

'LIFE EXTENDING STICKERS'



Grand Prix

Makro with Grey Colombia

“ This is smart, scalable but, above all, a simple solution to a huge problem which has to be addressed if we are to successfully tackle climate change.

- Campaign Ad Net Zero judge.



Challenge

Every day, 40% of fruit and vegetables go to waste for cosmetic reasons, based on the pre-conceived thought that ripe is wrong.

Brief

Grey Colombia were asked to create an idea that extends the average lifetimes of fresh produce and reduce food waste through stores and homes combined.

Solution

Use long existing fruit stickers to increase shelf lives by up to six days by showing easy ways for consumers to get the most out of their produce from beginning to end, thus also saving money too.

Execution

- Stickers mimicked the colour of each food item at various points of its ripeness journey; for instance, a banana's sticker goes from green to yellow, to brown and then black.
- A corresponding serving or cooking suggestion was provided for each colour on every sticker.



Results



40 tonnes of food waste saved per week in Colombia.



Increased shelf lives by up to six days.