



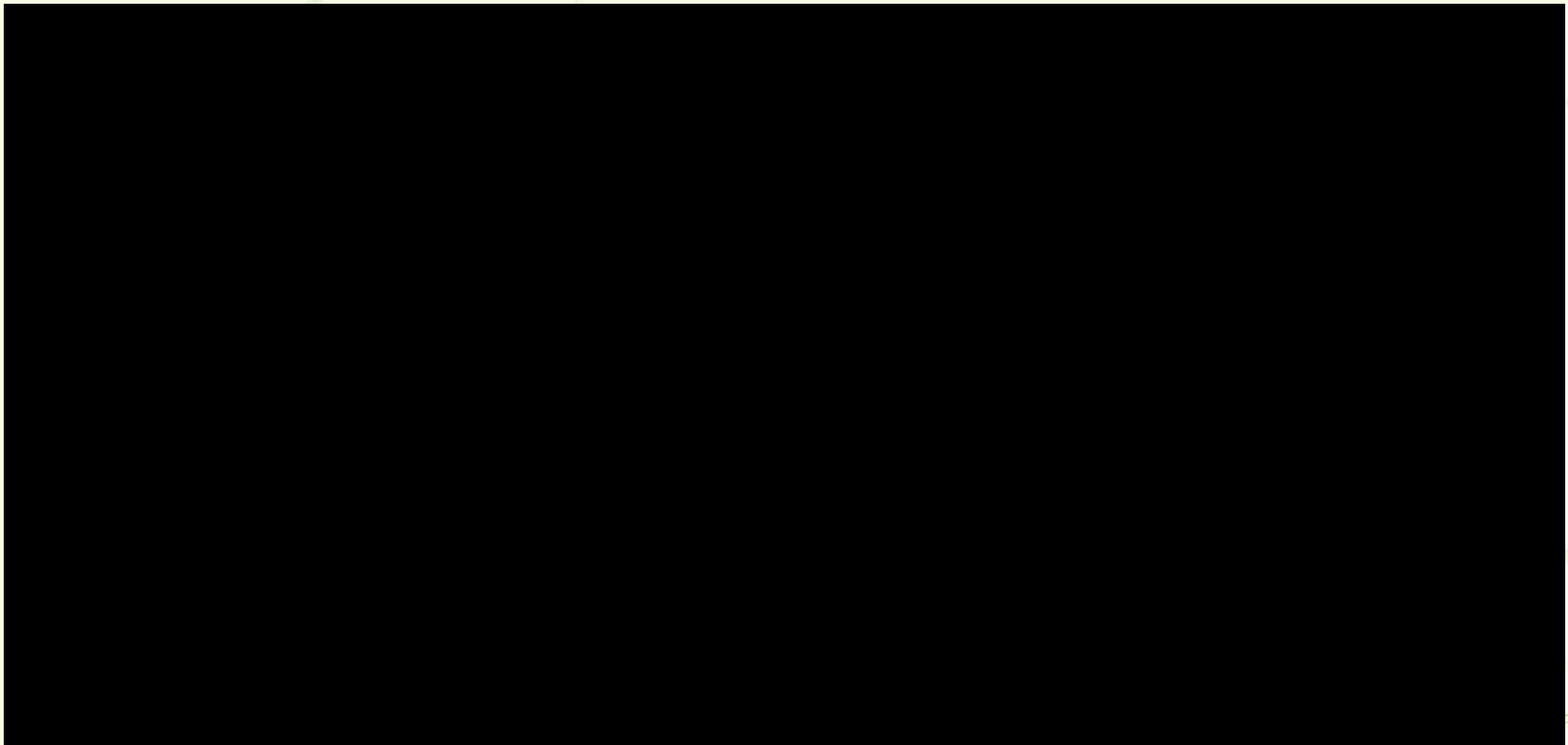
ACCURATE EATS



Emily, Danielle, Devin, Lorenzo, & Chloe



COMMERCIAL





Global Statistics



- According to World obesity Federation, more than half the world's population age 5 and older — 51 percent, or more than 4 billion people — are projected to be overweight or obese by 2035,
- By comparison, 2.6 billion people worldwide (38 percent of the population) were overweight or obese in 2020.
- Obesity alone is expected to rise from 14 percent in 2020 to 24 percent by 2035.





National Statistics



- In 2012, the United States Department of Agriculture reported that snacks provide almost one-third of a person's daily empty calorie intake (32% for women and 31% for men).





Local Statistics



- In a survey conducted with over 80 SUNY Oneonta students we found that:
- 44 percent of students only eat 2 balanced meals a day
- Only 24 percent are confident in what they read on a nutrition label
- Over 47 percent of students restrict calories if they know they are going out that night
- Close to 50 percent of students have replaced a meal with an empty calorie drink such as soda





Our Campaign



Eat Dense, Not Empty





Roll Out Schedule

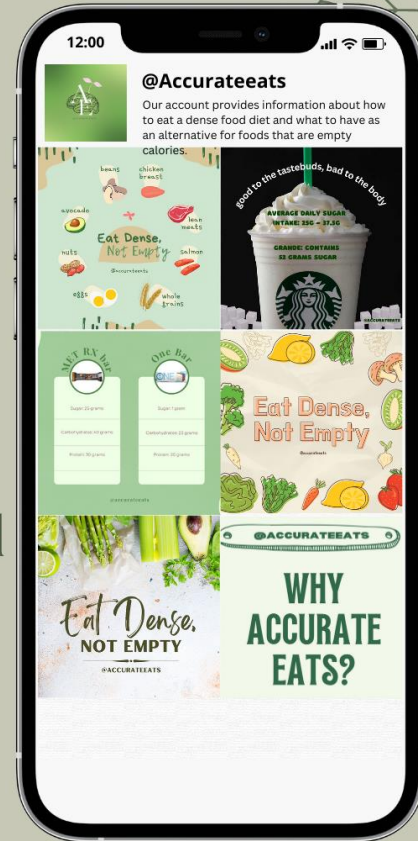
Week:	Activity:
Week 1&2	<ul style="list-style-type: none">• Created Survey• Created Instagram• Conduct Research for the Target Audience
Week 3&4	<ul style="list-style-type: none">• Survey Results• Continued Conducting Research for the Target Audience
Week 5&6	<ul style="list-style-type: none">• Created Brochure• Keeping Update with the Instagram/Posts
Week 7&8	<ul style="list-style-type: none">• Created Kick Off Event• Created Radio Spot Script

Week 9&10	<ul style="list-style-type: none">• Created Radio Spot Ad Audio• Create Commerical Script
Week 11&12	<ul style="list-style-type: none">• Shoot the Commerical• Start writing the Prospectus
Week 13&14	<ul style="list-style-type: none">• Finish Prospectus• Present the Pitch to the Class



Instagram

A quick
look
into our
Instagram feed



WHY ACCURATE EATS?

1

Many college students struggle to find ways to eat correctly to nourish their bodies

2

Many empty calories are consumed as a way to eat something quickly before class

3

There are many foods out there that seem healthy but are actually full of empty calories

4

Our account provides valuable information that is easy to understand. We provide healthier alternatives to popular foods eaten by college students





beans

chicken breast

avocado

lean meats

nuts

salmon

eggs

whole grains

**Eat Dense,
Not Empty**

@accurateeats





good to the tastebuds, bad to the body

**AVERAGE DAILY SUGAR
INTAKE: 25G - 37.5G**

**GRANDE: CONTAINS
52 GRAMS SUGAR**

@ACCURATEEATS

MET RX bar



Sugar: 25 grams

Carbohydrates: 40 grams

Protein: 30 grams

One Bar




Sugar: 1 gram

Carbohydrates: 23 grams

Protein: 20 grams

@accurateats





Eat Dense, Not Empty

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Eat Dense.
NOT EMPTY

@ACCURATEEATS



Radio Ad



KICK-OFF EVENT



GIVEAWAY *Time*

1

**\$200 GIFT CARD TO
GREEN EARTH**

3 Winners!!

2

**\$50 GIFT CARD TO
FEEL GOOD
SMOOTHIE**

5 Winners!!

3

**FREE HEALTHY
ALTERNATIVE
COOKBOOKS**

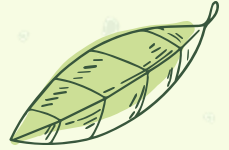
Unlimited!!



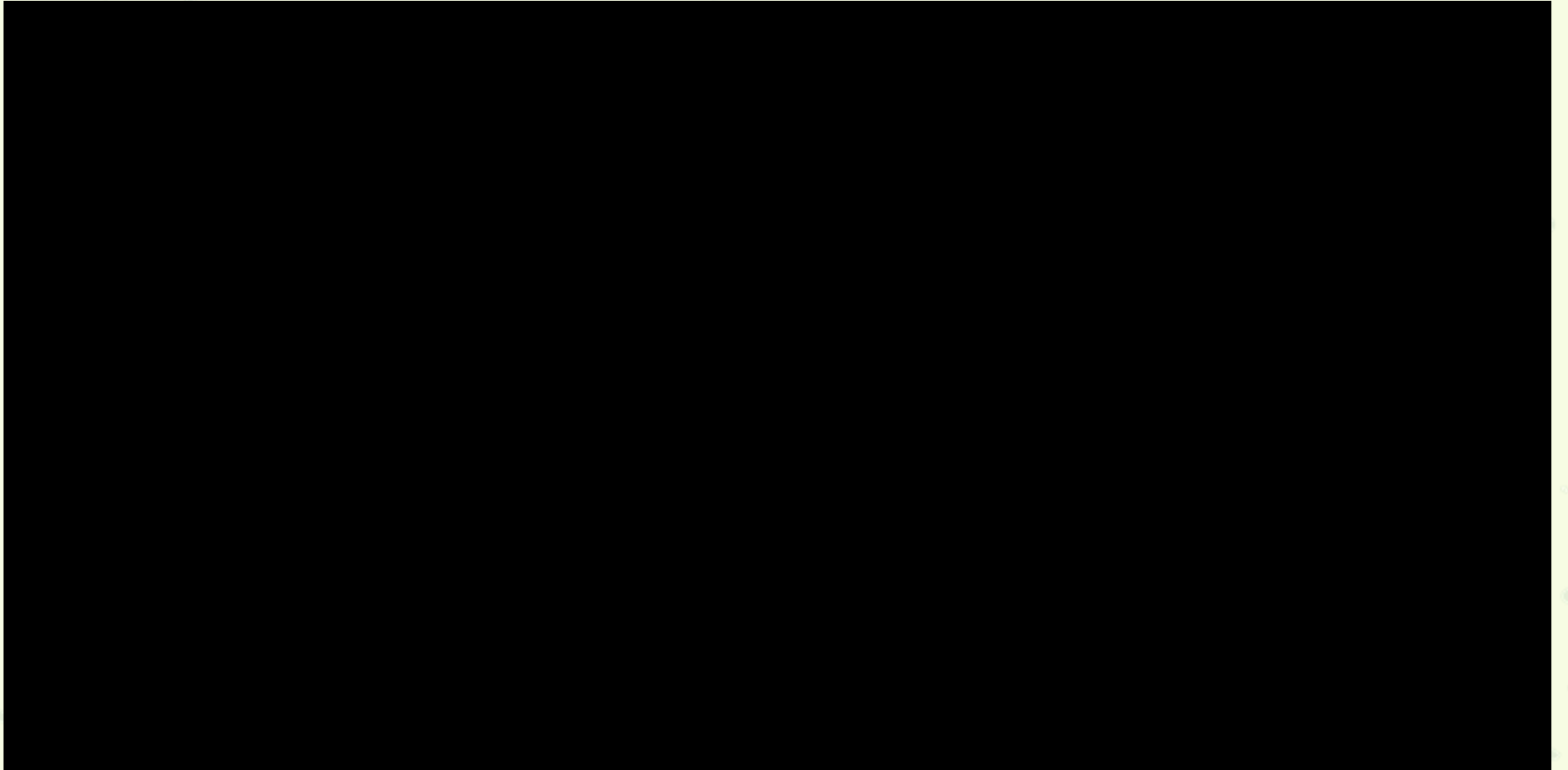
Come to the Quad 12-3

SEPTEMBER 14, 2023

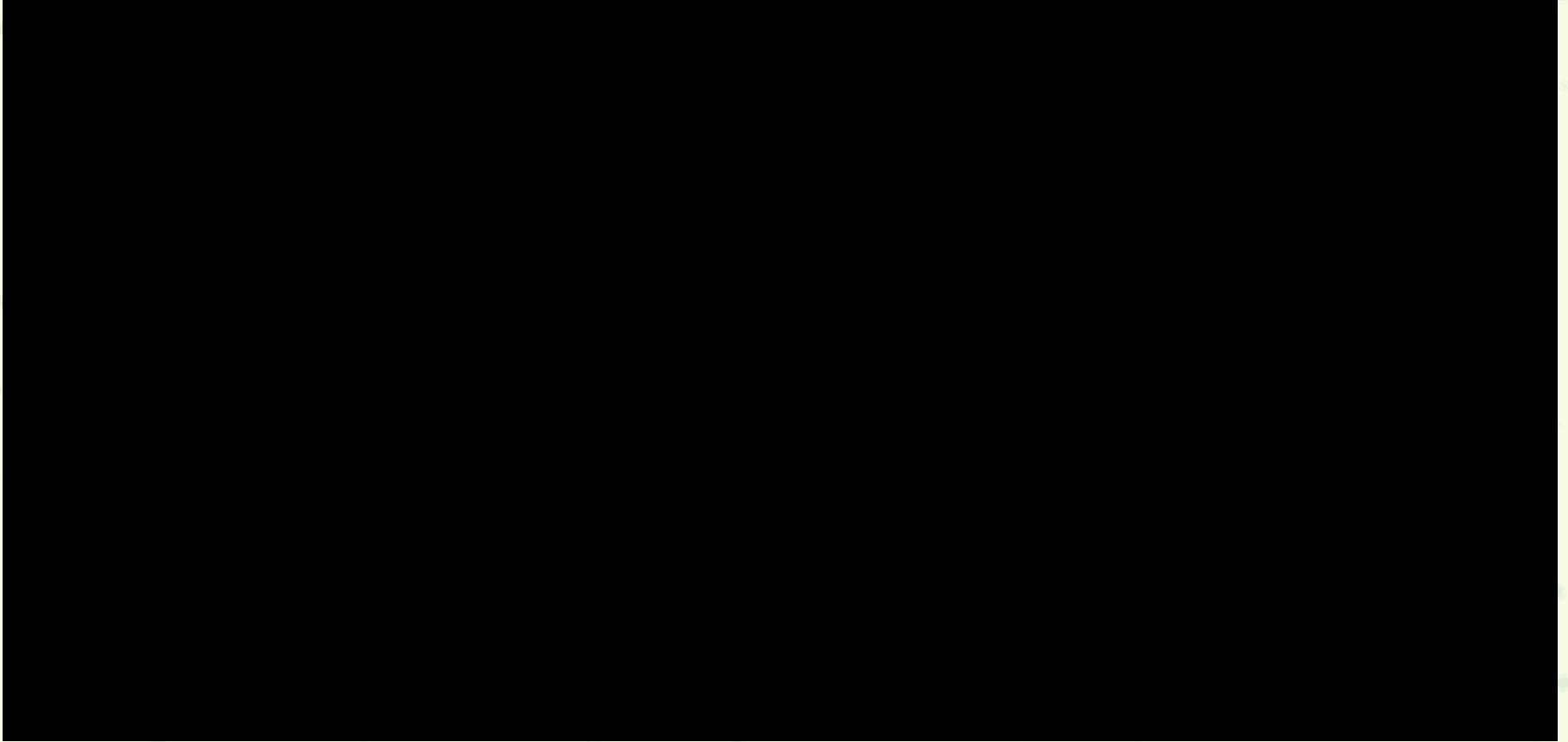
Eat Dense Not Empty



Teaser



Commercial




BROCHURE


OUR MISSION. EAT DENSE NOT EMPTY


EST. 2023

- Share information about nutrition
- Educate others on empty vs dense calories
- Introduce alternatives/swaps to be made
- Increase the overall health of our audience

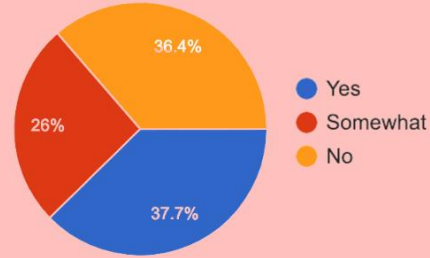
CONTACT US.

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 Oneonta NY, USA

DID YOU KNOW?



""Do you know the difference between empty calories and nutrient dense calories"

results from the SUNY Oneonta community

NUTRIENT IMPORTANCE

MACRONUTRIENTS

- Carbohydrates for energy
- Protein to build and repair muscle
- Fats to store energy and protect the organs
- Water for hydration

MICRONUTRIENTS

- Vitamins for cell function, development, and growth
- Minerals for building strong bones & teeth, controlling body fluids in and out of cells

WWW.ACCURATEEATS.COM



Empty Calories- In the Know

- Empty calories exist in both foods with some or no nutrients
- Solid fats and added sugars are considered "empty calories"
- Solid fats are fats that are solid at room temperature- can be natural or added
- Added sugars- added in the processing and preparation of foods

TAKE A LOOK

FOOD COMPARISONS

01 | EMPTY CALORIES SOURCES

- Alcohol
- Soda, energy drinks, fruit juice
- Ground beef
- Cooking oils
- Cereals

02 | MAKING SWAPS

- Water, coffee, tea
- Extra lean ground beef
- Olive oil
- Oatmeal, or non added sugar cereal

03 | WHAT'S MISSING

- Vitamins
- Minerals
- Protein
- Essential Fatty Acid
- Fiber

DAY TO DAY

- 923 empty calories consumed (men)
- 624 empty calories consumed (women)
- 31% empty calorie intake from snacks (men)
- 32% empty calorie intake from snacks (women)

WHAT NOW?

SIMPLE SOLUTIONS

- Make the swaps to reduce empty calories
- Focus on whole, unprocessed foods
- Reduce snacking and have proper meals



A picture is worth a thousand words





A Picture is Worth a
Thousand Words

flyers



A Picture is Worth a
Thousand Words

Paraphernalia

Shopping Bag

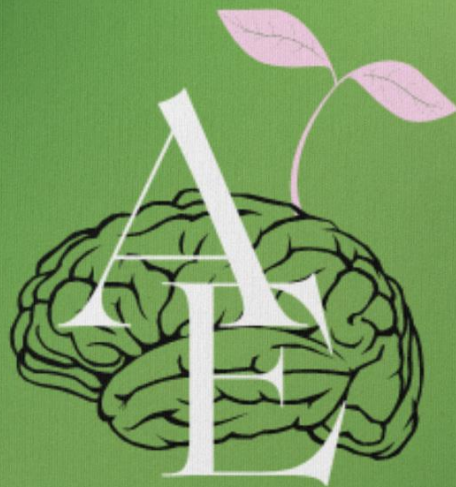
Mouse Pad

Cookbook

Stickers

Mugs





ACCURATEEATS

Cookbook

PASTA

"Healthy"

Barilla Penne



Carbohydrates: 42g
Protein: 7g

Alternative

Banza Penne



Carbohydrates: 35g
Protein: 11g

Banza is a great choice for pasta alternative because it includes a great amount of protein while having a low amount of carbs. Also its made from chickpeas!

PROTEIN BARS

"Healthy"

Met-RX Bar



Sugar: 25 grams
Carbohydrates: 40g
Protein: 30g

Alternative

One Bar



Sugar: 1 gram
Carbohydrates: 23g
Protein: 20g

One bar is a great choice for protein bars because it's low in sugar, high in protein and doesn't have unknown ingredients





Why Invest?

- At SUNY Oneonta 62.4% of students have some or no idea what the difference between empty and nutrient-dense calories are
- This statistic solidifies the lack of knowledge in the food and nutrition sector of daily lives of students



- With such a stat catered to only one university, poses the question: With such an overwhelming lack of knowledge regarding Nutrition, Why not invest into the health, wellbeing and knowledge of the future? Because we need our future to make it to the future!

Conclusion

- I hope you've gained some valuable insights into the benefits of consuming nutrient-dense foods
- Improve our energy levels, mood, and physical health.

- Small changes in our diets can lead to significant improvements

