food for good + thebarbariangroup

food for good website plan & vision

14 nov 2011

Hello, thank you for thinking of us.

Here's a little info about The Barbarian Group & what makes us different.

ABOUT US

We're The Barbarian Group, and we make work that pushes the envelope in all things digital.

Core principles we live by:

We are fueled by the Internet

We know the Internet better than anyone. It's the limitless potential of the Internet that keeps us inspired to do more. We live and breathe digital, and approach any challenge head-on and screaming. We're the savage rock stars of the Internet. We're Barbarian.

A diverse group of thinkers & makers

The strategic, creative and technological know-how that resides at TBG is unlike any other. We recruit and welcome like-minded individuals while still drawing on the potential of new viewpoints, skills and passions. We've become one big collective family of friends—clients, tech industry innovators, new media.

Creativity intersecting with humanity

We're creators by nature. There's an effortless devotion to fostering creativity at TBG in a (sometimes) not-so-creative world. Each person is given the ability to lead a project they're passionate about. Projects are influenced as much by an account person as a developer as a designer.

Work we believe in

We work on projects that we truly believe in. Projects that enable us to do genuinely good work that we're proud of. We love creating new things for the Internet that are thoughtful, affective and effective—devising creative and technical solutions in harmony with modern Internet innovations.

Recent projects we are especially proud of:

The GE Show

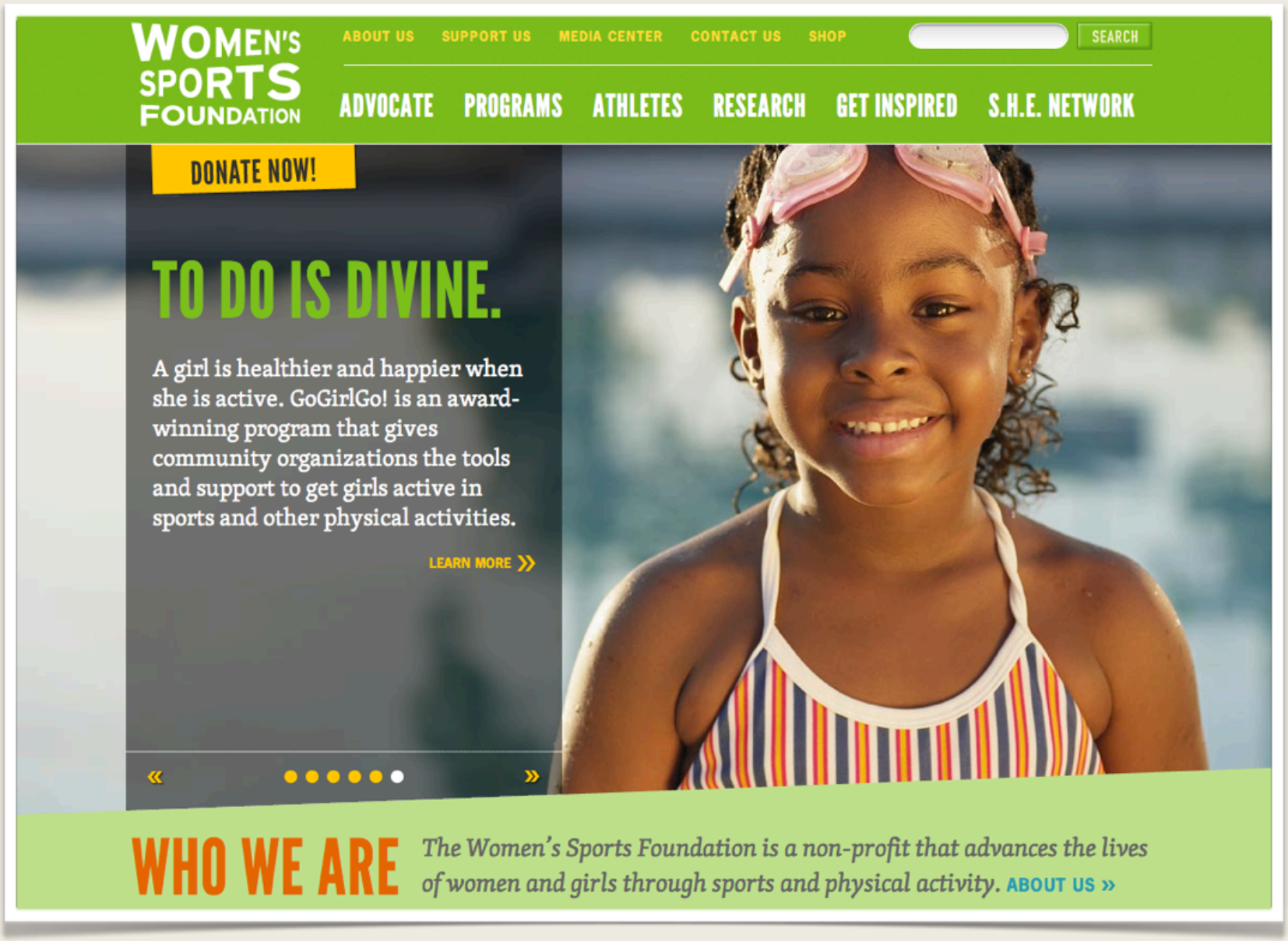
We create and produce The GE Show, an episodic web series to tell the story of GE's technologies & products and the brand's human impact. The show utilizes easy-to-digest, shareable content including video, games and infographics to tell GE's story in unique & innovative ways. www.thegeshow.com

Recent projects we are especially proud of:

Kashi

Prior to working with Quaker, we partnered with Kashi to design & build a thriving community site of more than a million members focused on healthy eating and living—many of whom are frequent users who took personal health challenges centered around their nutrition & lifestyle goals. www.kashi.com

Recent projects we are especially proud of:



Women's Sports Foundation

We redesigned the Women's Sports Foundation site, which conveys the organization's mission and provides users with the research, inspiration and tools for advocacy in their local communities. www.womenssportsfoundation.org

The Ask

What you've asked of us.

THE ASK

Articulate our approach and vision, both creatively and tactically, for the Food For Good website experience.

The Food for Good website, the core site

Create a mobile-friendly website for Food for Good, with a focus on the Summer Mobile Meals Program, that engages all of your target audience needs (organized by city).

The Food for Good website, expanded site & the future

Extend the website and roll out other initiatives to facilitate growth and engagement. Create a logistics portal that will enable Food for Good to manage all on-the-ground operations.

THE ASK

We're really excited about the potential opportunity to work with Food for Good.

Considering your overall objectives, we've identified four key ingredients that have inspired our thinking and could play a part in shaping the future success of your program.

Help underserved communities

Enable kids to eat healthier foods and live healthier lives by delivering food to locations where they live & play, and engage them in fun physical activities.

Keep growing

The Summer Mobile Meals program, already successful in Dallas and Chicago, will expand to Los Angeles, New York and Houston. With a strong online component, the potential for growth is limitless.

Engage the community at a local level

The program relies on the help of community members to perform tasks such as: deliver and prep food, coordinate volunteers and spend time with the kids. We think there are exciting opportunities around this community-level organization, and can see the possibilities of having a sustained movement.

Collaboration makes it work

From media to consumers to executives to nonprofits, Food for Good has the opportunity to create collaborative relationships amongst a very diverse set of people.

Our Approach & Vision

Here’s our overall approach and vision for the Food for Good website.

OUR VISION + APPROACH

Throughout our ideation process, we kept those four key ingredients front of mind, and allowed them to shape our vision, both creatively and tactically, of the website and overall digital approach.

On the following pages, we've aligned specific tactics & functionality to each of the four ingredients, either as part of the immediate core website or the expanded website + future.

Let's first recap the list of must-have components that are understood to be a part of the core website:

City-specific areas of content

Content that's customized for each city/location.

Easy way to find meal locations

Information about drop-off locations, meals and schedules. Highlight benefits to drive participation.

Engage existing and potential partners

Allow partners to easily contact FFG representatives. Provide information about the program in general & about the efforts in their specific city/neighborhood.

Tell the Food for Good story

Give a clear and accurate understanding of FFG, its accomplishments and PepsiCo's work in using business to solve nutrition access issues.

Make it easy to contact Food for Good

Provide quick and easy ways to contact FFG and/or leave your own information.

Mobile-friendly

Make the content, especially city-specific content, accessible from mobile devices.

Okay, let's dive in!

Help underserved communities

Enable kids to eat healthier foods and live healthier lives by delivering food to locations where they live & play, and engage them in fun physical activities.

Here are some ways we can accomplish this:

Food/activity info & location tool

Build an online tool that enables kids & parents to:

• find locations •
• see schedules •
• get meal info •
• get activity info •

Food budget tool

Build a tool that allows you to find healthy foods that match the $ you have.

Knowledge Base

Provide information & tips for parents about nutrition and healthy living in challenging environments.

• Articles/blog posts from influencers •
• Tips on where to access healthy food •

Reward super fans

Kids who show up the most get shopping coupons to share with their families.

Get the word out

Post updates, from site updates to delivery updates on Twitter and make it the go-to place for everything #Food4Good

Offline engagement

Organize community buzz-worthy events:

• charity 5x5 streetball •
• block parties •
• customized delivery trucks w/ jingles •
• mobile farmers markets •
• trade in bad snacks for good ones •

Core website

Expanded site + future

Keep growing

The Summer Mobile Meals program, already successful in Dallas and Chicago, will expand to Los Angeles, New York and Houston. With a strong online component, the potential for growth is limitless.

Here are some ways we can accomplish this:

Tell the story

Share the Food for Good story succinctly throughout the website, in a way that speaks to everyone.

• show successes •
• use testimonials •
• use video, images, text •

Invite conversation

Use Facebook & Twitter to grow the community and encourage conversation around the issues.

• Leverage FB tools like polls & commenting •
• Twitter (suggest hashtags and ask questions of visitors •

Provide many points of contact

Let's not limit "contact us" to a single page on the site. Rather, let's invite visitors to contact us at each relevant opportunity:

• when interacting with key content •
• at every top level page •
• when viewing testimonials •
• invite visitors to send thank you's to volunteers •
• ever present "suggestion box"

Recruitment kits

Provide ways for community members to become FFG spokespeople and generate interest in new territories.

Dedicated section for potential partners

Create a piece of content that speaks to potential partners and provides clear next steps to become a partner.

• what's in it for you •
• testimonials from current partners •
• typical roles & responsibilities •

FFG 2.0 + beyond

Elevate the FFG story so it speaks to a broader definition of "food for good."

• sustainable packaging •
• composting •
• locally-sourced food •
• organic food•

Core website | Expanded site + future

Engage the community at a local level

The program relies on the help of community members to perform tasks such as: deliver and prep food, coordinate volunteers and spend time with the kids. We think there are exciting opportunities around this community-level organization, and can see the possibilities of having a sustained movement.

Here are some ways we can accomplish this:

Use social media to spark awareness & encourage feedback

Use Facebook & Twitter to announce delivery info, events, need for volunteers, etc.

Logistics portal

We would build an administrative interface for all the partners and volunteers to coordinate with each other. This portal would serve to manage all one-the-ground operations.

• possible partnership with Blue State Digital •

Testimonials everywhere

Surface relevant testimonials throughout the site, for example if there's a favorite meal that's served, let's hear how yummy it is from Jonah, age 10.

These testimonials can be great for press too, easily digestible bites that can be linked to from articles, blog posts, etc.

Extend the impact of the program

Create content and collateral to help the kids keep the good habits they've learned.

• fridge magnets that have nutritional info •
• t-shirts •
• entertainment passes •

Core website | Expanded site + future

Collaboration makes it work

From media to consumers to executives to nonprofits, Food for Good has the opportunity to create collaborative relationships amongst a very diverse set of people.

Here are some ways we can accomplish this:

How can you help?

Create clear directives for people interested in participating, whether as a volunteer, non-profit, media representative, etc.

• help deliver food •
• assist in food prep, etc •
• help chaperone events •
• coordinate group activities •
• PR outreach •

Share best practices

For corporations interested in doing similar programs, let's provide playbook, from research to implementation, for a successful endeavor.

Core website

Expanded site + future

And, last but not least, our thoughts on mobile...

Our mobile component needs to serve the needs of our audiences in a useful, clutter-free way.

Here are some ways we can accomplish this:

Tell the story, for mobile

Share the Food for Good story in a way that speaks to everyone. Instead of relying on video we can use text and imagery.

• provides clarity •
• inspires involvement •

Simplified experience, catered for people on the go

Pull out the most useful and important components and rely on Twitter to alert people about site and company updates.

• location & meal info finder •
• most recent tweets •

Get the word out

Include key website news and updates, as well as local delivery information.

Sign up for text alerts.

Local contact

Create an easy way to find local contacts in your area.

Core website | Expanded site + future

SUMMARY

We believe our approach will deliver all the must-have components of the core website in a compelling way.

By requirement

City-specific areas of content

- Top-level templated pages on the site will each feature maps, delivery details, contacts and testimonials

Easy way to find meal locations

- Food/activity info & location tool
- Get the word out

Engage existing and potential partners

- Dedicated page for partners
- Invite conversation
- How can you help?

Tell the Food for Good story

- Get the word out
- Tell the story succinctly
- Testimonials everywhere

Make it easy to contact Food for Good

- Provide many points of contact throughout the site + local contacts
- Invite conversation
- Encourage feedback

Mobile-friendly

- Bite-sized story
- Simplified experience

By objective

Generate awareness

- Immediate location and contact info
- Expand the impact
- Use of social media channels
- Get the word out

Build understanding and trust

- Tell the story succinctly
- Testimonials everywhere
- Knowledge base
- How can you help?

Timeline & Budget

Core site:

Phase 1 (Dec ’11): Discovery, UX & Content Strategy
$55K

1. Site Map & Navigation Design
2. Content Strategy
3. Wireframes

Phase 2 (Jan ’12): Design & Interim Site Build
$65K

1. Concept & Design of core website + mobile site
2. Development of interim site functionality (map w/ cities, program info, contact)

Phase 3 (Feb ’12): Development
$65K

1. Front-end & back-end development of core website + mobile site
2. CMS
3. QA & deploy

Total: $185K

Appendix

Reference material that inspired our thinking.

REFERENCE MATERIAL

Interesting and relevant digital executions that inspired our thinking.

Whole Education

About us | Blog | Contact | Thursday, 10 November 2011

Site search

Introduction | Partner projects | In action | *People's stories* | Join the Network

People's stories

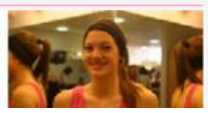
- ***Introduction***
- School children
- Young people
- Parents
- Teachers
- Youth workers
- Citizens

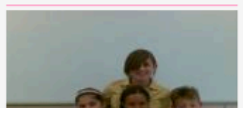
Introduction

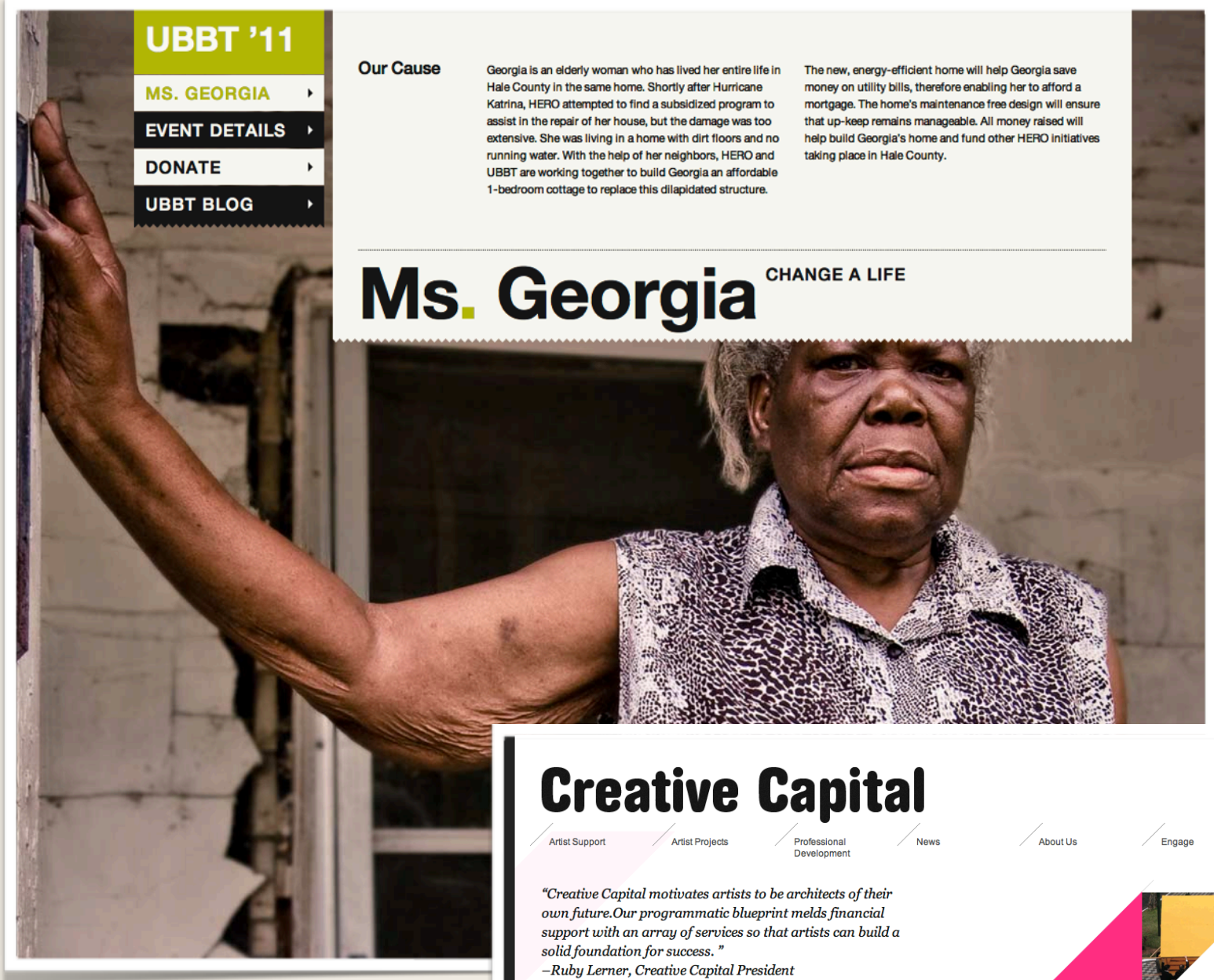
We accept that change doesn't come easily but we now know enough about the way children learn and the demands that society will place on them in the future to start sharing and promoting existing education practice that will help us to deal with the challenges that lie ahead.

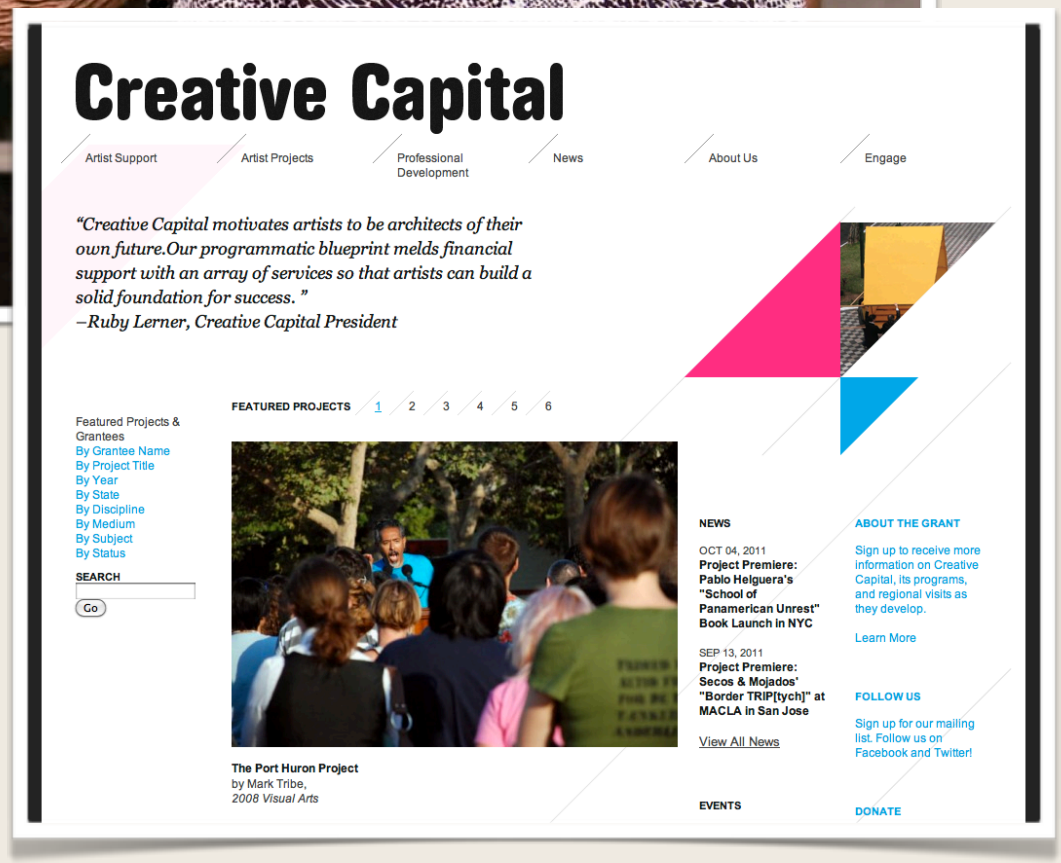
Displaying 6 stories

Ben Saunders






UBBT '11
MS. GEORGIA
EVENT DETAILS
DONATE
UBBT BLOG
Our Cause
Georgia is an elderly woman who has lived her entire life in Hale County in the same home. Shortly after Hurricane Katrina, HERO attempted to find a subsidized program to assist in the repair of her house, but the damage was too extensive. She was living in a home with dirt floors and no running water. With the help of her neighbors, HERO and UBBT are working together to build Georgia an affordable 1-bedroom cottage to replace this dilapidated structure.
The new, energy-efficient home will help Georgia save money on utility bills, therefore enabling her to afford a mortgage. The home's maintenance free design will ensure that up-keep remains manageable. All money raised will help build Georgia's home and fund other HERO initiatives taking place in Hale County.
Ms. Georgia
CHANGE A LIFE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Artist Projects
Professional Development
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About Us
Engage
"Creative Capital motivates artists to be architects of their own future.Our programmatic blueprint melds financial support with an array of services so that artists can build a solid foundation for success."
–Ruby Lerner, Creative Capital President
Featured Projects & Grantees
By Grantee Name
By Project Title
By Year
By State
By Discipline
By Medium
By Subject
By Status
SEARCH
Go
FEATURED PROJECTS 1 2 3 4 5 6
The Port Huron Project
by Mark Tribe,
2008 Visual Arts
NEWS
OCT 04, 2011
Project Premiere: Pablo Helguera's "School of Panamerican Unrest" Book Launch in NYC
SEP 13, 2011
Project Premiere: Secos & Mojados' "Border TRIP[tych]" at MACLA in San Jose
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food for good
fresh thinking by PepsiCo

+ thebarbariangroup

thank you