

A 'Glad' solution to food wastage

Food wastage is a global problem. Every day hundreds of tons of food is thrown away and it's not only food that has gone bad, but leftovers that are still good. Therefore, Glad and DDB South Africa created a new campaign, titled "Instaglad," that builds awareness of this problem and demonstrates how their products can provide a simple solution. The program launched in May 2015.

"Instaglad," developed for Instagram, targets consumers who love food - every day food lovers to world renowned chefs and food critics - and the thousands of people who follow them. Normally, Instagram food pictures generate likes and comments from friends and followers, but the conversation stops there. Insert Glad. DDB South Africa repurposed the instagramers mouth watering photo and sent it back to the photographer two days later, still fresh, covered in Glad products.

See more about the campaign [here](#).

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