

### The Privilege of Plenty

**Insight:**

From *Feeding America 2023*:

- 34 million people in the US are food insecure
- 9 million of those are children
- 53 million people turned to food programs in 2021
- 100% of US counties have food insecurity

**Problem:**

The latest viral craze of fridge-stocking and pantry organizing in Upper Middle Class Instagram has struck a chord with me. Sale of the 'organizing' products - marketed by such folks as The Home Edit - and the resulting restock videos polluting the internet is predicated on one thing: plenty, and privilege. This trend sends the message that 'more is better / more aesthetic / more appealing', but simultaneously sends a message of exclusivity to those who may not be able to afford to participate. For many American families, this is not the reality – or even a possibility. The trend is another example of social media missing a vital opportunity to do good by an audience segment.

**Proposal:**

Use a viral trend that smacks of privilege, turn it on its head and re-package it in a creative campaign that will get social traction, and use it to give back.

Leverage partnerships with The Home Edit, Costco, or Feeding America. Bring in influencers, key stakeholders and leaders from food franchises to put together 'fridge-stocking' videos that show consumers how they can fill their fridge within their budget. 'Fifty buck fridge', 'food stamp fridge', 'coupon cupboards'.

**Objective:**

Reduce food insecurity in the United States through smart leveraging of social media reach, and help folks feel seen.

**Project Type:**

Viral creative campaign.

**Audience(s):**

Low-income consumers  
Schools

**Deliverables:**

Creative campaign