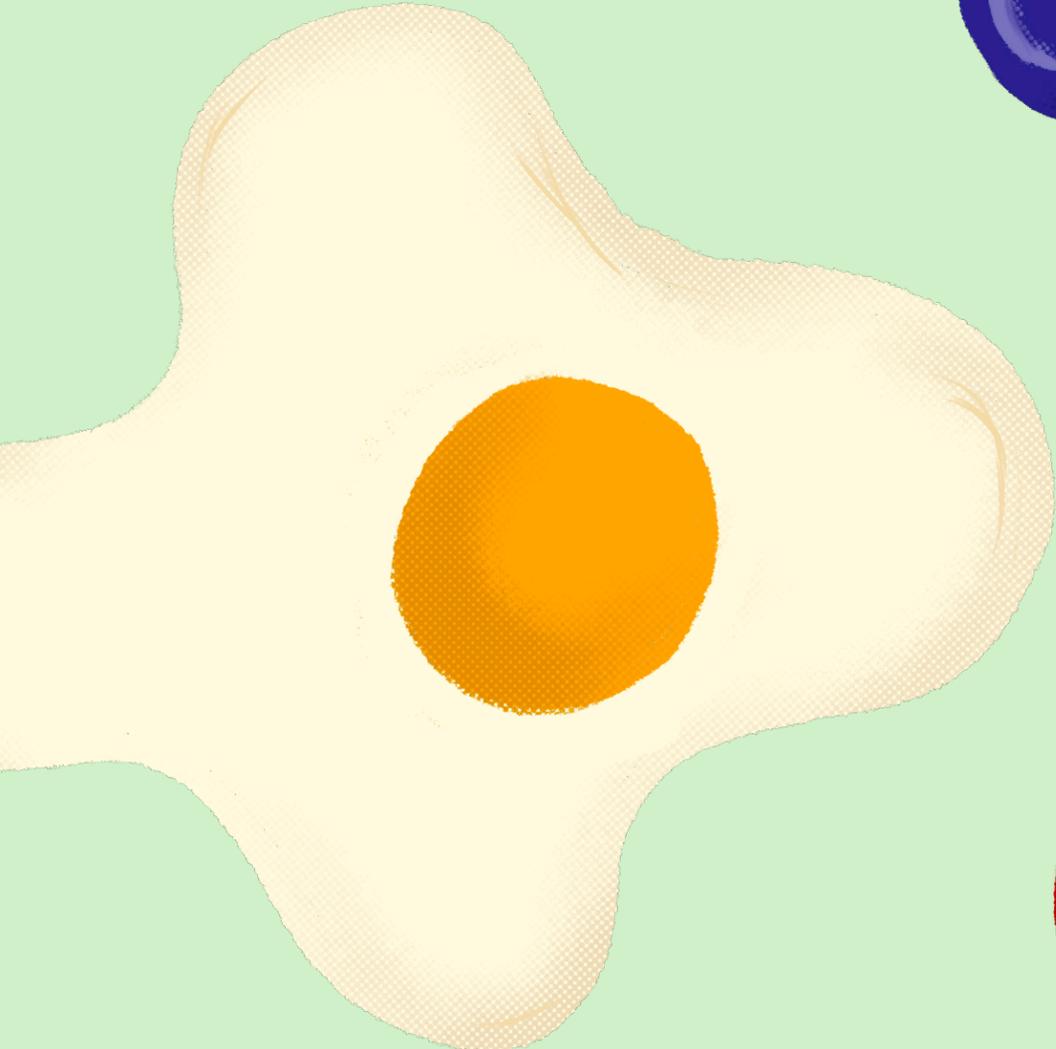


ART 446 ————— ELLIE SCHAUER

LUV! ON WHEELS



CREATIVE BRIEF

BACKGROUND

Student success can be measured in many different ways, encompassing a wide range of factors. The common misconception that academic performance is equal to wellness/success no longer covers the wide range of causes for low student success rates. **Student success can be defined as making progress towards graduation while maintaining a sense of belonging and fulfillment.**

Having access to basic needs such as food and self care products is a vital part of student success. **Access to food significantly impacts student success due to its role in providing nutrition, improving concentration, energy levels, and promoting emotional and behavioral health.** School meal programs play a crucial part, as they provide students with regular access to balanced meals during the school day, addressing immediate nutritional needs and potentially instilling lifelong healthy eating habits.

OBJECTIVES

Facilitate change by creating a comprehensive campaign that **helps aid students and faculty** that are **experiencing food insecurity at Cleveland State University.**

Provide accessible food resources for students and faculty. Through the development of a mobile food bank we hope to **reduce the presence of food insecurity on Cleveland State University's campus.**

Create awareness and generate funds from investors and grant organizations to fund the LUV! mobile campaign from start-up through future scaling efforts.

CONCEPT

Mobile food pantry that provides healthy food options that are delivered right to the students' neighborhood. Students can place orders through an app to have their selections delivered to their area. **Removes the barriers of having to make an appointment, and be on campus to get the food resources students need.**

DELIVERABLES

Postcard Advertisement
Mobile Application
Food Pantry Truck
Infographic

CREATIVE BRIEF cont.

THE MARKET

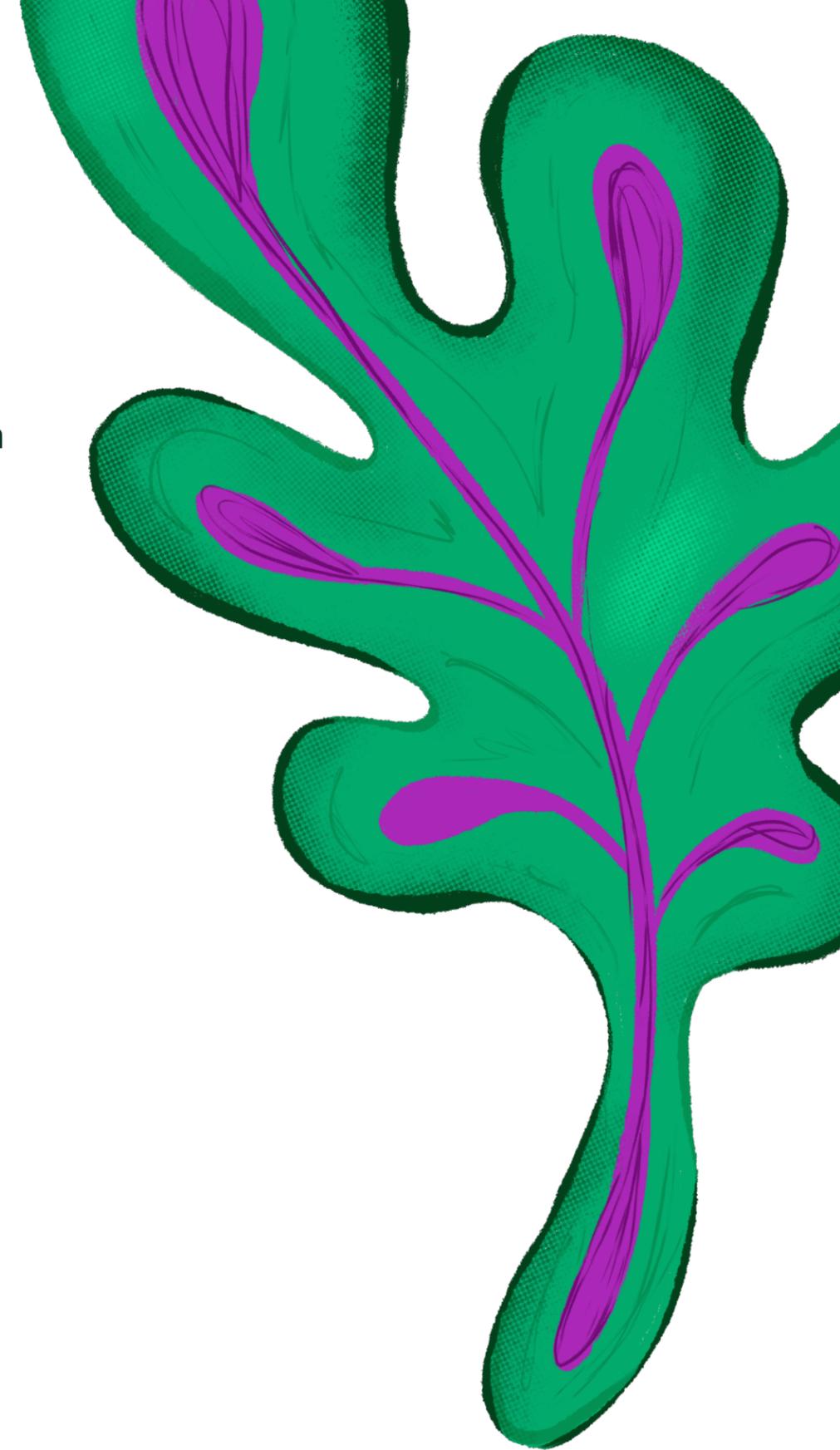
Students at Cleveland State University receive a wide variety of information requesting their attention. Sources of this information include social media, emails, printed materials on campus, signage, faculty word of mouth, and more. It can be assumed that many people experiencing food insecurity are very busy and often do not have a lot of time to be looking for new resources despite how much they might need them. **For this reason the marketing materials must be distributed to the individuals at their residence or places they might frequent.**

The demand for food related resources on CSU's campus is very high. The appointments generally fill up completely. **There is more need for these resources than can be managed with the on campus food bank alone. Any new plan or campaign would need to be scaleable, and accessible for a large quantity of students.**

AUDIENCE

A large number of people struggle with food insecurity. **An average 36% of students nationwide experience food insecurity.** Many of these students are supporting themselves and possibly other family members or children. Likely they are also working one or multiple jobs. Students aren't spending much time on campus, and most students have more responsibilities outside of school.

This impacts, students working multiple jobs, supporting family members, First generation students, Students without reliable transportation, mental health concerns, International students, and Low income students



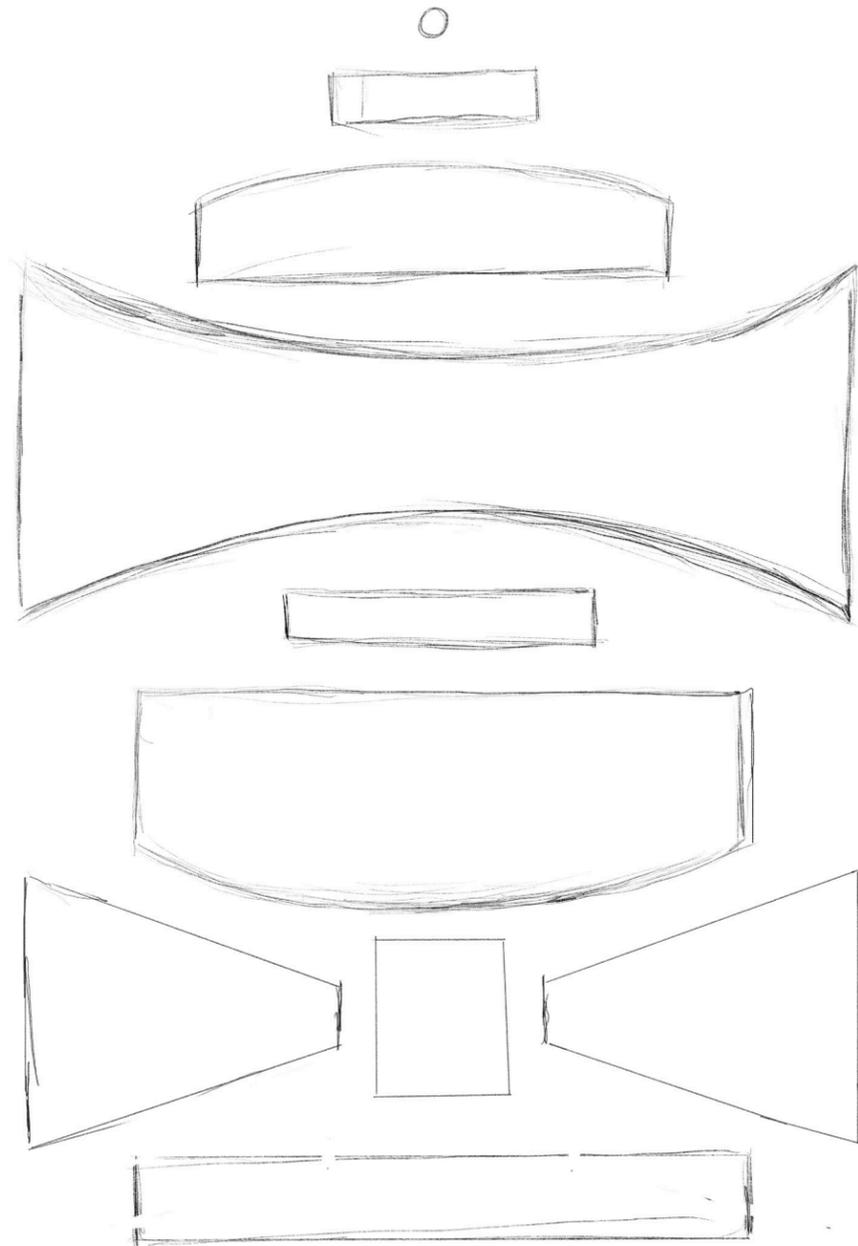
MOODBOARD



ILLUSTRATIONS



POSTCARD



LUV!
PROVIDING
SUPPORT
AT EVERY
CORNER
CSU 2023 VIKES
MOBILE FOOD PANTRY

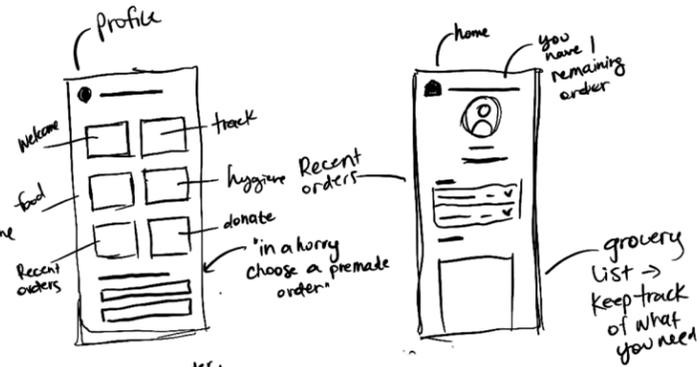


APP SITE PLAN & WIREFRAMES

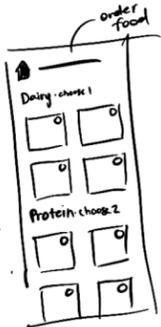
Pages

homepage

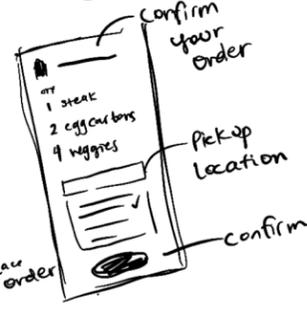
- Place an order (Food)
- Recent orders
- Track the truck
- Information/welcome
- Profile
- Hygiene order



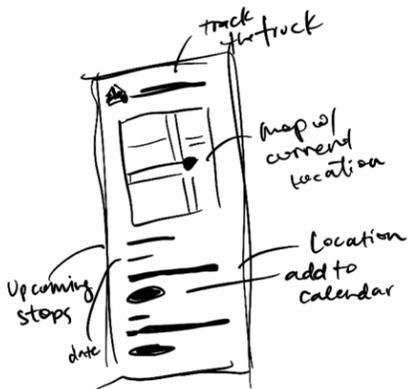
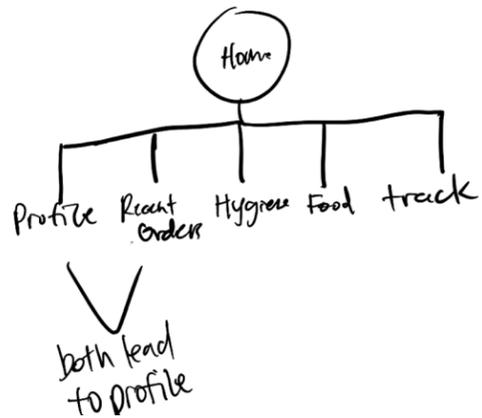
Save prepping veggies
changes to order confirmed



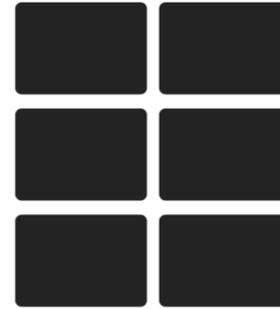
take 5 to food or hygiene page



Place order



Welcome back, Olivia!



In a hurry? Choose a premade order.



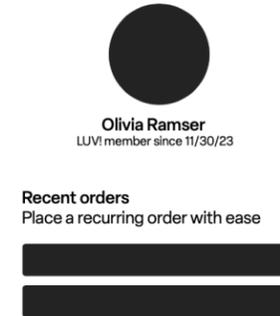
Confirm your order

Item	Qty.
Oatmilk (32 oz)	1
Asparagus	1
Carton of eggs	2
Chicken breast	1
Mushrooms	1
Banana	2

Pickup location
Upcoming stops near you



1 order remaining...



Grocery list
Keep track of your needs

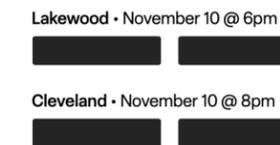


Track the LUV! truck

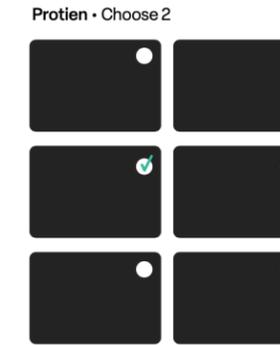
Current location



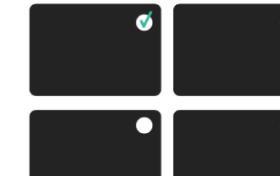
Upcoming stops near you

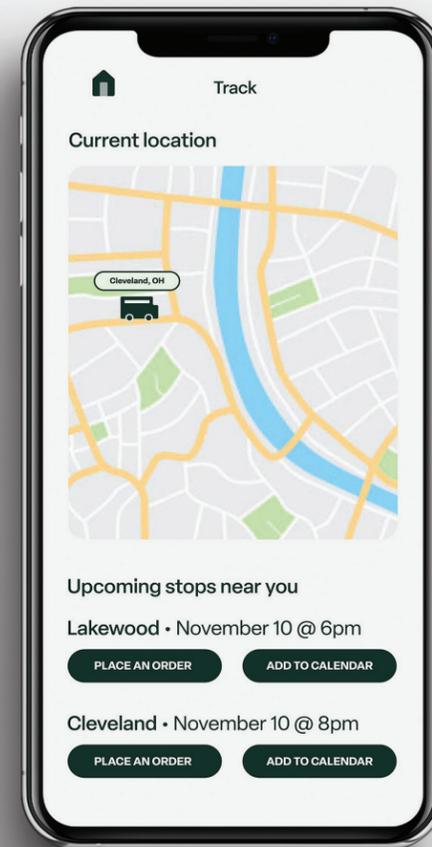
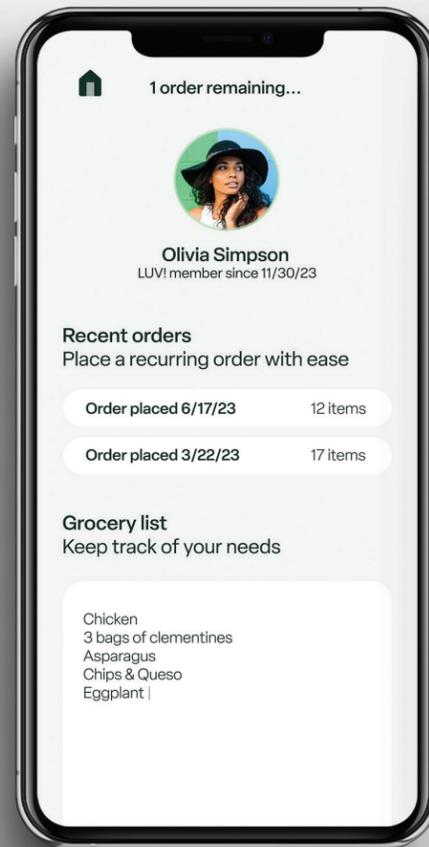
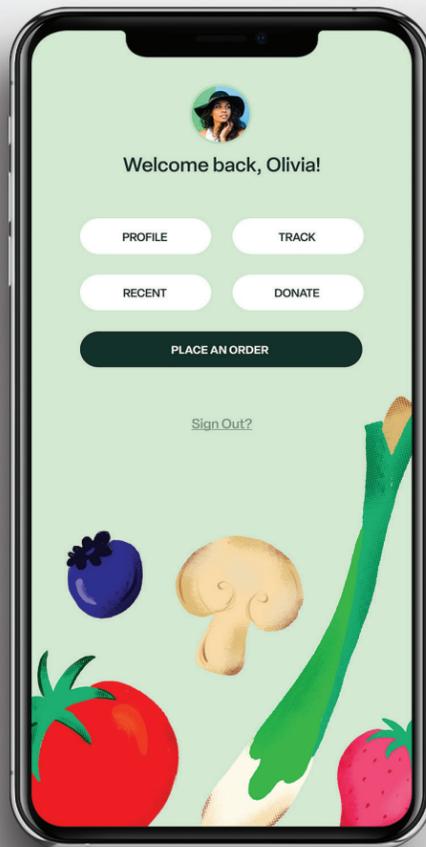
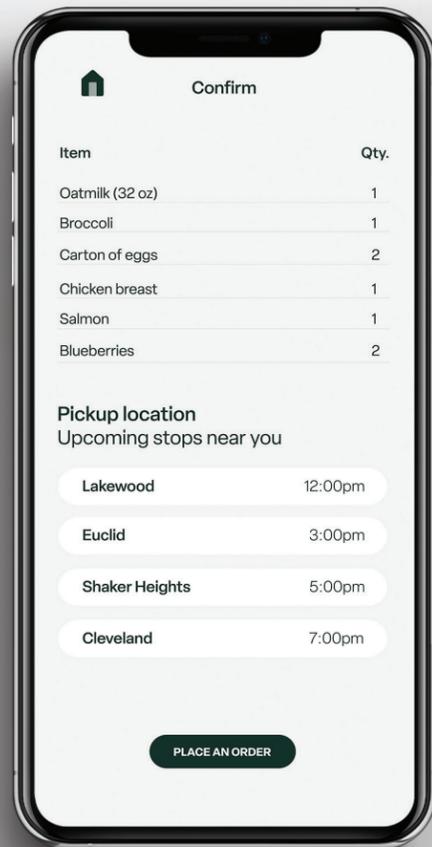
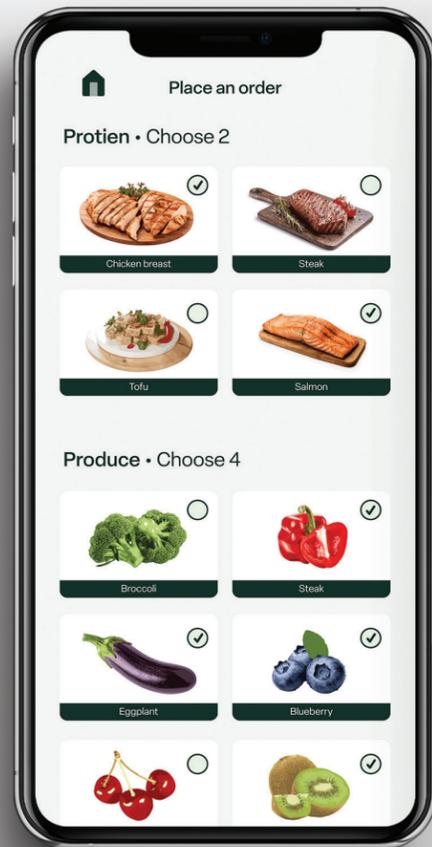


Place a food order

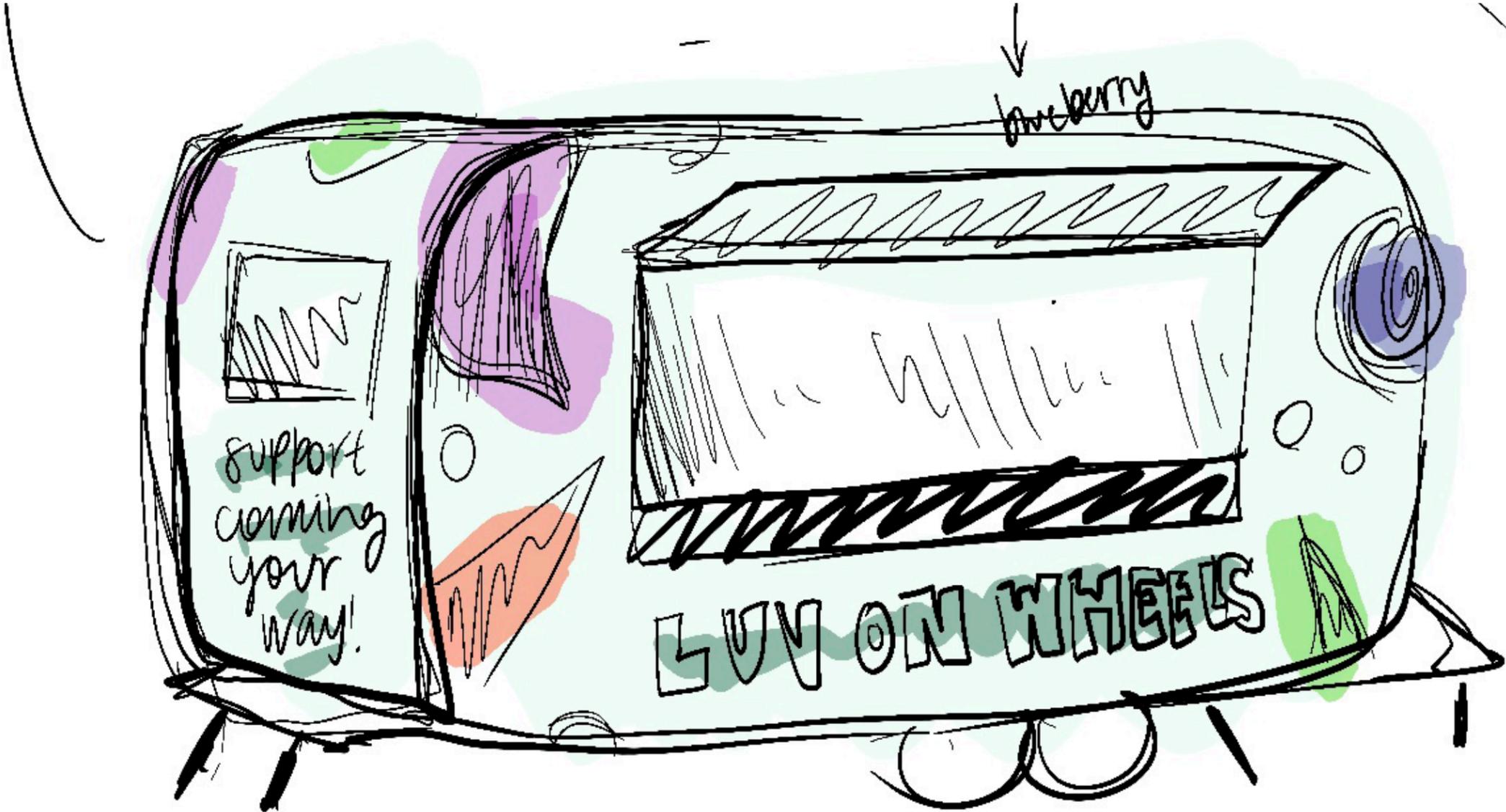


Vegetables - Choose 4





MOBILE TRUCK





INFOGRAPHIC





LUV! on wheels
Providing support at every corner.

Our mobile food bank brings nourishment and a sense of community to every neighborhood. We are dedicated to making sure no student goes hungry.

If you are struggling with food insecurity, and need a convenient way to use the CSU Lift Up Vikes Food Pantry resources, download our app and place your first order!

DURING
2023

We served 1,437 meals,
that's over 176 students.

36% Were food insecure.
of students

The slogan "Support at Every Corner" encapsulates our dedication to making a positive impact in every area we reach. Whether parked in a bustling city center or a quiet suburban street, LUV! on Wheels stands as a symbol of hope, reminding everyone that support is never far away.

Join us as we drive towards a future where no one in our community goes without the nourishment and care they deserve.

100
thousand
dollars of
donations
were recieved this year.

