

Think Outside the LunchBox

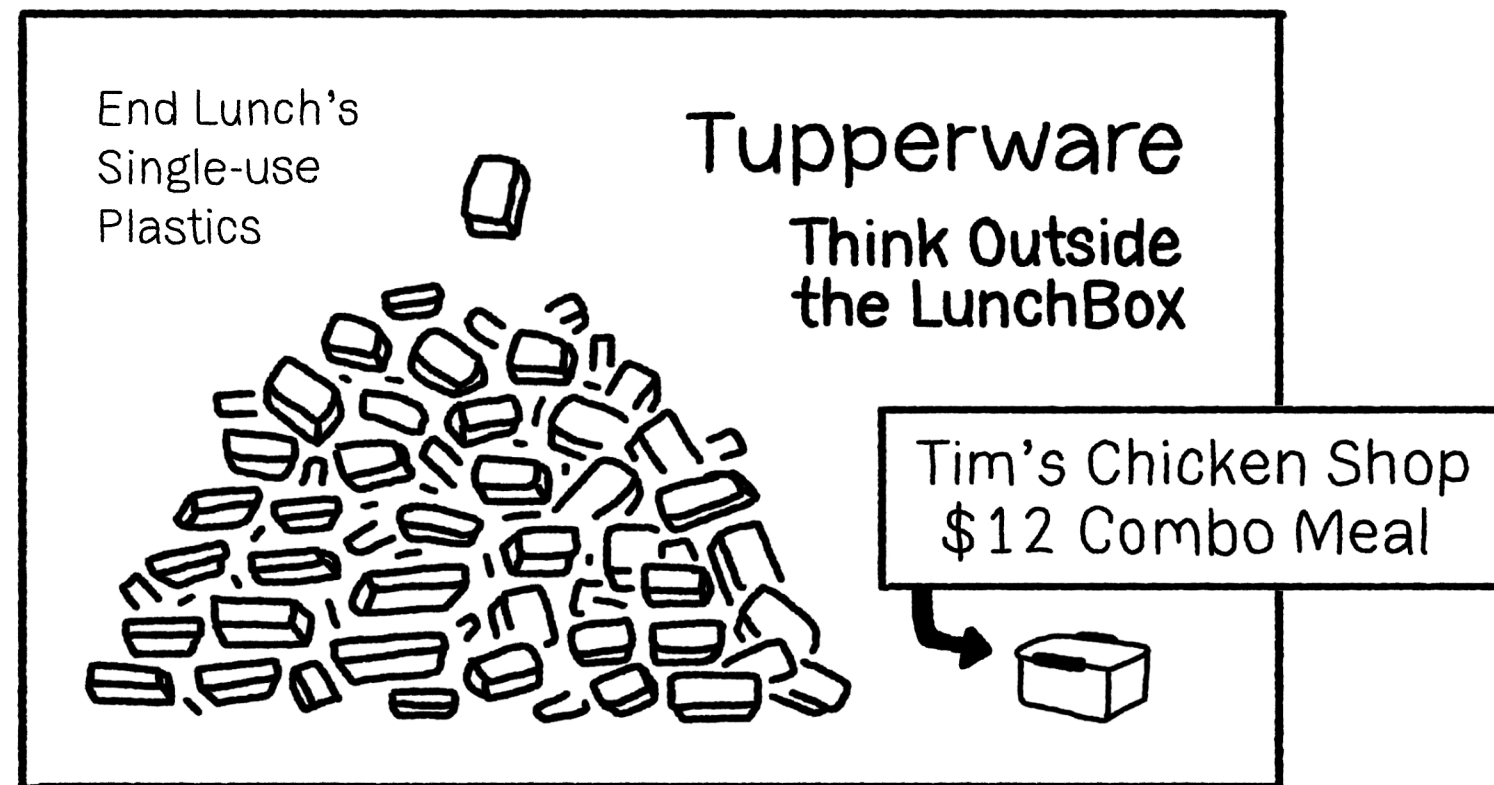
Strategy - Tupperware

Insight:

Buying lunch every day disposes of a lot of single-use plastics from the takeaway containers. Eco-friendly office-workers purchase reusable straws, keep-cups and other environmentally-conscious products, but have not tackled the large issue of their lunch's throw-away plastic packaging.

City Billboards

Print Billboard with a Digital Screen displaying & rotating through local meal deals perfect for your Tupperware container



15 Second Radio Advert

Man VO: Hhmm... Chinese? No, Vietnamese. Maybe Mexican, Italian, or even... Greek?

Woman VO: No matter what you buy today; remember to bring your Tupperware & end lunch's single-use plastics. Tupperware, think outside the lunchbox.

Insta Story Competition

An Instagram story competition where you post your takeaway lunch in your Tupperware container and hashtag #outsidethelunchbox and tag the shop you bought the food from. Tupperware chose a daily winner in every State, who will get their next takeaway lunch paid for by Tupperware.

