

# Food Finder Campaign

## CLIENT: OREGON FOOD BANK

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Oregon Food Bank is a non-profit organization committed to ending hunger and its root causes in Oregon and Southwest Washington. Oregon Food Bank (OFB) aims to reach their mission with an intersecting approach: they connect people with food today, while also building community power to end hunger at its roots by eliminating barriers to employment, affordable housing, health care and more.

In the wake of the COVID-19 pandemic, and subsequent economic downturn, rates of hunger skyrocketed, and thousands of Oregonians became food insecure for the first time, with continuing concerns about accessing food safely. At the same time, the fear-based political climate made accessing resources disproportionately challenging for those who have been historically excluded, including immigrants and refugees, BIPOC, single moms, and LGBTQ+ communities.

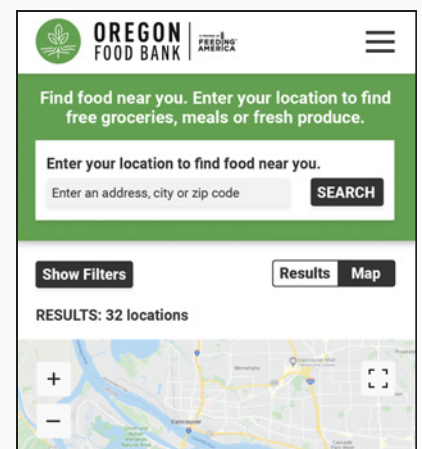
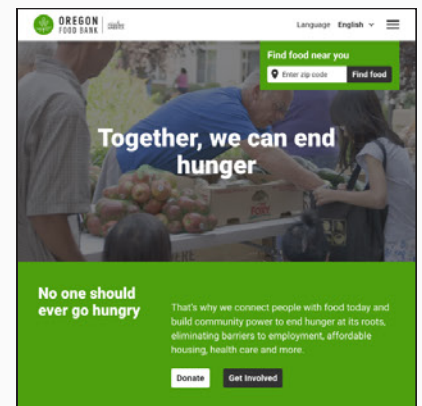
As part of the state's emergency response team, OFB played a critical role in meeting the immediate needs of Oregonians while continuing their work to build long-term power for systemic change. OFB engaged Brink to create a campaign with numerous pathways to accessing food by elevating awareness of their Food Finder and intersecting with their Emerge Stronger campaign to reduce stigma and fear around accessing food, and connect communities experiencing hunger with resources in their neighborhoods.

The initial campaign included a suite of radio ads in English, Spanish and Russian, digital ads, Search Engine Marketing ad copy in 11 languages, as well as paid media on Univision Television, directing audiences to the Food Finder page of OFB's website. By amplifying the Food Finder app, Brink leveraged Oregon Food Bank Network's 21 regional food banks and over 1,400 sites so audiences could quickly and easily locate free groceries, meals and fresh produce within their zip code. Through this multi-pronged campaign, Brink also worked with OFB to build capacity within the communities they partnered with by:

- Creating a joint fundraising campaign for Oregon Worker Relief Fund—leveraging OFB's wide donor base to support undocumented workers left out of the government's COVID-19 response.
- Engaging clients (those accessing food banks) with advocacy actions that encouraged the state legislature to continue to fund the Oregon Worker Relief Fund.
- Writing a joint op-ed from community leaders and Oregon Food Bank encouraging donations.
- Providing media training and a fundraising campaign to support OFB's partners, like Mudbone Grown, a small, Black-owned farm that provides direct support to the Black community.

Recognizing the importance of a website that integrates with a paid campaign, Brink also redesigned the Food Finder App. The process included:

- Transcreating content in 14 languages
- Developing a user-centered design for ease of accessibility.
- Serving as a model for other food banks—due to interest expressed from across the country, OFB agreed to licensing the Food Finder app to other Food Banks with the same mission.
- In the first year of the Food Finder campaign, the ads were served to over 21 million people, garnering close to 190,000 clicks, with Brink continually working to optimize its reach. Now transcreated in 14 different languages, the Food Finder serves thousands of Oregonians and OFB continues to build capacity within its diverse communities to ensure that everyone has the fundamental human right to food.



## Services

- Branding & Design
- Campaigns & Advertising
- Community Engagement
- Culturally-relevant Content
- Video & Photo Production
- PR & Narrative Storytelling
- Training & Capacity Building
- Website Development