



## DELIBERATELY LATE PIZZA DELIVERIES RAISE AWARENESS OF WORLD HUNGER AND MONEY FOR CHARITY



NONPROFIT & SOCIAL CAUSE

**A risky advertising campaign cooked up by agency ONIRIA/TBWA has seen two pizzerias in Paraguay provide a deliberately slow service to help customers begin to understand those affected by hunger.**

We've already seen food outlets in the US doing their bit to tackle global hunger with the [Halfsies](#) initiative, which donates to charity when customers order half-sized meals. Now a risky advertising campaign cooked up by agency [ONIRIA/TBWA](#) has seen two pizzerias in Paraguay provide a deliberately slow service to raise awareness of hunger. Teaming up with the Food Bank Foundation, the agency persuaded the "two most important pizzerias in Asuncion" to accept delivery requests from customers, advising them that the food would arrive within 45 minutes. Feigning bad service, all the pizzas were delivered much later than this specified time frame, prompting angry calls from those who had placed an order. However, when the food finally arrived, each box came with a note explaining: "When you're hungry, you understand hunger." Couriers then told each customer that the pizza was free of charge, but any money they did give would be donated to the Food Bank Foundation to help those for whom hunger is a genuine fear, rather than an irritation. The idea behind the concept was to help those who can afford takeaway food to put their complaint into perspective, in return offering them a pizza for free as a thank you for taking part in the experience. The following video was created by ONIRIA/TBWA to demonstrate the campaign:

Where traditional campaigns may appeal to rational thought or emotion to convince viewers to help, the ONIRIA/TBWA campaign gave pizza customers an unusual experience they are not likely to forget. According to a Fast Company [report](#), the campaign helped collect 50 tons of food for the Food Bank Foundation, but would you be prepared to risk permanently dissatisfying your customers for a single campaign?

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