



THE CINEMA MEDIUM AND THE UNITED NATIONS WORLD FOOD PROGRAMME TEAM UP FOR COMPELLING “FEED OUR FUTURE” GLOBAL ADVERTISING CAMPAIGN

Premiering at Cannes Lions and to be released in cinemas globally starting September 2018

The 4th Global Goals Cinema Ad will enable viewers to take action to help end hunger through the “ShareTheMeal” App

CANNES - Tuesday, 19 June 2018: A powerful new advertising campaign harnessing big hitters from the film, advertising and humanitarian worlds, and aimed at stirring global cinema audiences into action to tackle global hunger, was unveiled on Tuesday at the SAWA Seminar during the Cannes Lions International Festival of Creativity. SAWA, the Global Cinema Advertising Association, in association with the United Nations World Food Programme (WFP), the world’s leading humanitarian organization fighting hunger worldwide, premiered “Feed Our Future”, a new global cinema advertisement that highlights the potential that is lost every time a child dies of hunger.

The 60-second cinema advertisement was conceived by advertising legend Sir John Hegarty and The Garage Soho. It was directed by acclaimed film director Lynne Ramsay and produced by award-winning production company Somesuch & Co. “Feed Our Future” will air across cinema screens in more than 25 countries starting in September 2018, with a call to action to download WFP’s mobile-app, *ShareTheMeal*.

The exclusive showing of the cinema advertisement opened the SAWA Seminar at Cannes Lions Festival of Creativity. The unnerving narrative depicts a bustling news conference with journalists vying to interview the recipient of a breakthrough medical research award. As the short film progresses, the journalists learn that ultimately there was no medical breakthrough – the chilling conclusion reveals the young woman in question had in fact died of hunger when she was eight years old. The audience is then prompted to take part in creating a world with Zero Hunger by downloading *ShareTheMeal*, the world’s first app against global hunger to join a community that is using technology to make a difference.

The SAWA and “Feed Our Future” session brought together leaders in creativity, entertainment, and humanitarian aid, with remarks from **Terry Savage**, Chairman of Cannes Lions, **Sir John Hegarty**, The Garage Soho, **Corinne Woods**, Chief Marketing Officer at WFP, and **H.R.H. Princess Sarah Zeid of Jordan**. The session explored the power of the cinema audience and the role of creativity in achieving a world with Zero Hunger, and the inspiration behind the global cinema advertisement.

Sir John Hegarty stated, "There's nothing like the big screen for building empathy and fame. The 'Feed Our Future' cinema spot is the first important step in getting the public to download the 'ShareTheMeal' app."

WFP's ShareTheMeal app is a simple way for individuals to actively participate in achieving a world with Zero Hunger. At a time when 815 million people – one in nine, globally – still go to bed on an empty stomach each night, ShareTheMeal has become a conduit for individuals to help move the world closer to eliminating food insecurity.

"Millennials are a key group of moviegoers who will play a big role in defining our future. In supporting the WFP, Cinema Advertising Companies across the world are making a significant and sustained effort to help minimize the impact of hunger by utilizing the power of the cinema medium to effectively engage this influential audience", said Cheryl Wannell, CEO of SAWA.

"We all pay a terrible price because of hunger, and this campaign gets that across in a powerful way," said David Beasley, Executive Director of the United Nations World Food Programme. "We are honoured to work with SAWA to engage and motivate movie audiences about what we all can do together to save lives and change lives so children no longer suffer from hunger."

Thanks to the generosity of SAWA and its network of Global Cinema Advertising companies, and the support of Unique Digital who will distribute the ad, "Feed Our Future" will air on cinema screens in over 25 countries for 8-12 weeks starting this September, coinciding with the United Nations General Assembly and other major global forums.

For more information about the "Feed Our Future" advertisement and campaign, and to learn how to get involved in creating a world with Zero Hunger, please visit: www.wfp.org/feedourfuture.

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ABOUT THE UNITED NATIONS WORLD FOOD PROGRAMME

The United Nations World Food Programme - saving lives in emergencies and changing lives for millions through sustainable development. WFP works in more than 80 countries around the world, feeding people caught in conflict and disasters, and laying the foundations for a better future.

ABOUT SAWA

SAWA, the Global Trade Body to the Cinema Medium, builds and develops international standards and best practice for the Cinema Medium; raising the profile through research and marketing initiatives. SAWA's ultimate aim is to improve communication between Cinema Advertising companies around the world; in turn facilitating the easier buying of the Cinema Medium for brands and agencies. Since 2015, SAWA has supported the UN SDG's and in 2018 is partnering with the United Nations World Food Programme (WFP) to support the Sustainable Development Goals (SDGs), SDG2: Zero Hunger.

About The Garage Soho

"The Garage Soho is an early stage investor and brand builder. Sir John Hegarty, the creative founder of global advertising agency BBH, and his team at The Garage leverage their experience to increase capital for their portfolio companies. The team works closely with companies on their brand strategy, creative and often media partnerships. In this instance, Sir John wrote and creatively directed 'Feed our Future' utilising his legendary skill in the communications industry to bring attention and action towards the SDG of Zero Hunger. "

ABOUT SHARETHEMEAL

The United Nations World Food Programme's ShareTheMeal app is a mobile-first fundraising tool that allows users to feed a child, with just a tap on their device and for as little as US\$0.50. Since its launch two years ago, more than 1,000,000 people have joined the community worldwide. Users have shared over 22 million meals with thousands of hungry children in some of WFP's most critical operations, including Yemen, Syria and South Sudan. The app has been awarded the Social Impact Award at the 2017 Google Play Awards.