



DBA Design Effectiveness Awards 2017

One Feeds Two: the movement for happier meals

Category: design for society



one feeds two

For publication

Industry sector | Charity not for profit

Client company | One Feeds Two

Design consultancy | The Clearing

Date of entry | June 2017

Executive summary

A man with a soup van in Edinburgh came up with an idea to try to make a difference. Every soup former lawyer JP Campbell sold contributed towards a school meal for a child in poverty. Passionate about his cause, JP delivered 40,000 school meals through his soup van sales and another 200,000 through his charity foundation. It was a start, but nowhere near the numbers required to change significant numbers of lives. JP needed national commercial partners on board – but his soup couldn't attract business investment.

JP came to The Clearing to ask for help building a new brand that would attract brand partners, allowing him to scale the charity and change more lives.

The new brand launched in 2014. As soon as it had launched, the new visual and verbal identity clinched the deal with national food company Cook, who were holding back on agreement due to concerns about brand alignment. The relationship with Cook has now delivered 683,057 school meals, putting nearly 5,000 children through school.

Next the brand caught the attention of national food chain Byron Hamburgers, who saw it on The Clearing's Facebook post. They approached us for an introduction, leading to an ongoing relationship with presence on menus and flyers, plus a high-profile launch day delivering record sales and database sign-up. Byron Hamburgers have now delivered nearly 770,153 school meals. This partnership will hit the 1 million meals mark in a few months time, and has already helped put 5,000 children through school.

Other partners soon followed, with Higgidy Pies and Mindful Chef relationships now underway.

The new brand moved One Feeds Two from a small concept to a global charity, unlocking discussions and attracting national partners.



one
feeds
two

Introducing the
movement for
happier meals.



One Feeds Two has now delivered over 2 million school meals, and put 10,500 children through school. 75% of these meals are a result of partner activity, and are directly attributable to the new brand.

66 million primary aged children attend school hungry each day in the developing world.

A further 61 million children miss out on school each day as a result of poverty.

The brief:

What we were asked to do, their needs

One Feeds Two aimed to create a new ethical standard – bringing together food companies, feeding charities and consumers to give nutritious school meals to children living in some of the poorest places on earth. Fundamentally changing lives by improving health and education – it's a route out of the poverty trap.

The original brand needed to evolve to create mass-market appeal, a credible commercial partner and an easy choice for consumers. The ultimate vision? To create a movement that could provide a long-term answer to global poverty through a focus on child hunger.

We had to reposition the existing brand, creating a new, enhanced visual and verbal identity.

The brand work had to move the project from man-with-a-van, to a credible and desirable brand with national partners.

Project budget: pro bono

Key objectives:

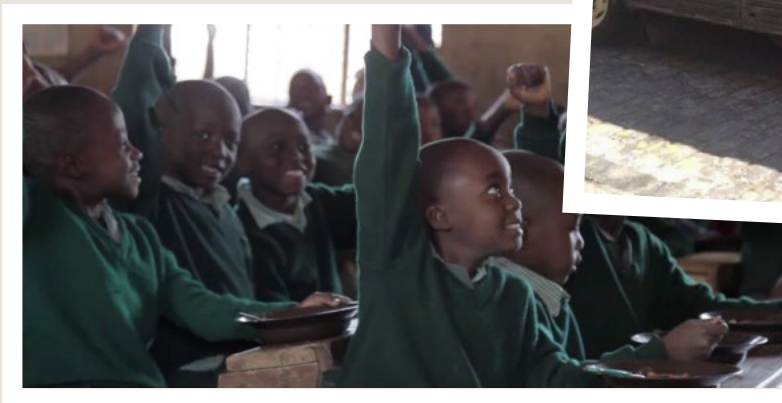
1. Raise awareness with consumers for the One Feeds Two movement
2. Engage 1 national food company and 1 retail chain to adopt the One Feeds Two mark on their products
3. Deliver 1 million meals



Client background: JP's story

JP Campbell – The Soup Man

JP moved from corporate law to selling gourmet soups in his Edinburgh-based Elephant Juice Food Company. It was here he pioneered One Feeds Two, pairing up with grassroots feeding programmes providing school meals to children living in poverty. After a trip to Kenya to see the impact One Feeds Two was starting to have on the school feeding programmes his business funded, he returned home determined to scale the concept.



Approach

The One Feeds Two model is beautifully simple, communicated directly through the name. The brand needed broad appeal to engage all audiences whilst being different enough to transform the not-for-profit sector.

Rather than tugging on people's heartstrings or making them feel guilty, we designed the brand to make consumers feel good about their choice: by connecting the process of buying food with the impact of providing food.

Idea

We upset traditional category conventions to focus on the good side of giving, positioning One Feeds Two as a collective leading the movement for happier meals. We did this by putting a rallying cry at the heart of the brand – good food shouldn't just taste good, it should do good.

Values:

Simple

Easy, straightforward and accessible to all

Feelgood

Positive and upbeat, looks on the bright side

Revolutionary

Thinks differently, makes a real impact

Barrier 1:

The brand lacked cohesion – there was no clear unifying principle or positioning, as the concept was articulated in a number of different ways

Barrier 2:

The visual identity was caught within the world of charity conventions – trying to tug at people's heartstrings, which research had proved was discouraging donation.

Barrier 3:

The messaging lacked overall impact and failed to communicate in a motivating, memorable and consistent way.



Why child hunger?

Child hunger is one of the greatest humanitarian issues facing the world today.

66 million – the number of children going to school hungry every day

61 million – the number of children missing out on school because of hunger and poverty

376 million – that's how many of us eat every day, in the UK and US alone

Imagine if we all ate a One Feeds Two meal or product every day?

When a child receives a meal they don't have to spend their day working or searching for food, they have an added reason to attend school – and they can actually think and concentrate when they get there.



Overview of market

From aid to empowerment

The fundamental shift, helping people to help themselves. Health issues favoured by donors, followed by child poverty.

Shock / emotional blackmail

High-pressure fundraising techniques make consumers uncomfortable. 35% of donors state that over-emotional messaging would stop them donating (consumer attitudes report 2012, REaD group).

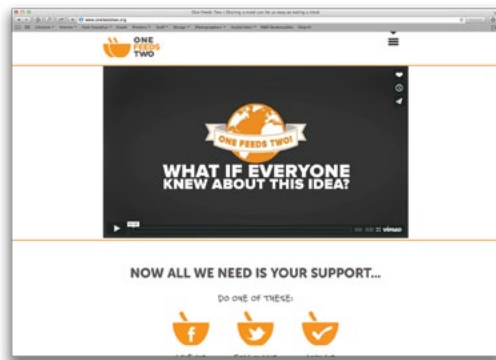
Congested charity sector

In a congested charity sector, One Feeds Two needed a simple, positive and 'cool' brand that would appeal to young people, professionals and businesses. There were 160,045 voluntary organisations / charities in the UK in 2012/2013, and the largest 5,000 account for 78% of total income (NCVO Civil Almanac 2017)

Tangible charitable propositions

Do this & this happens –Warby Parker, Toms... growing in popularity.

Outline of design solution

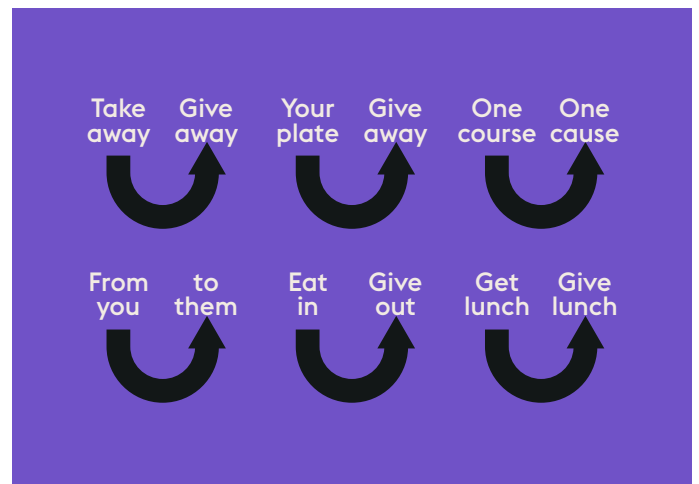


Old

The old design presented the brand as a traditional feeding charity not a modern food retail partner - It was literal, lacked stand-out and confidence, and was just a logo.

New

We created a clear symbol of quality – the smile – to signal the approach at the point of purchase, a smile that would stand out on partners' packaging. Across other media this gave the brand a mechanism to convey simple cause and effect messaging. This design approach highlighted the possibility inherent within the smallest actions – that a simple choice can have far-ranging positive impacts.

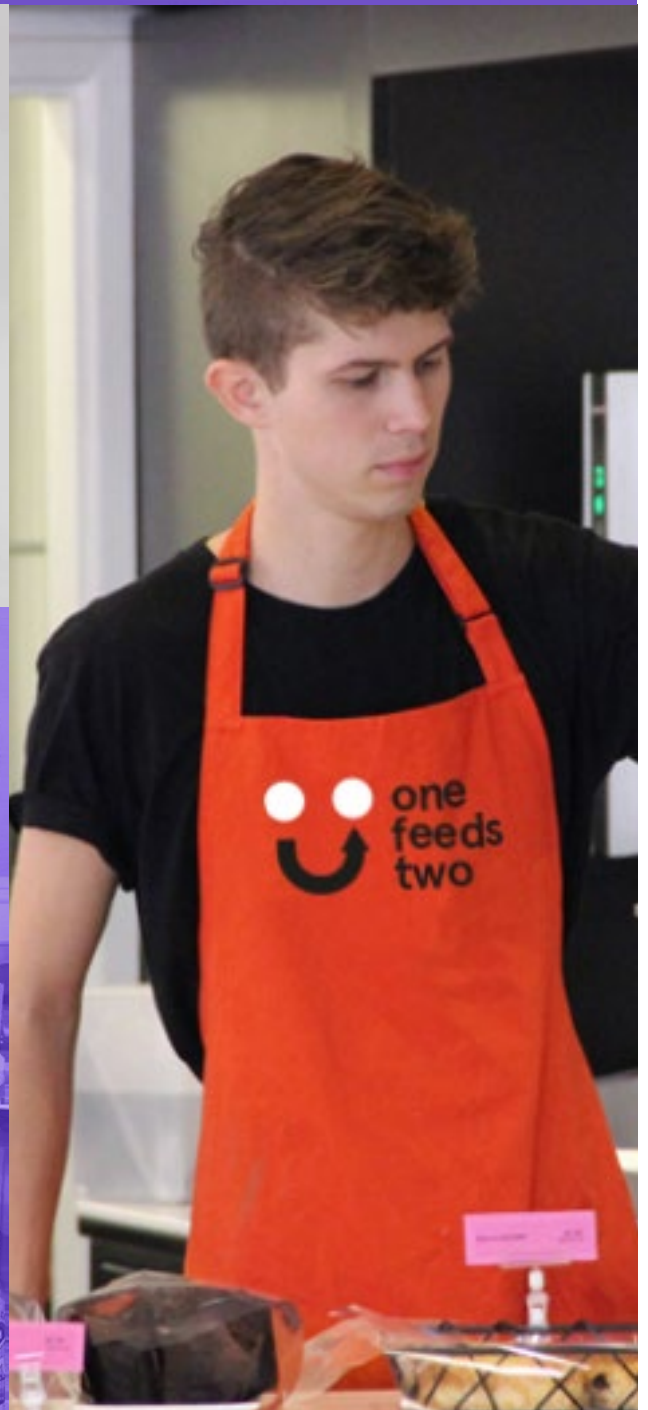
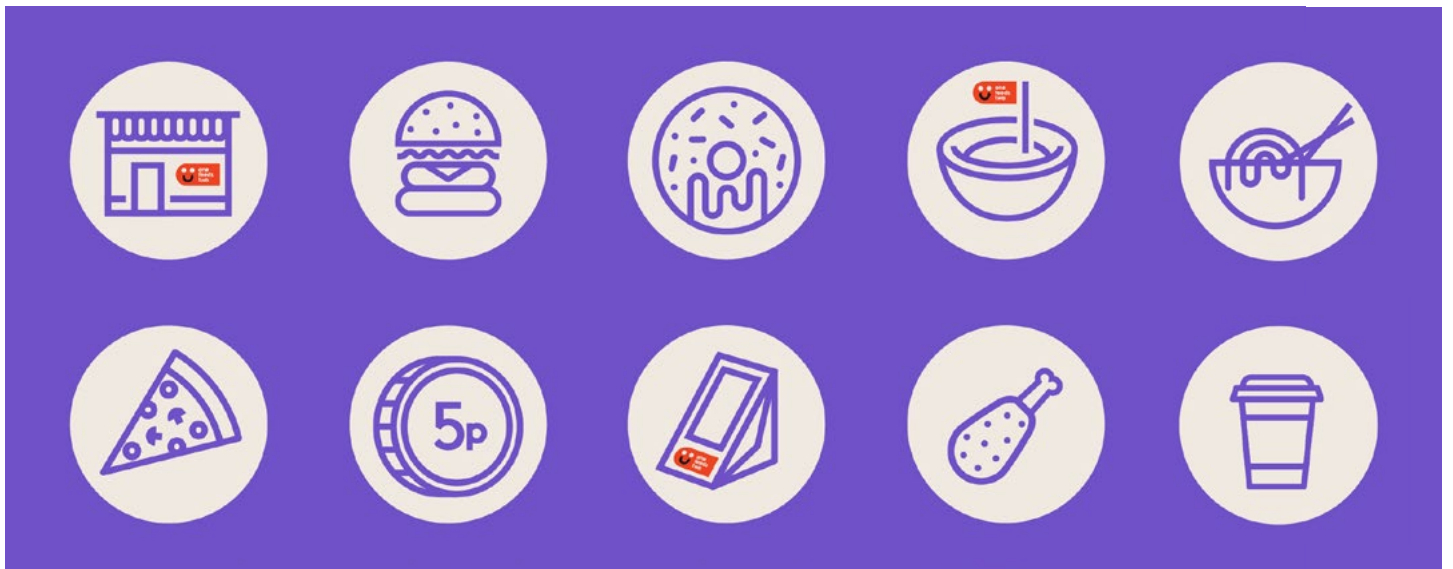


THE CLEARING

Cristina Fedi, former Head of Brand, Byron Hamburgers:

“ We’d been looking for a charity partner that matched Byron in its individual and simple approach, with a similarly bold, and eye-catching design. One Feeds Two stood out straight away - it had a strong logo that could communicate the idea without explanation, a beautifully-designed visual identity that put a smile on our face, and we knew it could sit harmoniously alongside our own brand on our menus, leaflets and digital media. The brand caught our eye first on Facebook, and we approached The Clearing to find out more. Three years on, Byron has been responsible for delivering a million meals and putting over 5,000 children through school. We’re proud to work with them.”





Virgin Unite

“ The simple idea that every time you sell a food product or meal you can give a school meal to a child living in poverty is a great example of using business for good. What better way to tackle one of the world’s biggest problems than by uniting an industry around a common purpose that will help to make a difference to children’s lives.”

Sir Richard Branson

Byron Hamburgers

“Doing things simply and properly is what Byron is all about. One Feeds Two is a very simple and powerful concept that we have adopted into our business model to further bring to life our belief and approach. It gives an added sense of purpose to our employees that goes beyond selling proper food and turning a profit, and it also provides our customers with a really easy and tangible way of doing good by simply eating at Byron”

Tom Byng, Founder and CEO Byron Hamburgers

Cook

“One Feeds Two is a beautifully simple way for food companies to connect their people and customers with something meaningful. It’s a movement in the making.”

James Rutter, Cook, Brand Director





Since the brand launched in 2014, One Feeds Two has delivered over **2 million meals**, putting over **10,500** children through school for a year.

Byron are responsible for **750,153** of those meals

Cook are responsible for **683,057** of those meals

Rola Wala 273,490

Higgidy Pies 50,000

Objective 1

Raise awareness

- 291% increase in web visits in first 3 months since brand launch
- 20% increase in Facebook followers, 170% increase in page views
- Endorsement from Sir Richard Branson
- National TV coverage around official brand launch on World Food Day
- Brand launch coverage in the Grocer, Retail Times, and design / brand press
- Byron partnership launch of 25p burger (price of a school meal plus VAT) to burger club members on 6th October resulted in their biggest ever trading day selling 38,000 One Feeds Two burgers – as a result, Byron were so delighted they doubled the donation to 76,000 school meals. It also gave them a 150% database growth and record web traffic, nationwide PR and 1 million impressions on Twitter.



Objective 2



Engage one national food company and one retail chain to adopt the One Feeds Two mark on their products

- **Byron Hamburgers:** partnership across 65 UK restaurants, launched in October 2015
- **Cook:** national chain with over 70 stores and 300 concessions
- **Higgidy Pies:** FMCG campaign stocked in Sainsbury's, Ocado and Booths
- **Rola Wala:** independent business trading in London and Leeds
- 5 ambassador organisations in the food industry
- Runner-up in **Ben & Jerry's** and **Ashoka's** 'Join Our Core' competition 2014

Objective 3

Reach 1 million meals

- 1 million meals were reached within 16 months of launch of the brand
- 2 million meals reached to date, with a forecast of 6 million by 2019
- 73% of delivered meals are attributable to the brand work (Byron and Cook came on board because of the brand)

JP Campbell, Co-Founder and CEO of One Feeds Two

“The Clearing instantly grasped our vision to challenge both the food and non-profit sectors. Our new brand helped us to communicate and deliver this challenge – and make our vision a reality. The brand has doubled our efforts. An additional 1 million meals are attributable to our relationship with Byron, a relationship that wouldn't have happened without the new brand.”

A background image showing two young children sitting at a table, eating from plates. The image is overlaid with a semi-transparent purple rectangle containing text.

Other Influencing factors

The new brand launch provided the opportunity for specialist food industry PR.

The relationship with Byron Hamburger led trade press coverage, specialist food industry coverage, and Scottish tv/press coverage

Research Resources

NCVO, Charity Commission, REaD Group