

## Save The Food Asset Customization Request

[Save The Food](#) is a PSA campaign encouraging people to make simple lifestyle changes like making shopping lists, repurposing leftovers, and learning how to properly store a wide variety of foods to help consumers waste less food. It encourages people to “Cook it. Store it. Share it. Just don’t waste it.” The campaign is comprised of TV, online video, print, digital and mobile assets. Governments, educators, and aligned non-profit organizations are welcome to use the campaign materials for public education and food waste advocacy. Please let us know how you’re using the campaign and send us pictures of it in action.



Please fill out the following form to request customized assets and send to [savethefood@nrdc.org](mailto:savethefood@nrdc.org). See FAQs below.

Date: \_\_\_\_\_  
Name: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_

1. How will the customized campaign assets be used? *Please be specific.*
2. When is your deadline to receive assets?  
*\*It can take up to two weeks to receive the customized campaign assets once you submit your request.*
3. Desired File Format to receive assets: (PDF, JPEG, PNG, TIFF)
4. What are the estimated media value and media impressions (if available)?

### **Resizing Request**

Standard Print assets are available in 24”x 36” posters as well as 11”x 17” posters. If you wish to request customized assets, please fill out this information with the dimensions you are requesting. Feel free to include more than one size per asset.

	Desired width (include units of measure)	Desired height (include units of measure)
Best If Used: Chicken		
Best If Used: Chicken		
Best If Used: Egg		
Best If Used: Egg		
Best If Used: Milk		
Best If Used: Milk		
Best If Used: Bread		
Best If Used: Bread		

## **Co-Branding Request**

Please provide black-and-white logo(s) as a vector or eps file to [savethefood@nrdc.org](mailto:savethefood@nrdc.org) if you're interested in co-branding any of the Save The Food campaign assets.



Which assets would you like to cobrand:

Standard Large Poster (24"x36"):

- ☐ Best if Used Chicken
- ☐ Best if Used Egg
- ☐ Best if Used Milk
- ☐ Best if Used Bread

Standard Poster (11"x17"):

- ☐ Best if Used Chicken
- ☐ Best if Used Egg
- ☐ Best if Used Milk
- ☐ Best if Used Bread

Resized Assets (details above):

- ☐ Resized Best if Used Chicken
- ☐ Resized Best if Used Egg
- ☐ Resized Best if Used Milk
- ☐ Resized Best if Used Bread

Community Outreach Materials:

- ☐ Deciphering Date Labels
- ☐ The Fridge Demystified
- ☐ Smart Shopping Guidelines
- ☐ Tips to Fight Food Waste
- ☐ Tips for Meal Planning
- ☐ Fall/Winter Produce Storage Guide
- ☐ Spring/Summer Produce Storage Guide
- ☐ "Eat Me First" Sign

Food Service Napkin Holder Inserts (6.25"x4.25"):

- ☐ Best if Used Chicken
- ☐ Best if Used Egg
- ☐ Best if Used Milk
- ☐ Best if Used Bread

*Please send completed form to [savethefood@nrdc.org](mailto:savethefood@nrdc.org)*

## Frequently Asked Questions



Large poster (bus shelter) PSA



Large poster (billboard) PSA



Large poster (waste truck) PSA



Food service  
napkin holder

### Q: What is the Save The Food Campaign?

**A:** Save The Food is a public service campaign designed to reduce food waste directed at consumers. The campaign by the Natural Resources Defense Council (NRDC) consists of a series of public service ads (PSAs), a website serving as a resource for tips and tools to help consumers take action, and social media communities. The goal of Save The Food is to change household behavior to reduce food waste, and in turn, minimize environmental and economic impacts.

### Q: Does it cost anything to collaborate?

**A:** It does not cost anything to use the campaign assets as is or to receive customized assets, however it will cost money to print PSAs, run billboards, bus shelters, digital or radio ads, etc. The price for that will vary.

### Q: What are the requirements to customize an asset?

**A:** We allow co-branding with governments and aligned nonprofits. We can only co-brand and re-size some of the assets. We cannot customize any of the video assets or social media. In order to co-brand, we will need a high-quality vector or eps file of your logo. In order to re-size, you will need to send us your size specifications.

### Q: What is the best way to reach my audience?

**A:** We recommend thinking creatively about the forums in which you can reach your target audience. Many jurisdictions have public spaces for bulletins and information sharing – look at libraries, colleges, parks, parent meetings, public service offices, etc. There may be additional local partners you can collaborate with to reach your audience where they are.

**Q: How do you measure the impact of the campaign?**

**A:** We have historical data about the impact of the campaign over time. It shows great results in awareness raising and general consumer understanding about the need for interventions. We can share that data upon request. Unfortunately, we currently do not have capacity to provide impact metrics for partners. Please let us know if you have ideas for how other partners may be able to replicate impact metrics you use for your deployment of the campaign.