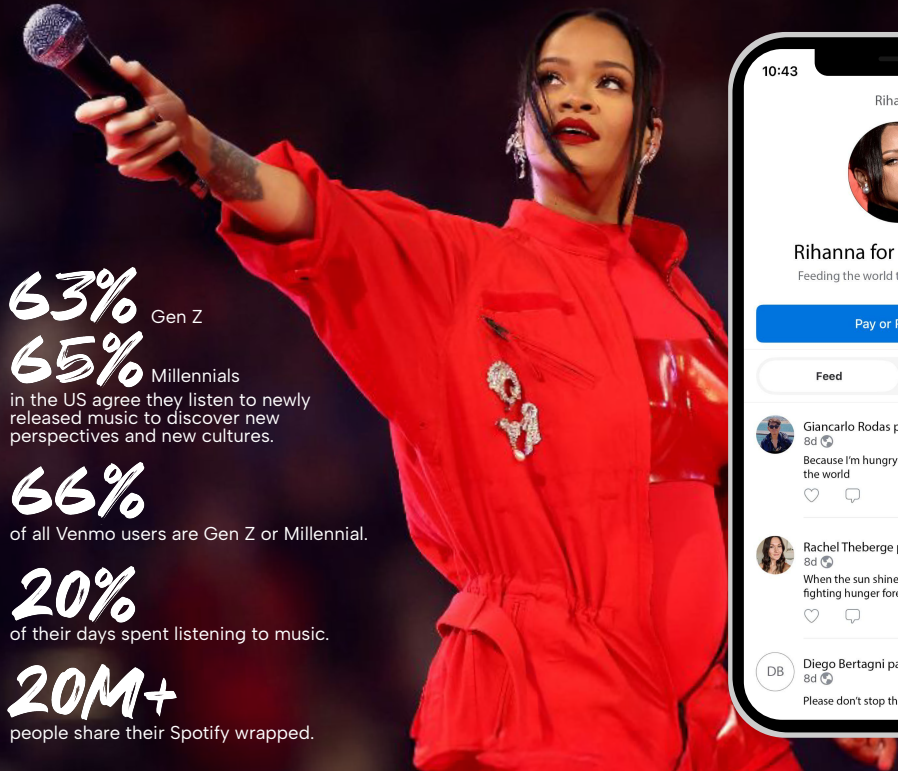


DROP THE BEAT TO BEAT HUNGER

USING ANTICIPATION TO FUEL FOOD JUSTICE.

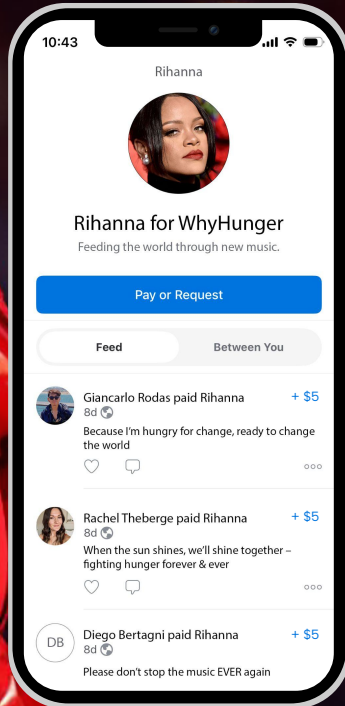


63% Gen Z
65% Millennials
in the US agree they listen to newly
released music to discover new
perspectives and new cultures.

66%
of all Venmo users are Gen Z or Millennial.

20%
of their days spent listening to music.

20M+
people share their Spotify wrapped.



BACKGROUND

For 50 years, WhyHunger has fought hunger and poverty by supporting grassroots movements and collaborating with top music artists.

INSIGHT

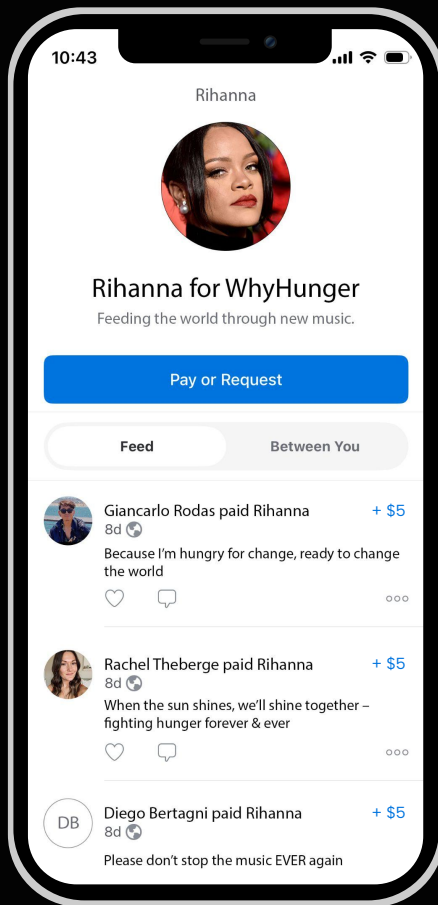
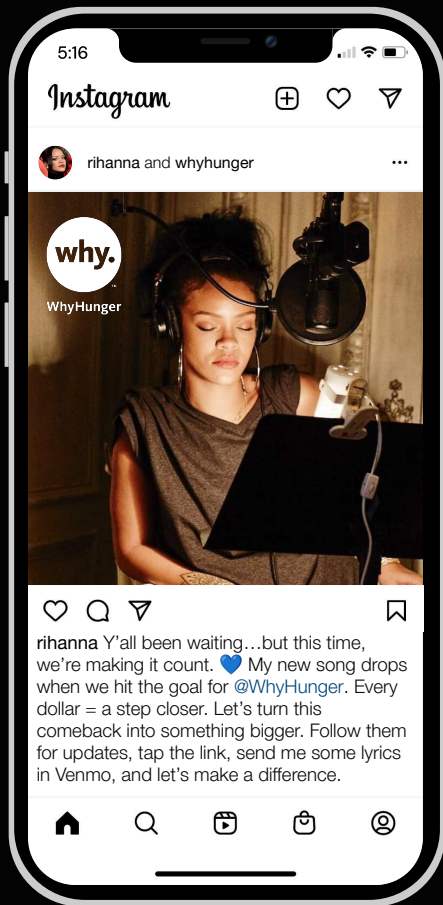
When an artist goes years without releasing new music, there's a deep anticipation we can turn into action.

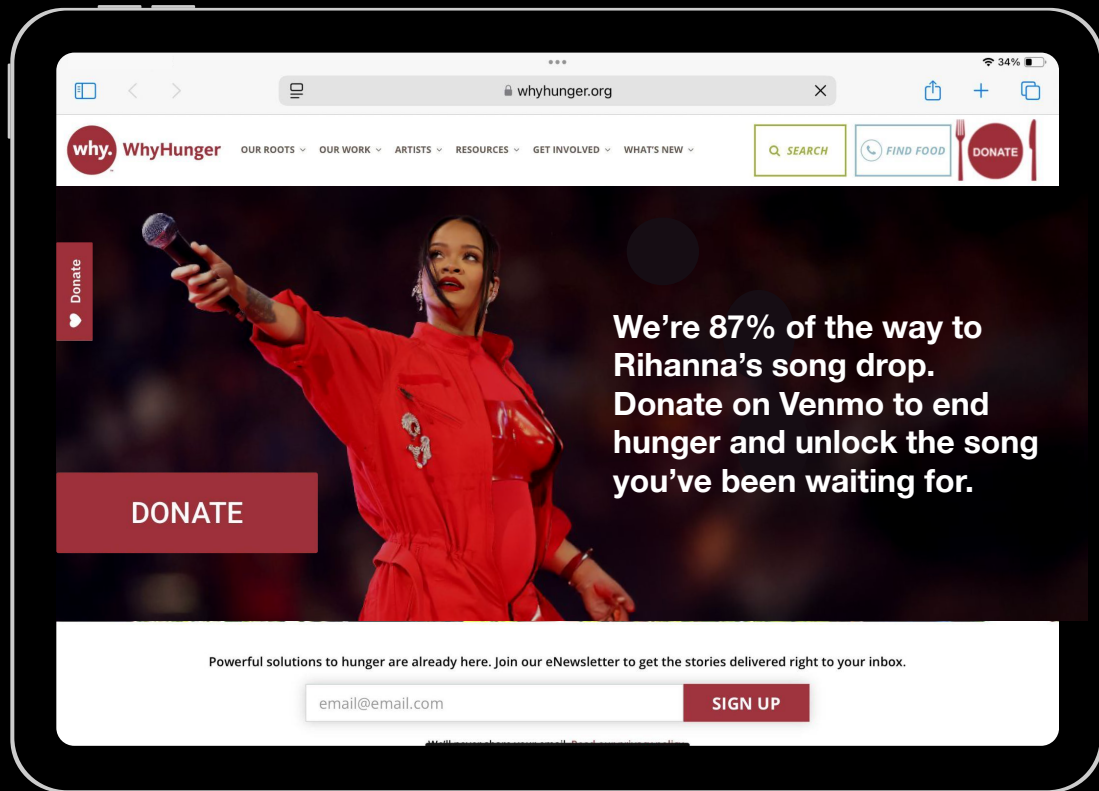
IDEA

By partnering with a globally loved artist who hasn't dropped music in far too long and has a strong philanthropic background—like Rihanna—we'll create a powerful incentive: the ability to unlock a release of long-awaited music.

EXECUTION

Fans will donate through a platform they trust, Venmo, to reach a collective goal: an exclusive release as a reward for donating. But the movement doesn't stop there. By teaming up with the artist and Spotify, we'll match streams during Hungerthon, turning listens into lasting impact. The more fans stream, the stronger their Spotify Wrapped flex—and the more they contribute to WhyHunger, proving that music can do more than just inspire; it has the power change lives.





Bruce Springsteen ✓

Been a long road waitin' on new music from [@badgirlriri](#). But this time, we aren't just waitin' — we're givin'. Every dollar gets us closer to the drop & puts food on the table for those who need it most. Let's do some good. Click the link in bio to donate. [@WhyHunger](#)

1.5K

33K

301K

6.2M



Bad Bunny ✓

Todos queremos música nueva de [@badgirlriri](#), ¿verdad? Cada donación nos acerca al lanzamiento y ayuda a quienes lo necesitan. ¡Dona por Venmo! ¡Vamos! [@WhyHunger](#)

2.6K

18K

145K

23M



JENNIE ✓

리한나 언니 신곡 드디어 들을수 있는 시간! Donate to help those in need while getting closer to hearing the newest [@badgirlriri](#) drop! [@WhyHunger](#)

11K

36K

196K

13M





FOUR-PART WRITTEN SUBMISSION

BACKGROUND

For 50 years, WhyHunger has been fighting hunger and poverty by empowering grassroots movements. They believe access to healthy food is a fundamental human right—and that hunger is a problem we can solve. By leveraging the power of music, they've partnered with top artists to amplify their message. Now, they're seeking fresh ideas to engage Gen Z and Millennials, boost small-dollar donations, and drive social engagement.

CREATIVE IDEA + INSIGHT

Gen Z and Millennials love sharing new music, and we can tap into the frustration of waiting for our new favorite songs (looking @ you RiRi). With 66% of Venmo users in this demographic and people spending 20% of their day listening to music, there's a clear opportunity. Oh, and every December, Spotify Wrapped dominates social feeds with over 60 million global shares, proving that music is its own social currency.

TLDR: By blending platforms we trust with beloved artists who have left us wanting for new music, we'll turn music anticipation into a movement for food justice.

STRATEGY

We'll tap into anticipation, exclusivity, and FOMO to turn music hype into social impact. By partnering with an artist who hasn't released music in far too long (9 YEARS, RIHANNA) and has a **strong** philanthropic background, we'll create a high-demand moment where fans can unlock a new song by contributing to WhyHunger through a trusted platform: Venmo. To get donations where they need to be, we'll tap into WhyHungers' relationships with musical artists to ask them, and their friends, who appeal all demographics to post about the cause to get as many eyes as possible. Once the song drops, we'll sustain engagement through streaming, where every play contributes to the cause, and is amplified by HungerWrapped (our very own integration with Spotify Wrapped).

continued >

EXECUTION

Part 1: The Comeback for a Cause

To drive engagement and donations, WhyHunger will partner with a high-profile artist who hasn't released music in years, but has an incredible philanthropic background and would want to help the cause—like Rihanna. The campaign teases their long-awaited release on social media, but with a twist: the new music only drops when a collective donation goal for WhyHunger is met.

How it works:

- Fans contribute via Venmo, an all-too familiar platform for Gen Z and Millennials.
- Teasers roll out on Instagram, X, and TikTok, building hype with cryptic messages, behind-the-scenes clips, and fan engagement challenges.
- We'll partner with artists from all cultures to create buzz that a new song from a long-awaited artist is available if you donate.
- The campaign launches weeks before the release date, escalating urgency as the goal nears. Once the target is hit, the song drops across platforms, making the artist's return a viral movement for WhyHunger.

Part 2: Streaming for Impact

Once the song is live, the campaign shifts to streaming, transforming every listen into an opportunity for impact.

How it works:

- The artist (or a sponsor) pledges a donation for every stream during the first month, turning passive listening into active giving.
- Add a HungerWrapped portion to SpotifyWrapped so listeners can track their impact.

Timeline & Scale:

- Pre-Launch (Weeks 1–3): Teasers and social media buzz drive anticipation.
- Launch (Week 4): The song drops as donations hit the target, with immediate media coverage and fan sharing.
- Streaming (Month 1): #HungerWrapped tracks impact while exclusive incentives sustain engagement.
- Post-Campaign: Final impact metrics shared, celebrating the movement and keeping WhyHunger in the cultural conversation.