

A stuffed bear with a hole in its belly is the hero of a new regional ad campaign created for the Food Bank of Central New York by marketing communications firm Eric Mower and Associates (EMA).

The print ads address that for many families, hunger poses a bear of dilemma: Food or rent? Food or medicine for a sick child? But there are ways to help to make sure they don't have to choose one over the other. The campaign illustrates this with the Hunger Bear, a stuffed bear with an actual empty belly that can be filled with one of three stuffed centers that represent food, donations and volunteering.

In the TV and radio spots, a young girl sings about how all she needs is something in her belly, whether a PB&J, hamburger, mac 'n cheese or rice pilaf. She carries the Hunger Bear in the TV spots, filling its missing belly with the food, donations and volunteering centers found throughout the community. The ads encourage people to help the Food Bank fill the hole left by hunger.

*View the commercial spot in the above video stream.*

“Every day, we provide emergency food assistance to those in need. But we can't win the fight on hunger without support from the local community, and for this year's annual campaign, we wanted to communicate that there are a number of ways people can help,” says Thomas Slater, Executive Director, Food Bank of Central New York.