

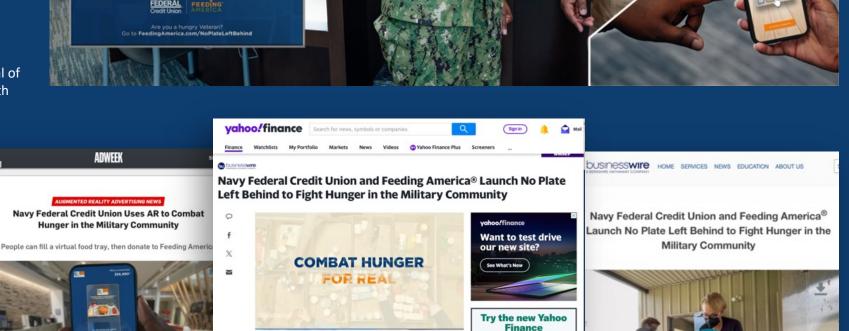


1 in 6 veterans, active-duty members and their families don't have enough food to eat. So last year, we launched No Plate Left Behind – a way for people to help and for people to find help. The process is simple: Enter the AR experience, fill your virtual plate with food, and donate.

We drove traffic to the experience through Print, OOH, Email, and OLA, increased scale and reach through Social, Partnerships, and PR and we were able to surpass our original goal of 500,00 meals — almost tripling it with close to 1.4 Million meals provided.

ADWEEK





TO CREATE A MEAL

FILL THE PLATE FOR ME

FILL THE PLATE FOR ME

DONATION TO HELP HORE MILITARY FAMILIES

HOW MANY PLATES?

\$5 minimum denution

\$10.00

TOTAL: