



CONAGRA FACES BEHIND HUNGER

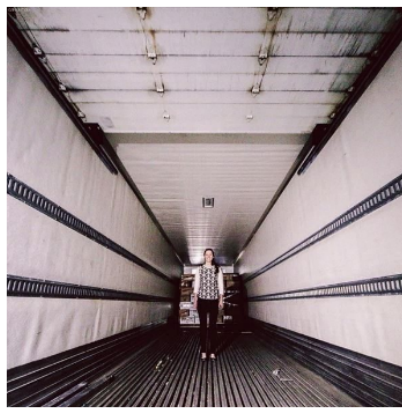
CHILD HUNGER ENDS HERE & CONAGRA #FACESBEHINDHUNGER CASE STUDY



2,400
Meals donated

of impressions:
52.4MM
+100% over goal

Total engagements
23K



CAMPAIGN GOAL

Inspire and activate audiences to help ConAgra fight child hunger in their communities by participating in the summer-long code entry.

STRATEGY

Influential content creators and photo journalists captured stories of fighting child hunger at Feeding America food banks around the U.S. They wrote blog posts, captured images, created video and encouraged their own followers to get involved by entering codes found on the back of ConAgra Foods products. This powerful content was syndicated to expand the reach of the original creators and reach targeted audiences across a variety of social networks.