



LunchAd Media's Creative CSR Awards Entry (Category: A1)

CONTENT

1. LunchAd Media's Background
2. LunchAd Media CSR
3. The "5 for 5" program
 - a. Objective
 - b. Aim
 - c. Mission
4. Case Studies
5. Sustainability
6. Deliverables
7. Educational Fieldtrip
8. Contact Us

Background

LunchAd Media Pte Ltd is a local media owner, specializing in advertising on eco-friendly F&B takeaway packaging- distributed to eateries where the advertiser's target audiences can be found. For example: Canteens, hawker centres, coffee shops, and food courts in business hubs, schools, shipyards, and shopping malls.



The green labelled eco-friendly takeaway packaging used by LunchAd Media, are manufactured locally by LunchAd Media's parent company, Microwave Packaging (S) Pte Ltd.

Microwave Packaging's business model was built with the mission to help our society replace non eco-friendly packaging with eco-friendly packaging.

Food vendors were the primary market, but price is a major challenge for them.

Therefore, Microwave Packaging came up with the concept of LunchAd Media - when advertisers pay to have their advertisements printed on the packaging, we would distribute the packaging to food vendors in locations chosen by the advertisers, for free.

This effectively achieves Microwave Packaging's mission.

And at the same time, food vendors get quality eco packaging, while the advertisers get affordable and effective publicity with 100% viewership.

**Justifying 100% viewership:*

*The nature of LunchAd Media is advertisements on F&B takeaway packaging. **Each and every piece** will end up in the hands on a consumer, with an interaction of at least 10 minutes (time taken to have a meal).**

LunchAd Media CSR

Apart from helping our society replace non eco-friendly packaging, LunchAd Media is a CSR conscious local media owner on many levels:

1. 5% of advertising proceeds will be donated to a local charity organization designated by the advertiser.
2. Partnering charity organizations, LunchAd Media opens its doors and organizes educational fieldtrips for our less fortunate youths.
3. **LunchAd Media pledged to donate 1,000,000 pieces of media space to all local charity organizations, for them to garner more donations from their corporate donors.**

This free media initiative had been titled, “5 for 5”, by the National Volunteer & Philanthropy Centre (NVPC).

The “5 for 5” program

For every donation above \$5,000 received by a local charity organization from a corporate donor, LunchAd Media will give 5,000 pieces of media space to be shared between the charity organization and their corporate donor.

The charity organization and their donor may then place their CSR messages, appreciation messages, and donation garnering messages on the free media space. This media spaces will be then distributed to eateries island-wide.

The “5 for 5” program will act as an enticement for corporations to donate to our local charities, and, as a messaging tool for charity organizations to create more awareness for their causes and needs for donations within the People of Singapore.

Many charity organizations and their corporate donors had come on board to take part in the “5 for 5” program. Below are some examples of charity organizations and donors that had benefited from LunchAd Media’s “5 for 5” program.



Charity organizations who had benefited from LunchAd Media’s “5 for 5” program in 2013:

Singapore Cancer Society, Touch Community, Singapore Association for the Visually Handicapped (SAVH), Singapore Association of the Deaf, National Cancer Centre Singapore (NCCS), Bishan Home, TP Healthcare, Student Advisory, Salvation Army, Asian Women Welfare Association

“5 for 5”’s Objectives

1. To help local charity organizations garner more donations and support from corporate donors.

This directly helps all types of charity organizations to raise funds and boosts their abilities to assist the needy communities in Singapore- regardless of race, religion, gender, ages, (or species).

2. To create awareness of the causes and needs of charity organizations, to the people of Singapore.

In hopes that the people of Singapore will come on board, and do whatever they can, within their ability to help the less fortunate within their communities.

“5 for 5”’s Aim

We hope that through our self-sustaining CSR efforts, the local charity organizations will be able to keep getting substantial donations from donors and volunteers. And sequentially, no needy persons will ever be turned away from the help, care, and support he or she desperately needs.

We’d heard stories from various charities that we had partnered with in this “5 for 5” program, that sometimes, their hands are so full, and their facilities are up to their maximum capacity, they had no choice but to turn away needy folks at their doors.

We hope that with enough donations, the charity organizations will be able to expand their facilities, and leave no needy persons behind. Be it with the capability to offer a bed and roof above a homeless elderly’s head, the funds to subsidise therapy and medication, or even with time to be a listening ear.

“5 for 5”’s Vision

We hope that, in time, this “5 for 5” program will become a national identity of a “charity media”. Where the people and organizations of Singapore will come together, and build Singapore to become a better place for the needy, elderly and handicapped.

		
<p>Charity Organization: Muscular Dystrophy Association of Singapore Supported by: KS Energy Group</p>	<p>Charity Organization: Singapore Cancer Society Supported by: Pink Apple</p>	<p>Charity Organization: Concern and Care Society Supported by: Bengawan Solo</p>

Case Studies



Charity Organization: Asian Women Welfare Association-

AWWA is a voluntary welfare organization, and member of Nation Council of Social Services (NCSS). Their mission is to provide specialized teaching and learning resources to enhance the knowledge of children and adults with disabilities and learning difficulties.

Supported by Donor: Nippon Paint



Charity Organization: Touch Community
Touch Community is a non profit charitable organisation, and a member of the NCSS. TOUCH reaches out to individuals of all religions, ages and races with special and healthcare needs.

Supported by Donor: Resorts World Sentosa



Charity Organization: TP Healthcare

TP healthcare is a non profit charitable organization, and a member of the NCSS, and Institute of Public Character (IPC). TP healthcare strives to improve the availability of rehabilitation, community care, and post acute community care services to elderies with complex and chronic conditions. They also promote good healthy lifestyles, prevention and detection of diseases.

Supported by Donor: Tan Chin Tuan Foundation

Content: Calling out to Singaporeans to make donations to TP healthcare, for the benefit of the needy, sick, and elderly.



Charity Organization: Action for Singapore Dogs (ASD)

ASD is a non profit organization, and a registered entity with the Registry of Societies. Their mission is to improve the welfare of stray and abandoned dogs in Singapore. They have various activities and programs to rescue, sterilization, foster, and help re-home stray and abandoned dogs.

They believe that all animals, big or small, deserve a life of love and care, and not a life of fear and survival. ASD works with official institution and other non government organizations to synergize the efforts toward alleviating the plight of local stray dog population in Singapore.

Supported by Donor: GeneOasis

Sustainability

To ensure sustainability, the packaging printed with charity organizations' and donors' messages will then be sold to eateries island-wide at a minimal cost. By covering our cost, we will be able to create a self-sustaining loop platform for the "5 for 5" program.

Deliverables

1. As proof that LunchAd Media had actually *manufactured* the packaging printed with the charity organization's messages, physical samples will be set aside.

The charity organization and their donor may then have physical samples of the packaging printed with their messages.

2. As supporting proof to show that LunchAd Media had indeed *distributed* the packaging printed with the charity organization's messages to eateries, LunchAd Media will provide a distribution statement.

This statement will include the quantities distributed, and the locations they were distributed in. The charity organizations and donors may then decide to do an on-site survey.

Document No.	Source No.	Description	Quantity	
105490	S0004		5,350.00	
105491	S0004		5,400.00	
105491	S0004		5,400.00	
105491	S0004		6,000.00	
105738	S0004	850cc - SAVH (600)	5,350.00	
105738	S0004	850cc - TES-AMM (600)	6,850.00	
105738	S0004	850cc - TP HEALTH (600)	5,700.00	
105738	S0004	850cc - KS ENERGY (600)	6,600.00	
105738	S0004	850cc - RWS (600)	6,000.00	
105738	S0004	850cc - SAC (600)	6,000.00	
105738	S0004	850cc - NPO (600)	5,400.00	
L25833	807505	850cc - SAVH (600)	-100.00	TP-NASI PANG TEMASEK POLYTECHNIC
L26029	809061	850cc - SAVH (600)	-600.00	NTU - LAO HUO TANG NTU CANTEEN 2, STALL 6
L26031	809163	850cc - SAVH (600)	-600.00	NTU-FOOD AMAZE P/T (CAFE BY THE QUAD) 60 NANYANG DRIVE (S) 637551
L26724	807016	850cc - SAVH (600)	-600.00	HANDMADE NOODLES (HUP HENG) WHITESAND SHOPPING CENTRE
L26675	807374	850cc - SAVH (600)	-100.00	JAPANESE FOOD STALL #09 (HUP HENG) NOVENA SQUARE SHOPPING CENT
L26672	808642	850cc - SAVH (600)	-600.00	FU DUO BAN MIAN NOVENA SQUARE
L27483	807502	850cc - SAVH (600)	-100.00	TP-NOODLES STALL TEMASEK POLYTECHNIC
L27576	807505	850cc - SAVH (600)	-100.00	TP-NASI PANG TEMASEK POLYTECHNIC
L27456	940012	850cc - SAVH (600)	-150.00	KOREAN FOOD (HH) #B1-08 CLIFFORD CENTER
L27802	807783	850cc - SAVH (600)	-250.00	KATONG YONG TOU FU 100 BUKIT TIMAH ROAD #01-33
L27776	807896	850cc - SAVH (600)	-600.00	HILL CITY FOOD & BEVERAGE PTE LTD THE CENTRAL
L28247	808412	850cc - SAVH (600)	-600.00	WHITE TANGERINE CAFE #B1-23 PARADISE CENTRAL
L28383	809072	850cc - SAVH (600)	-1,200.00	DIANDIN LELUK THAI RESTAURANT PTE LTD GOLDEN MILE COMPLEX #03-30
L28589	807374	850cc - SAVH (600)	-100.00	JAPANESE FOOD STALL #09 (HUP HENG) NOVENA SQUARE SHOPPING CENT
L28586	808642	850cc - SAVH (600)	-300.00	FU DUO BAN MIAN NOVENA SQUARE
L29187	807016	850cc - SAVH (600)	-600.00	HANDMADE NOODLES (HUP HENG) WHITESAND SHOPPING CENTRE
L29339	940012	850cc - SAVH (600)	-100.00	KOREAN FOOD (HH) #B1-08 CLIFFORD CENTER
L29740	807783	850cc - TES-AMM (600)	-250.00	KATONG YONG TOU FU 100 BUKIT TIMAH ROAD #01-33
L29716	808448	850cc - TES-AMM (600)	-600.00	SHAN CHENG #02-31 BEDOK POINT
L30365	807374	850cc - TES-AMM (600)	-50.00	JAPANESE FOOD STALL #09 (HUP HENG) NOVENA SQUARE SHOPPING CENT
L30362	808642	850cc - TES-AMM (600)	-600.00	FU DUO BAN MIAN NOVENA SQUARE
L30933	808025	850cc - TES-AMM (600)	-600.00	TEO CHEW FISHBALL NOODLE STALL 29 VIVO CITY

*The proof of delivery for LunchAd Media's packaging printed with commercial advertisements, with specific location(s) for distribution, will be more detailed.

It will be a Delivery Order, that includes address(es) of locations, quantity, date(s), and signatures of vendors*

Educational Fieldtrip

We, at LunchAd Media believe that every child deserves to be educated. Education comes in many ways, and lessons taught in class are not all there is to it. That is why schools organize fieldtrips, and tours for students.

Some children may not be as fortunate as the others. Some are plagued by handicaps that disallow them to take part in activities other children may take part in.

Children suffering from Muscular Dystrophy are a part of this sad statistic. They are not allowed to take part in excursions because of their walking difficulties, “troublesome”, is a word often used as an excuse.

Not only do they miss out on educational opportunities, this rejection from their mentors and peers depresses them.

After interacting with the team at Muscular Dystrophy Association of Singapore (MDAS), and their beneficiaries, we became compelled to offer them an opportunity to experience fieldtrips, like their peers always had.



With the support of the team and volunteers at MDAS, we managed to put together a fun and educational tour at LunchAd Media and Microwave Packaging’s premises.

With safety precautions in place, the children were brought to our production site to learn how these eco-friendly paper packaging were manufactured.

After that, they were invited in our offices for light refreshments, and an art competition! Supplied with magic markers, and plain white boxes, these children were then free to express their creativity in any way they like.



When they were done, they were all presented with a set of colour markers that were personally sponsored by one of our workers at LunchAd Media.



Given the impression that these packaging are eco-friendly, all of the children came out with creative artwork with a eco-friendly message!

With hand written thank you notes, (and an official one from the organization), we are very sure that they had fun.



3 April 2013

LunchAD Media Pte Ltd
192 Pandan Loop
#04-07 Pantech Business Hub
Singapore 128381

Dear Sir/Madam

The Muscular Dystrophy Association (Singapore) would like to express appreciation to LunchAd Media for allowing young members with muscular dystrophy to visit your factory on Monday, 18 March 2013. Special thanks to Miss Fiona Liu for making special efforts to plan the activities for our members and making the visit possible.

Everyone had a great learning experience on the process of making lunch boxes. Thanks for the hospitality of LunchAd Media Pte Ltd.

We look forward for future collaboration.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Sherena Loh', is positioned above the printed name.

Sherena Loh
Executive Director

Contact Us

For any clarifications, please contact Leonard Lau at +65 93841829, or, Fiona Liu at +65 92264738.



LunchAd Media

www.lunchad-media.com

www.facebook.com/lunchad www.facebook.com/lunchadmedia

Office: + (65) 6776 5598

Fax: + (65) 6775 2719

192 Pandan Loop, #04-07 Pantech Business Hub, S'128381

-End-