



Sharon Martin
Creative Director
smartin28@mail.csuchico.edu

Market and Message Statement

Strategic Planning:

Feeding America has created a new info graphic gallery in order to communicate to the public that poverty is a continuously growing problem in the United States. The numbers for those living in poverty are increasing every year and Feeding America feels that not enough citizens realize how big of a problem poverty really is. We want this info graphic to encourage the public to start making donations or even volunteer at a local Feeding America food bank. We want people to know that even a small donation can help a person or a family overcome hunger.

Feeding America is an organization that is dedicated to ending the war on hunger by creating a nationwide network of food banks with the help of volunteers and donations. The target audience of this poverty info graphic are middle and upper class adults with a college education ages 25-45. We feel that this is the group of people who are most able to donate money or food, or even volunteer. This group of people is aware that there is poverty in the United States, but they don't know the exact numbers and how big of a problem poverty has become. We want the target audience to feel that this is a problem and that they can make a difference by donating or volunteering. The target audience is educated and in the upper and middle class so they have extra money or food to really make a difference.

The key message that we want the audience to take from the info graphic is that donating and volunteering is a simple and easy process that helps feed many people, especially children and seniors. We want the target audience to understand that they can make a big difference with just a simple donation or a few hours of volunteer work.

We are going to distribute the info graph gallery online because we feel that this is the best way to reach our target audience. Feeding America has many celebrity partners such as Rachael Ray, OneRepublic, Sheryl Crow, Courteney Cox and many others. We are going to have our celebrity partners tweet out the info graphic so all of their followers will have access to it. We are also going to have it available on many of our supporting partners' websites such as Ford, General Motors, American Express, Gap Foundation, Walmart, Target, Netflix and many other of our partners' company websites that host many users.

The business case is about getting more support financially through donations. In 2011, Feeding America received a total of \$38,460 from individual contributions. In 2011, our total number of donated goods and services was \$1,163,015 and that includes corporate contributions, foundation support, and corporate promotions. We need more donations in order to feed and support the 46.2 million people currently in poverty. Currently 92.91% of the money is used towards food procurement.



Publication Production:

The color scheme is made up of the colors of the Feeding America logo. There are also different shades of green and yellow used in the info graphic gallery. The emotional tone of the piece is to make the reader feel concern and empathy towards those living in poverty and hunger. The art is made up of a United States map, a pictograph of people, and a pictograph of children. The use of the children is supposed to make the reader feel empathy towards the millions of kids living in hunger. The use of the map is to give the reader a perspective of how many states have a hunger issue. The use of the man pictograph is to create a clear and easy to understand visual of how many people are dealing with hunger.

Typography: Century Gothic

Head: Regular 36 pt
Subhead: Bold 14 pt
Subhead 2: Bold 23 pt, 12 pt
Body: Regular 11 pt, 10pt, 8 pt, 12 pt, 13 pt, 6 pt

Colors:
Pantone 130 U
Pantone 7406 U
R=38 G=127 B=1
R=66 G=96 B=42

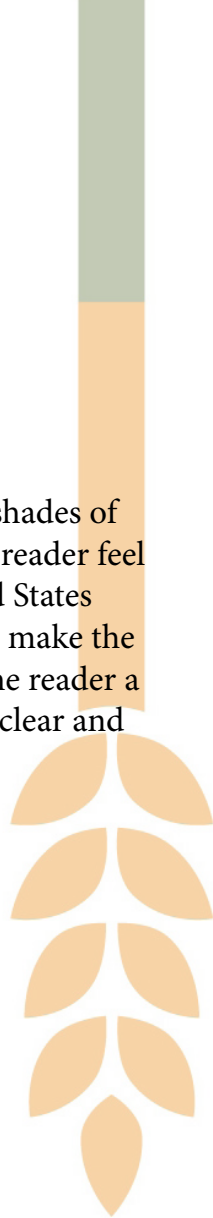
Art Credits:

Man: <http://openclipart.org/detail/23760>

Feeding America Logo:
<http://www.delish.com/food/recalls-reviews/september-is-hunger-action-month>

U.S. Map: http://www.agcensus.usda.gov/Publications/1997/Vol_1_Chapter_2_County_Tables/

Little girl: http://eebies.com/images/kids_silhouette.jpg



Starving in America

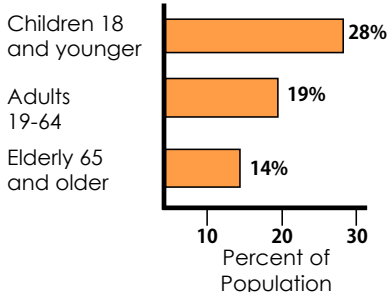
The Facts About Poverty and Hunger



1 in 6 Americans Face Hunger

In 2010, 48.8 million Americans lived in food insecure households

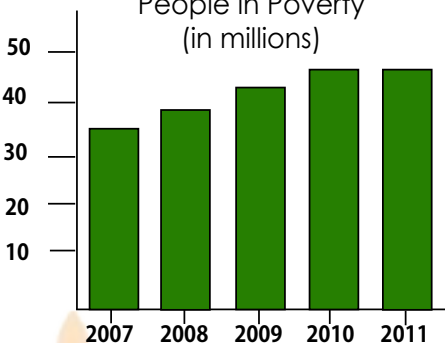
Poverty Rate by Age in 2010



Top 20 States with the Highest Rates of Food Hardship in 2010



Total Number of People in Poverty (in millions)



In 2011, 46.2 million people lived in poverty



1 in 5 American children are at risk of hunger

Donate Now. \$45 helps feed a family of 4 for a month!

Visit <http://feedingamerica.org/>

Sources:

- <http://feedingamerica.org/hunger-in-america/hunger-facts/hunger-and-poverty-statistics.aspx>
- <http://www.statehealthfacts.org/comparebar.jsp?ind=14&cat=1>
- <http://www.conagrafoodsfoundation.org/child-hunger/child-hunger-statistics.jsp>
- https://www.census.gov/newsroom/releases/archives/income_wealth/cb12-172.html
- <http://www.census.gov/hhes/www/poverty/about/overview/index.html>
- http://frac.org/wp-content/uploads/2011/03/food_hardship_report_mar2011.pdf

FEEDING AMERICA