

HANNAFORD 2020 GRADUATE CONTEST

Create positive memories for the class of 2020

OBJECTIVE

Reward 2020 graduates for their resilience during the pandemic while creating a halo effect for the Hannaford brand.

SOLUTION

Hannaford asked 2020 graduates to upload a 30-second video message of encouragement to their future selves for the chance to win the \$10,000 grand prize or one of five \$500 first prizes. Video submissions were featured on the website in a public gallery so everyone could share in the positivity.

