

WASTE WARRIORS
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FLUFFY BUNNY RABBITS

THE GREAT UNWASTE

AGENDA

AUDIENCE INSIGHTS

OBJECTIVES

CAMPAIGN VISUALS & IDEA

RATIONALE & MEDIA PLAN

WARRIORS WASTE WARRIORS WASTE

OVERVIEW

Insight



Australians waste over 7.6 million tonnes of food annually (Foodbank Australia, 2025; Clean Up Australia, 2025).

TA



- Women aged 55+
- Households with no children
- Practise low-waste behaviours (Karunasena & Pearson, 2022; Hedegaard, 2026; Sharma, 2026; Ung, 2026).

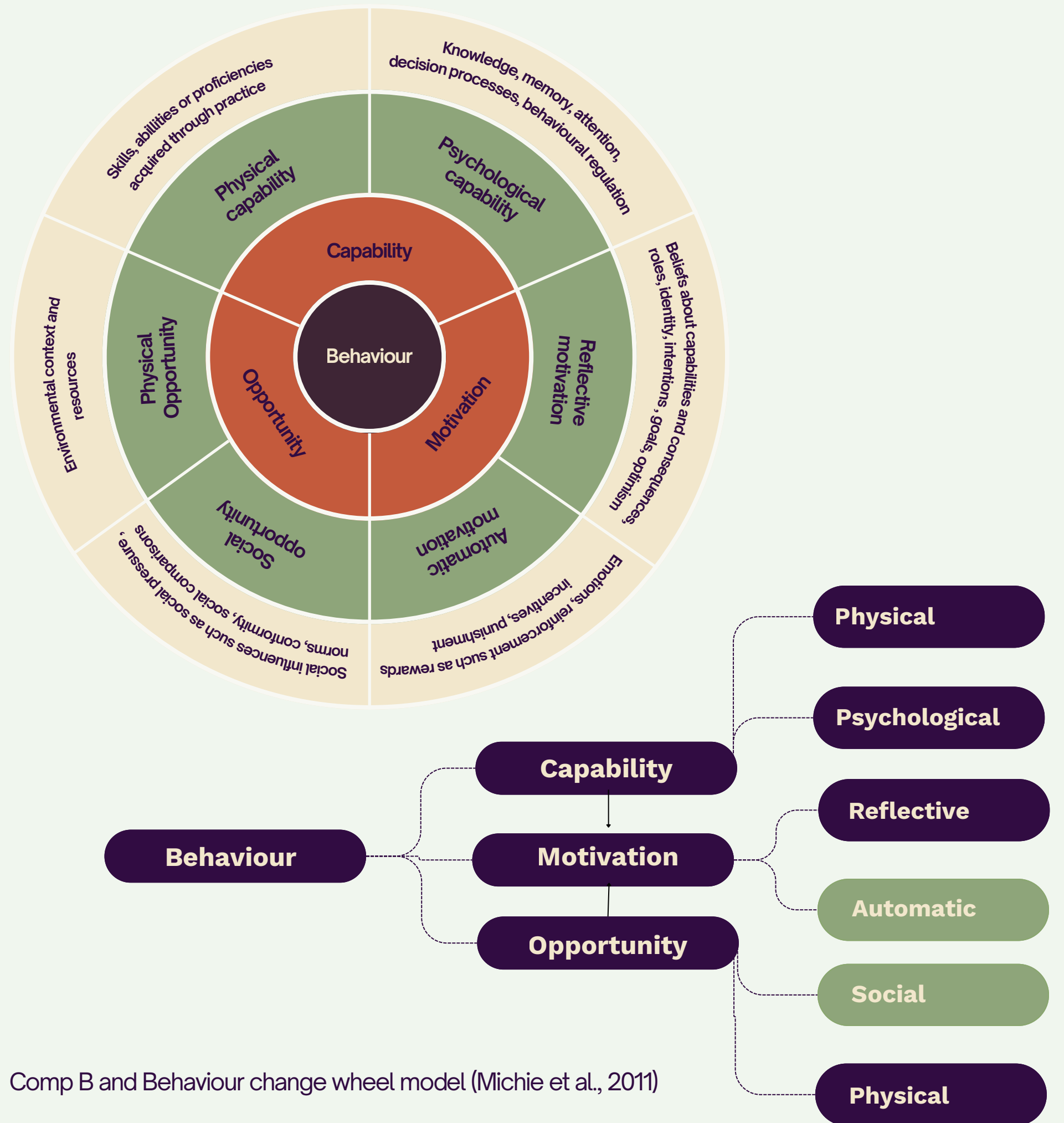
Objective



- Converting an already responsible audience into active advocates to help normalise low-waste behaviour across households (Karunasena & Pearson, 2022).

Audience Insights

Through the lens of the COM-B model (Michie et al., 2011), Strategic Preppers demonstrate sufficient capability. The missing lever is that they lack the social opportunity to share their competence publicly and enable automatic motivation. This identifies that advocacy activation is the correct intervention point.



Audience Insights

Feel

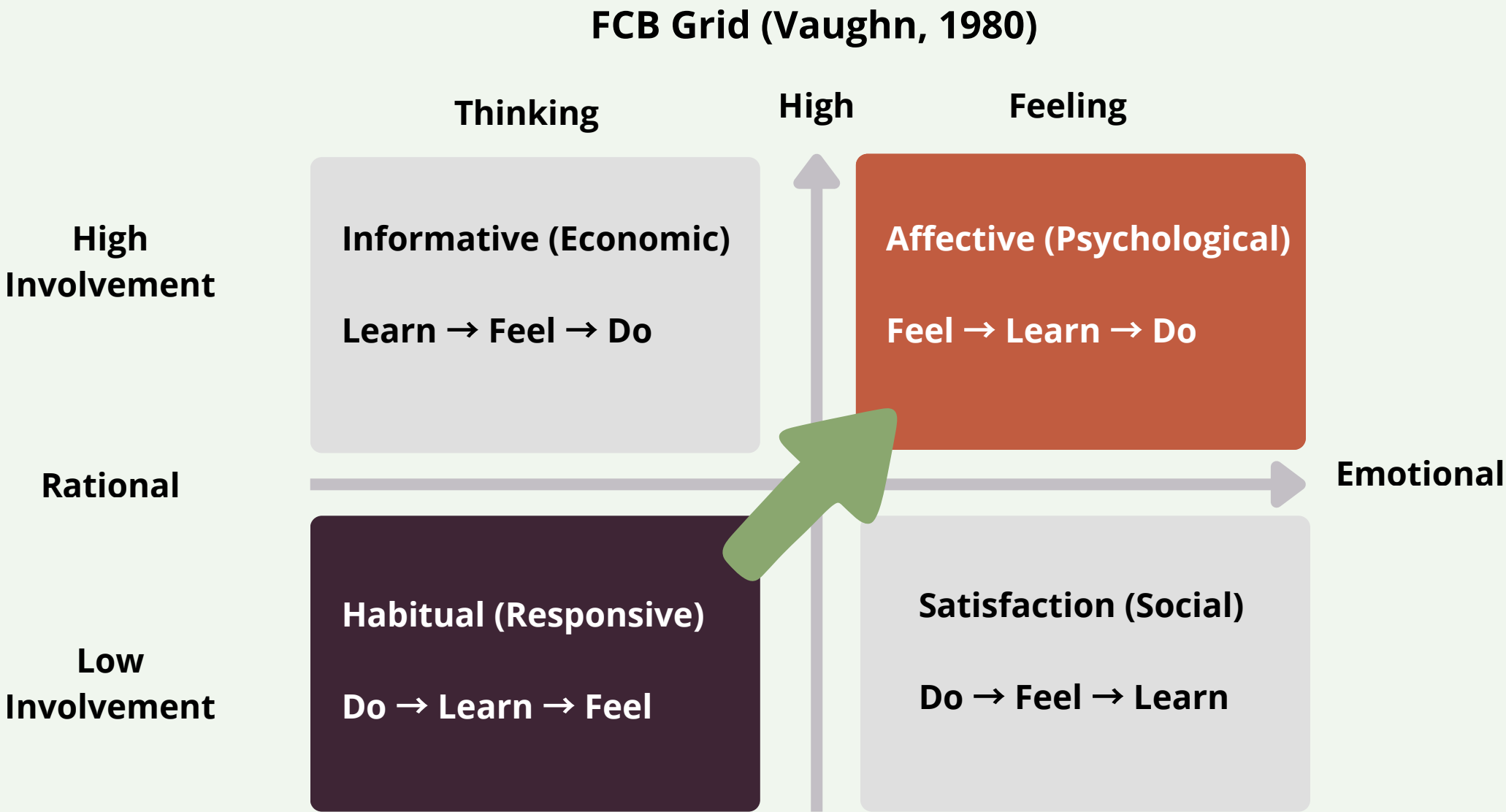
“I already know how to waste less food, and I can help others do it too.”

Think

“I feel recognised and proud to be a leader in reducing food waste.”

Do:

Share food-saving tips, join Everyday Rewards to earn Waste Warrior points and rewards.



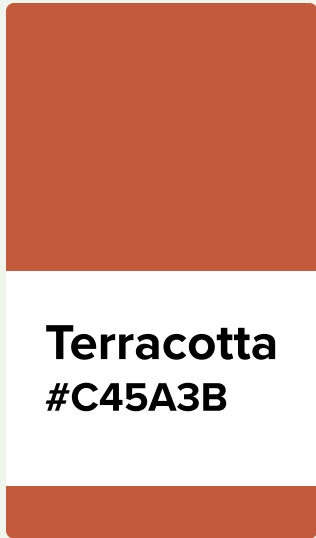
Campaign SMARTT Objectives

Specific	Measureable	Achieveable	Relevant	Target	Time-bound
• Advocacy Behaviour • Engagement • Mindset Shift • Repeat Participation	• Everyday Rewards dashboard tracking • member sign-ups • tip submissions	• 100,000 tips shared by Strategic Preppers • Reach 500,000 members of high waste	• Relevant to EFWA's goal to drive food waste reduction through active community advocacy	• 100,000 tips shared • Reach 500,000 members of high waste households • 30,000 tips shared as UGC.	• Within 12 months of campaign launch

**Lead others by sharing your
food-saving superpower.**

Identity Creation → Conversion → Advocacy → Retention

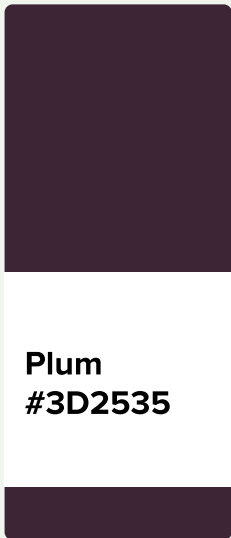
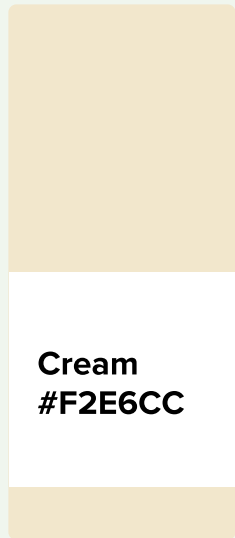
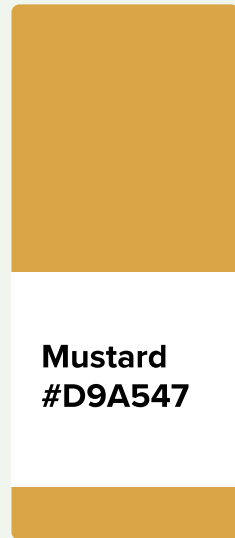
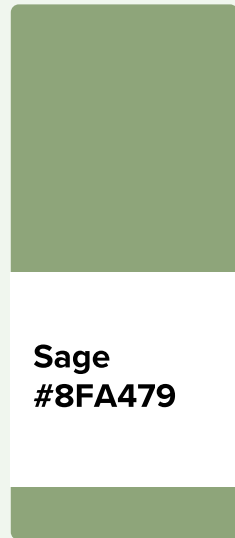
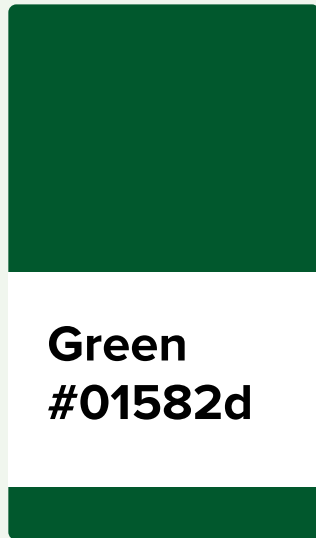
**Using this approach, we disarm the inertial competitors (Hastings, 2003)
(activist stigma, fear of judgment) (Bashir et al., 2013) and create motivation.**



**ARE YOU SECRETLY
A WASTE WARRIOR?**

Strong **Empowered** **Wise**

Warm **Welcoming** **Caring**



Authentic

Genuine

Open

Celebrated

Purposeful

TYPOGRAPHY
Proxima Nova
Proxima Nova
Proxima Nova
Proxima Nova

Our tonality is empathetic, genuine, and authentic to match our TA's preferences (WARC, 2025). The campaign's creative direction is further grounded in a warm, earthy orange colour palette, making the TA feel welcome and cared for (Liu & Wang, 2024)



Identity Creation



Note: Images generated using Claude Opus 4.7 with Bloom MCP

In order to effectively motivate the TA to become advocates, they first have to identify with being a Waste Warrior (Oyserman, 2009).

Directly framing the TA as advocates in our advertisements would be ineffective (Bashir et al., 2013).

Our hero imagery reflects TA preferences, depicting strong, purposeful, empowered everyday women (Phillips, 2022) (55+) performing their everyday tasks, as our TA is primarily female (Karunasena et al., 2021) and responds strongly to real-life examples in advertising (WARC, 2025). Further, they reject both ageless beauty and traditional grandmother stereotypes (Phillips, 2022).

Conversion



Note: Images generated using Claude Opus 4.7 with Bloom MCP

To achieve this, we leverage the TA's strong motivation to save money (Borg et al., 2022).

For Woolworths, this presents a tactical advantage over competitors as Strategic Preppers, a demographic that makes up 45% of all Australian food managers (Karunasena et al., 2021), are more likely to shop using the Everyday Rewards app in Woolworth's stores, increasing their user base, share of wallet, basket size, and repeat purchasing.

Advocacy & Retention

Waste Warriors get benefits

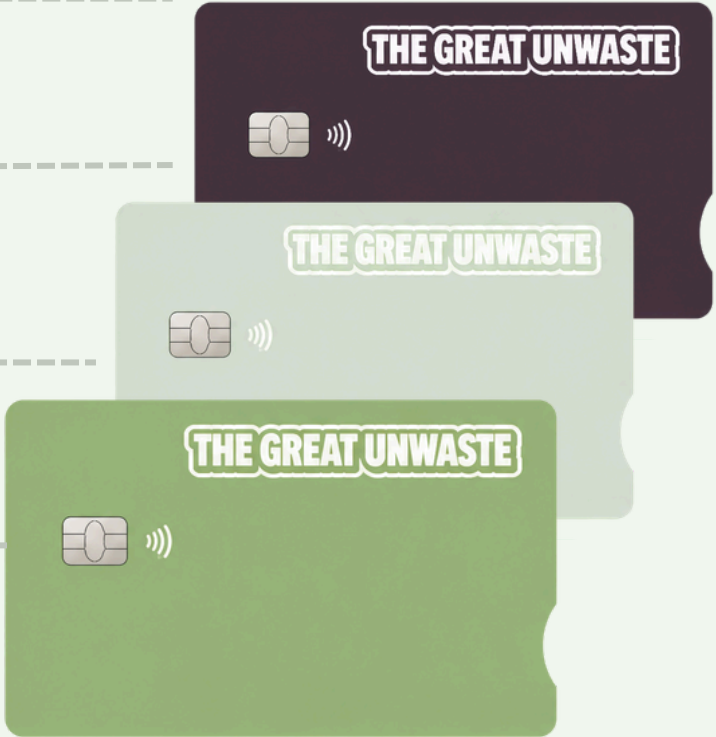
Join the community of Australians helping each other lower food waste to enjoy rewards and discounts when you shop at Woolworths.

 everyday rewards



Note: Images generated using Claude Opus 4.7 with Bloom MCP

Waste Warrior Tiers	Points Required	Guaranteed Reward	Savings every time you shop
Platinum	10000	\$50	¢20
Silver	5000	\$25	¢10
Sage	2000	\$10	¢5



 EVERYDAY REWARDS

now

Tip submitted 🎉

Congratulations on submitting your first Waste Warrior tip! **5 Waste Warrior** points has been deposited into your account. Share it on social media to earn an extra **5 points now**.

 Facebook

 Instagram

 EVERYDAY REWARDS

now

Tip of the Week is in 🌱

Waste Warrior tip of the week coming in hot. Tap to see how Maya saves money and lowers food waste.

We will deliver the Social Opportunity (Michie et al., 2011) for Strategic Preppers to advocate through the Everyday Rewards app and owned channels (Instagram, Facebook, Website) by proactively prompting them to share a weekly "tip" on minimising food waste.

Campaign Rationale

The problem

Australians are aware of food waste, but everyday shopping and household behaviors have not kept up with the pace. The challenge is to close this intention-action gap

The Campaign turns private habits into public advocacy

Waste Warriors gives our TA an identity, a platform and rewards for sharing what they already know.



Message

Recognises, rewards and applauds rather than instruct.

Media

Facebook + Youtube paid ads
Everyday Rewards App and In-store media like digital screens and aisle fins.
Magazine

Why it works?

Creates social opportunities through the app and social media, and offers repeated motivation through incentivization.

Choosing Media Channels (IMC approach)

Identity Creation

- **Facebook:** Over-55s are increasing digital spending, spending 54.4% of media time online, and Facebook remains on top (WARC, 2025).
- **YouTube:** Performs well with our TA, and paid ads on the platform will help build awareness and reinforce the Waste Warrior identity through repeated exposure (WARC, 2025).
- **In-store Screens:** Older shoppers still shop mainly in-store, spend more time browsing and comparing deals, and in-store screens will serve as great touchpoints during their shopping (WARC, 2025).

Coverison

- **Everyday Rewards App, Website, and Fresh Ideas Magazine:** The app and website are selected for conversion because older shoppers are increasingly using e-commerce (WARC, 2025). With a print readership of 4.1 M monthly (Roy Morgan, n.d.), Fresh Ideas offers a strong reach in the market and will be used to show how the reward system works.
- **In-aisle banner hangers:** Small aisle fins will serve as offline touchpoints for the target audience to interact with the advertisement. Using rewards as a hook and a QR code that directs the TA to our website/app enables a call to action, moving awareness into participation.

Advocacy

We use the **Everyday Rewards app** and **Facebook (UGC)** to encourage advocacy. These channels give Strategic Preppers a visible, socially acceptable way to share their food-saving habits. The app encourages participation by collecting tips and rewarding them with points, while Facebook extends those tips into peer-to-peer visibility and social proof by providing extra points for sharing (Michie et al., 2011).

Media Plan

Campaign will run from 1st July 2026 - 30th of June 2027

Media	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
Aisle Fin	near fresh produce, meat, and seafood sections											
In-store Screens	Front of store and near fresh produce section											
In-app & Website Advertisement	Homepage Tile											
Fresh Idea- Magazine	Inside front cover											
YouTube- Paid Ads	WoolworthsYT channel											
Facebook/ meta ads	Post Collaboaration: The great unwaste x Woolies											

Reels, stories, and post

Media Plan Budget

Target Market

Strategic Preppers account for 45% of Australian households (Karunasena et al., 2021). Using ABS household figures for Sydney and Melbourne there are approximately 1.84 million Strategic Prepper households across the two cities that the campaign can reach (Australian Bureau of Statistics, 2021a, 2021b). Of this total, we estimate an initial market share of 10%, equivalent to around **184,000 households**.



Budget

To reach 10% of the strategic preppers (184k)

Meta: \$10 CPM ~ \$ 1,840 per month ~ \$12,880 (Cartology Rate Card FY26-27 - see Appendix B)

YouTube: \$30 CPM~ \$ 5520 per month~ \$38,640 (Cartology Rate Card FY26-27 - see Appendix B)

Production Budget: Mid-range projects ~ \$20,000 x 2-3 Ad films = \$60,000 (Lift Video Production, n.d.)

Total Budget: \$ 111,520



Evaluation - based on SMARTT objectives

Item	What is tracked	How it is tracked	Frequency of tracking
1	S - Specific Advocacy behaviour, engagement, mindset shift, repeat participation	Campaign analytics, community participation data, and behaviour change surveys	Monthly review of participation and engagement data
2	M - Measurable User growth and tips shared are trackable metrics.	Platform dashboard tracking, member sign-ups, and tip submissions over time	Weekly reporting through campaign dashboard
3	A - Achievable 100,000 tips shared by Strategic Preppers, and reach 500,000 members of high waste	Points tracking, budget tracking, check against past EFWA campaign benchmarks	Review budget monthly, assess target at campaign midpoint
4	R - Relevant Relevant to EFWA’s goal to drive food waste reduction through active community advocacy	Review alignment against EFWA strategic objectives	Review at campaign kick-off and end of campaign evaluation
5	T - Target 100,000 tips shared, reach 500,000 members of high waste households, 30,000 tips shared as UGC.	Track tips via platform submission data, track reach via paid and media reporting, track UGC via hashtag and content tagging	Track weekly, report monthly against each target milestone
6	T - Time Bound Within 12 months of campaign launch	Review Campaign at 3, 6, 9, and 12 months	Quarter reviews and final evaluation

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