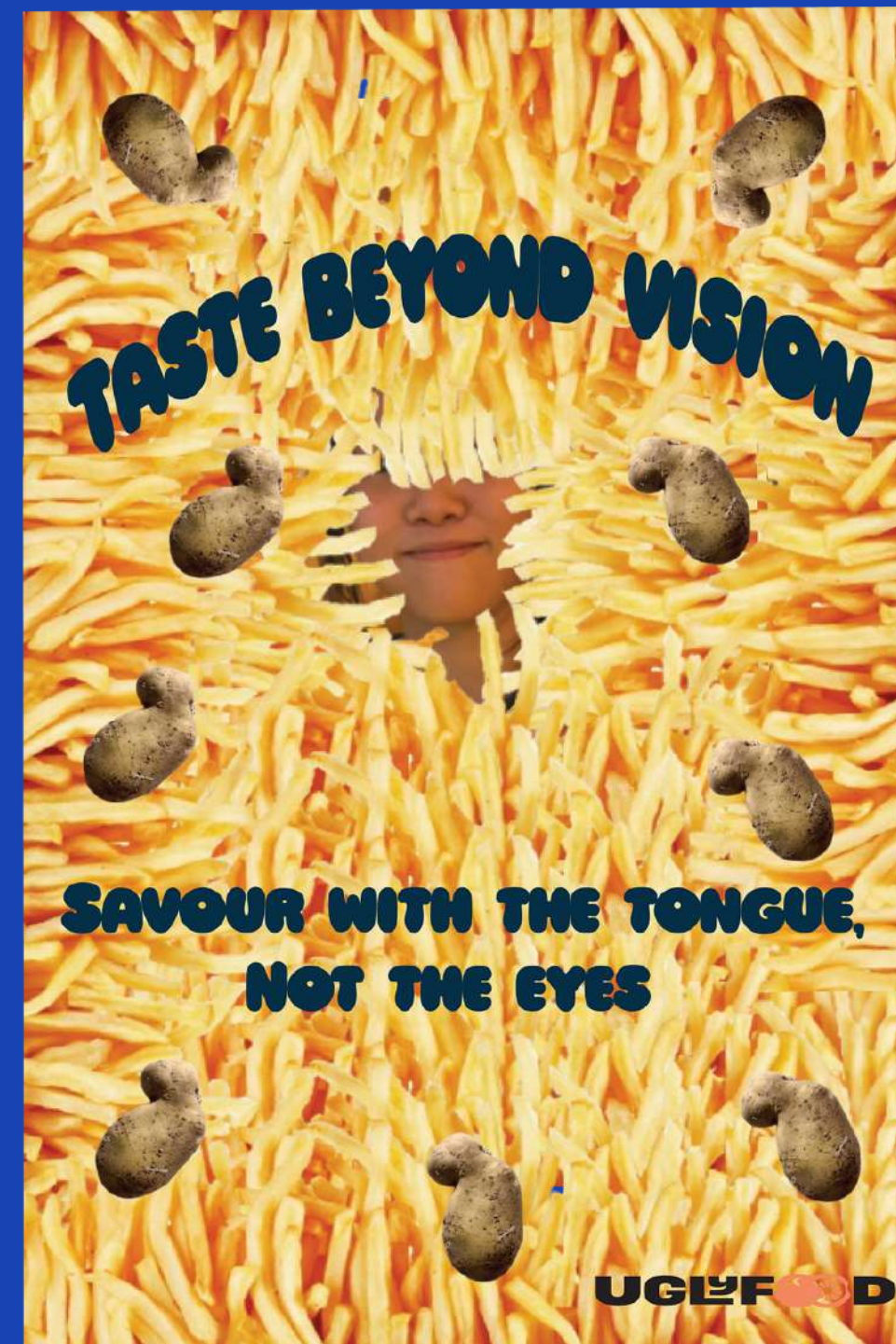
fonts: hand drawn, movement, bubbly, informal



colour palette: brown, yellow, fries, potato



Phoebe's Moodboard + Mockup





01. Bus / Tram Stop Metrolite

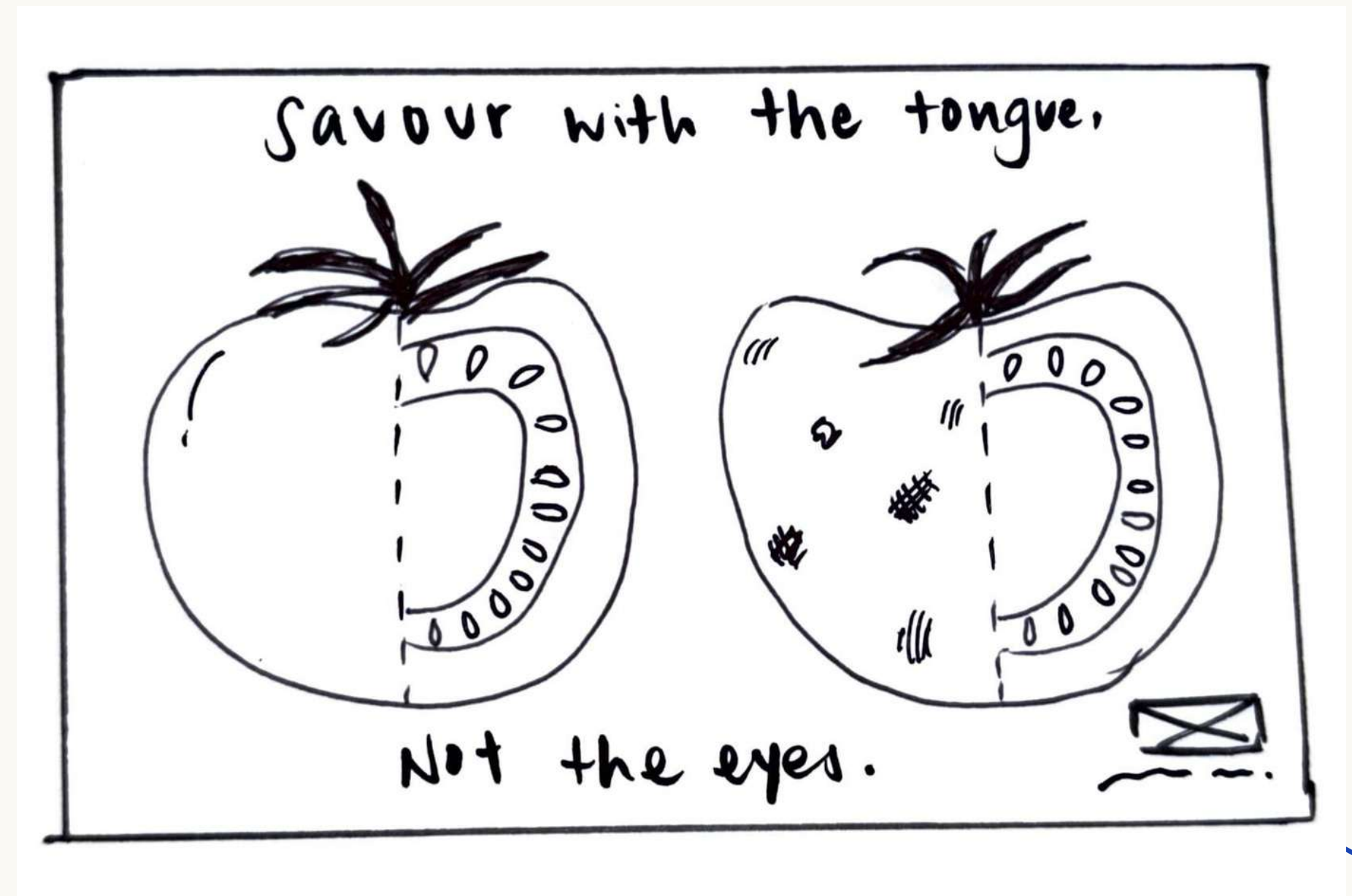
The ad aims to highlight our core message: taste goes beyond vision. By focusing solely on the person's mouth and the food surrounding them, we emphasise the importance of flavor over appearance.



02. Half Page Print Ad

The ad features two sets of tomatoes placed side by side. On the left, one set shows the skin of a smooth, flawless tomato, paired with its fresh, juicy flesh placed beside it. On the right, the second set shows the skin of a bruised and imperfect tomato, also paired with its equally fresh, juicy flesh.

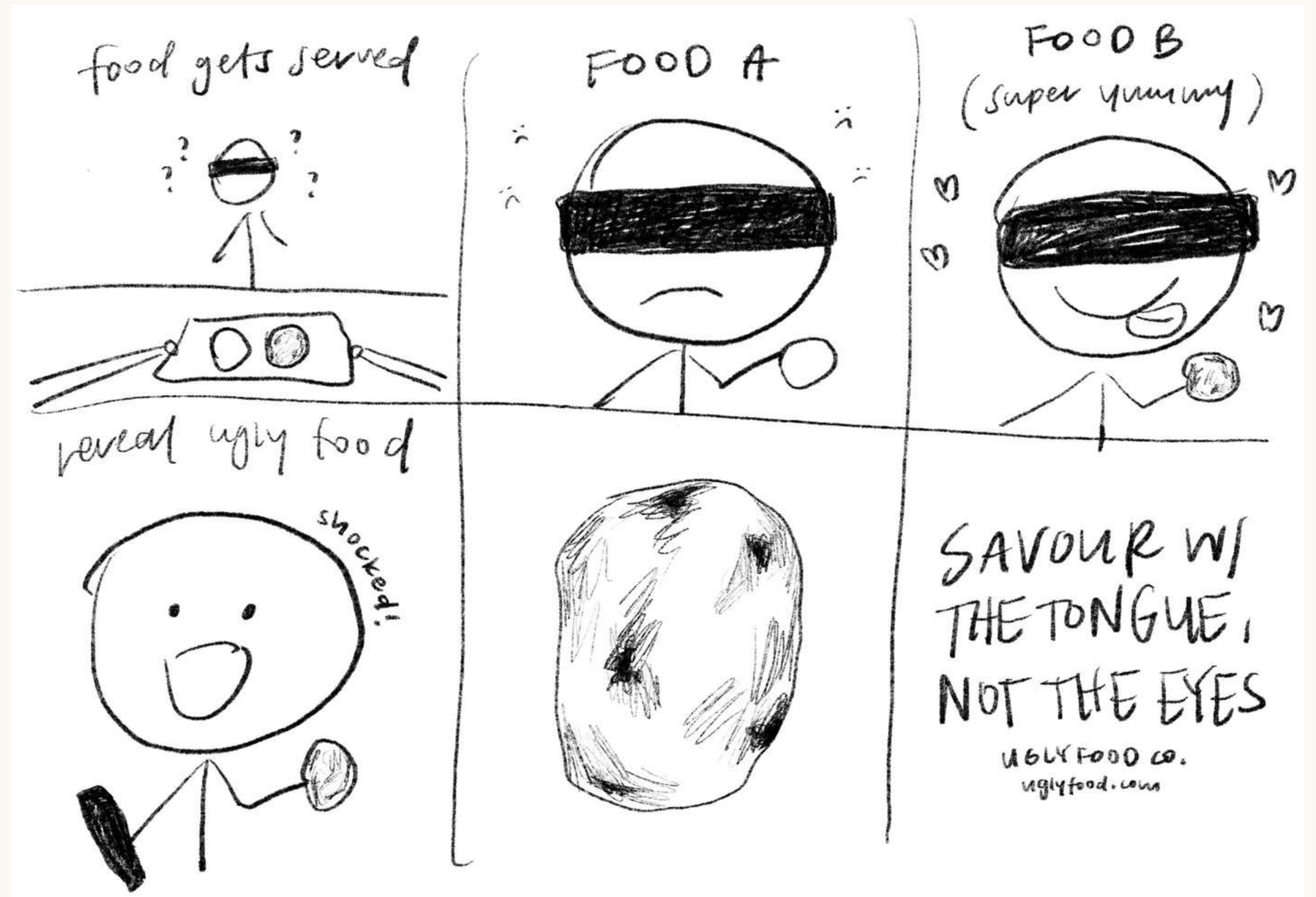
This contrast highlights how external flaws don't impact the quality inside.





03. 15 Second Video

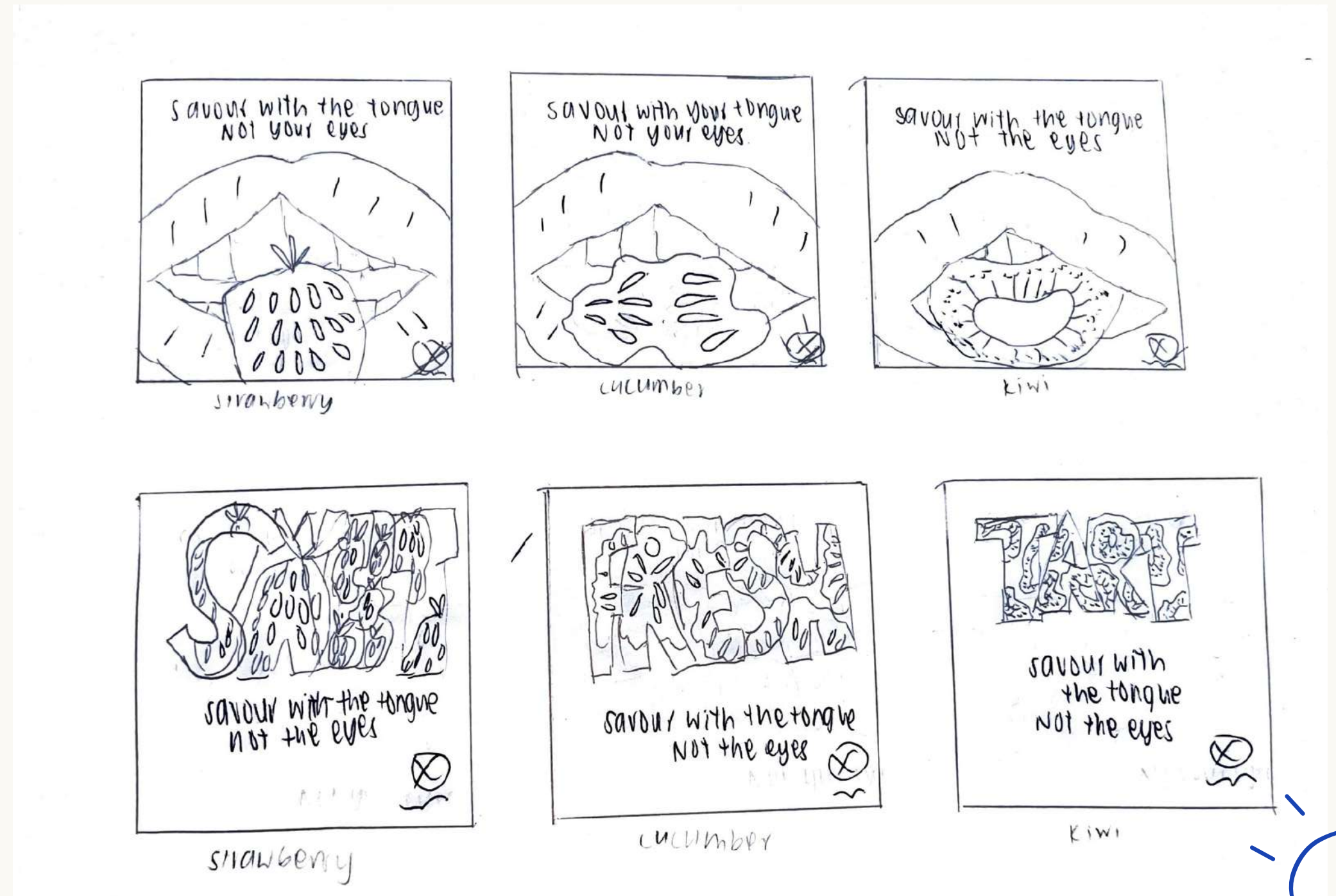
Blindfold taste test between a 'pretty' and 'ugly' food item. Talent picks the 'uglier' food as his favourite among the 2 options.



04. Social Media Post

The first variation of social media advertisement features an individual enjoying 'imperfect' or 'ugly' foods with a smile.

The second variation involves using descriptive language commonly associated with the taste of food, which is then overlaid on images of 'imperfect' or 'ugly' produce.

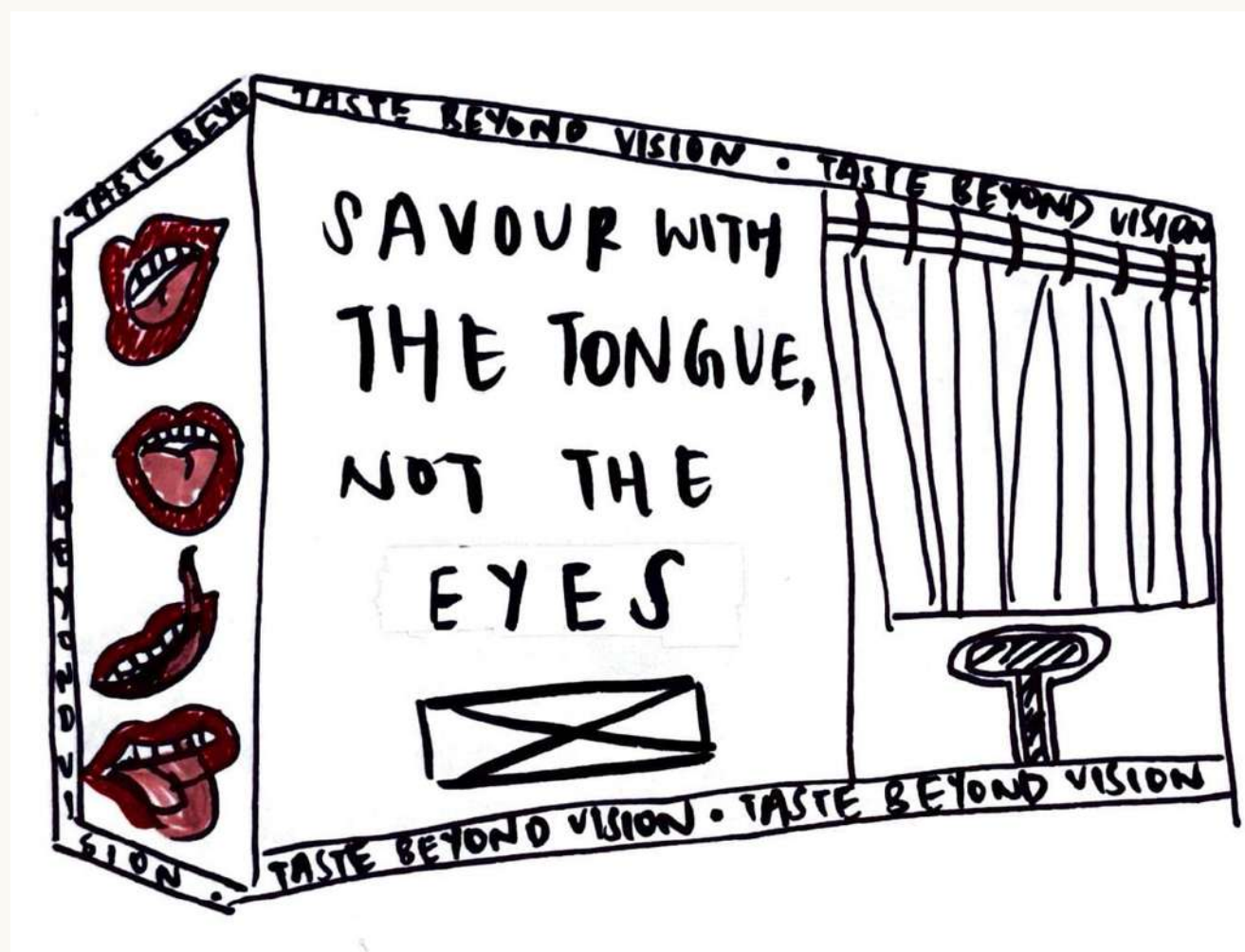




05. Free Choice Medium

A photo booth, located near the produce section of high-end supermarkets.

It'll feature a filter that places a large mouth over a person's face, covering their eyes to symbolise focusing on taste, not looks.





Thank you!

LET US KNOW IF YOU HAVE ANY QUESTIONS :-)