

1/9 **Breakfast for everyone!**

A free Breakfast to start your day freshly, fully energised & good happy smile on your face!



Solution

More & more people skipped the most important meal everyday by saving their stomach for lunch later, or combine it with lunch -- Brunch, in which is not a healthy life. People ignore breakfast with different reason; too busy, save money, dieting, ... which is not good for their health. In order to promote the important of breakfast, my idea for " Good for Berlin" is to provide a breakfast for the people of Berlin. It will be held first week of each month .Breakfast Truck will be located at 5 different location in Berlin for 5 different working days of that week.

In the early morning, a team of Berliner Sparkasse's staff with board of management will start preparing & making the sandwiches. Some of them will help with the packaging. Then, the breakfast truck will deliver it to the specific location & parked at a place

near Berliner Sparkasse. The distributing of breakfast to public start from 7 to 8 am. The other team

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Please describe your idea in one sentence.

A free sandwich & coffee for Berliner, to start the day freshly, fully energized & good happy smile on their face! On Saturday of every weeks, a cooking class about making breakfast is held free to enrich your daily breakfast's choice.

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Who will benefit from your idea, hence whom is your idea directed towards?

Early waking up people, who get the breakfast from the breakfast truck, between 7 to 8 am in first week of every month. 20 people who learn in the cooking class every week & sharing the recipe they learn with other close family, friends & neighbors.

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Why is your idea “good for Berlin”?

To promote importance of breakfast and revive the breakfast's culture among the people of Berlin. To improve & foster better relationship among local community, friends & family.

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How many people do you think will benefit from your idea?

At least 500 people of any age, religion or culture, who arrive early to take the free breakfast between 7 to 8 am each day of the first week of each month. 20 limited people for Breakfast class & more on sharing what their learn with other people.

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In what way does the Berliner Sparkasse gain visibility through your idea?

Through a rotating system, the participation of different staff & board of management each day in Free Breakfast with the aids of the graphic on the breakfast truck, Printed T-shirt on client staff & Apron, Graphic on the packaging, ... later through media, news, public social network: Facebook, Instagram, Twitter, ...

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Which kind of people and how many of them will take notice of your campaign?

At least 500 getting the free breakfast each day in first week of every month and more through media & social network coverage. On weekend, 20 people every week will come, learn & bring home the recipe to share with more people.

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How much do you estimate the annual budget for the implementation of your idea to be?

Estimated €50,000 for the Free Breakfast on first week of each month & another €150,000 for every weekends of Breakfast Class Free .

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Creative's profile



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Creative's top 5 skills

Copy Writing, Graphic Design, Illustration, Product Design, User Experience