

“Simple, clever, effective.”

WORLDHUNGER.org

“So out of the box it can't be ignored.”



“Putting the hunger issue front and center.”

campaign

“An empty box full of goodness.”

The West Australian

# THE CEREAL BRAND FIGHTING HUNGER WITH AN EMPTY BOX

Hungry Puffs – the empty box of cereal over 100,000 West Aussie kids wake up to every morning.

Stocked in over 40 supermarkets across Western Australia, shoppers who were in the process of buying food for their own families were encouraged to support a much bigger cause and help feed kids who go without breakfast every day.

Every empty box of Hungry Puffs purchased at the supermarket checkout created a meal for 10 local children.

## 625,770

Meals to children

## \$312,885

Money raised

## \$15k Total budget 2073% ROI

