



MAXIMIZE YOUR MOTHERHOOD

Healthy Corners Flier

Meet Our Team



Jessica Bates

PR & Marketing Specialist
PR & Strategic Communication



Seki Berg

Development & Giving Director
PR & Strategic Communication



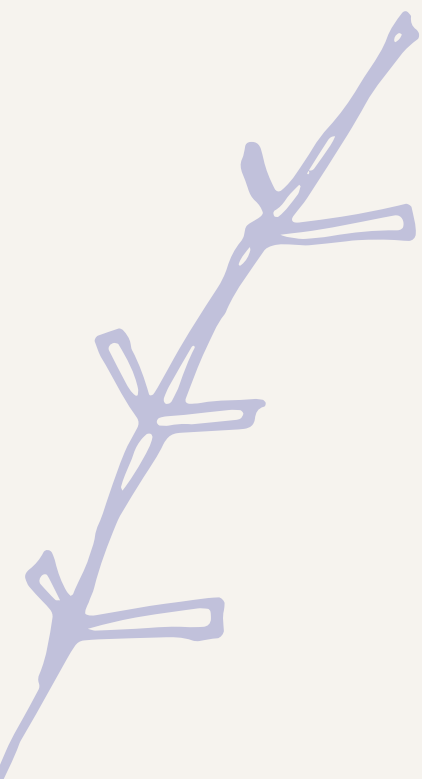
Alice Collins

Social Media Strategist
Political Science & Journalism

What We Learned



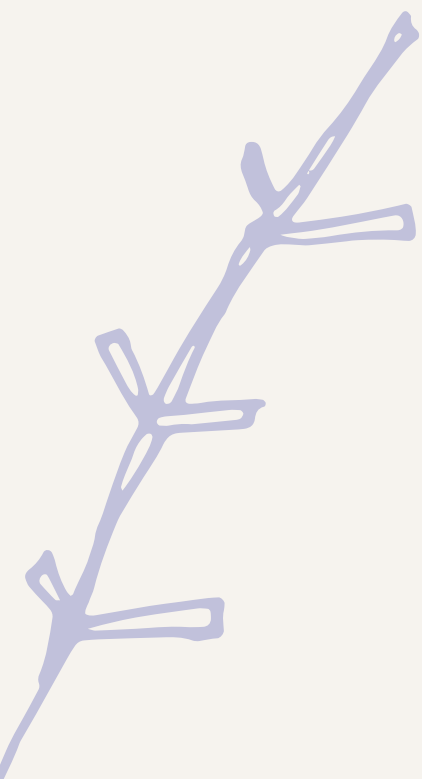
- Customers loved the ease of HC, saying things like "good thing I don't have to go to Safeway anymore"
- Customers weren't aware they could use SNAP/WIC benefits
 - Thought \$5 was a scam
- Younger people buying after-school snacks frequented the store
- Store managers were heavily involved



- Some store owners had issues describing HC program
- Not understanding how to use benefits means decrease in purchases
- Meal planning difficulty

Insights





- Increase knowledge of WIC/SNAP benefits by bringing more attention to HC program
- Promote participating stores and app usage
- All in a simple format

Strategy



Brand Persona: Taylor

- Mother of two young children
- Works full-time
- Receives WIC & SNAP benefits
- Lives near a Healthy Corners store
- Wants to provide healthy food for children

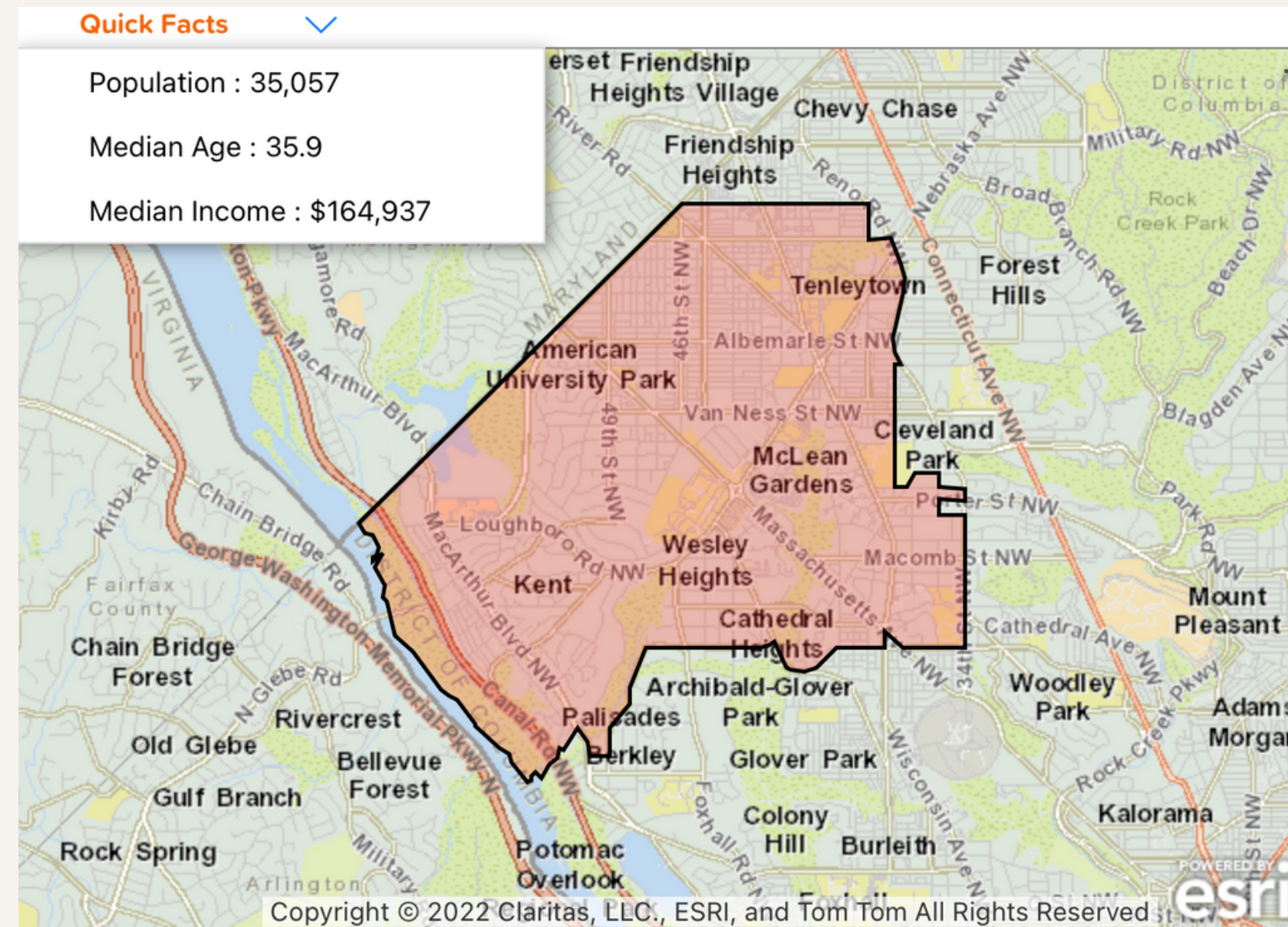


Target Audience

- Field Research
- PRIZM Lifestyle Segmentation
 - segments audience by zip codes
 - defines by age, income, education, occupation, family size, etc.

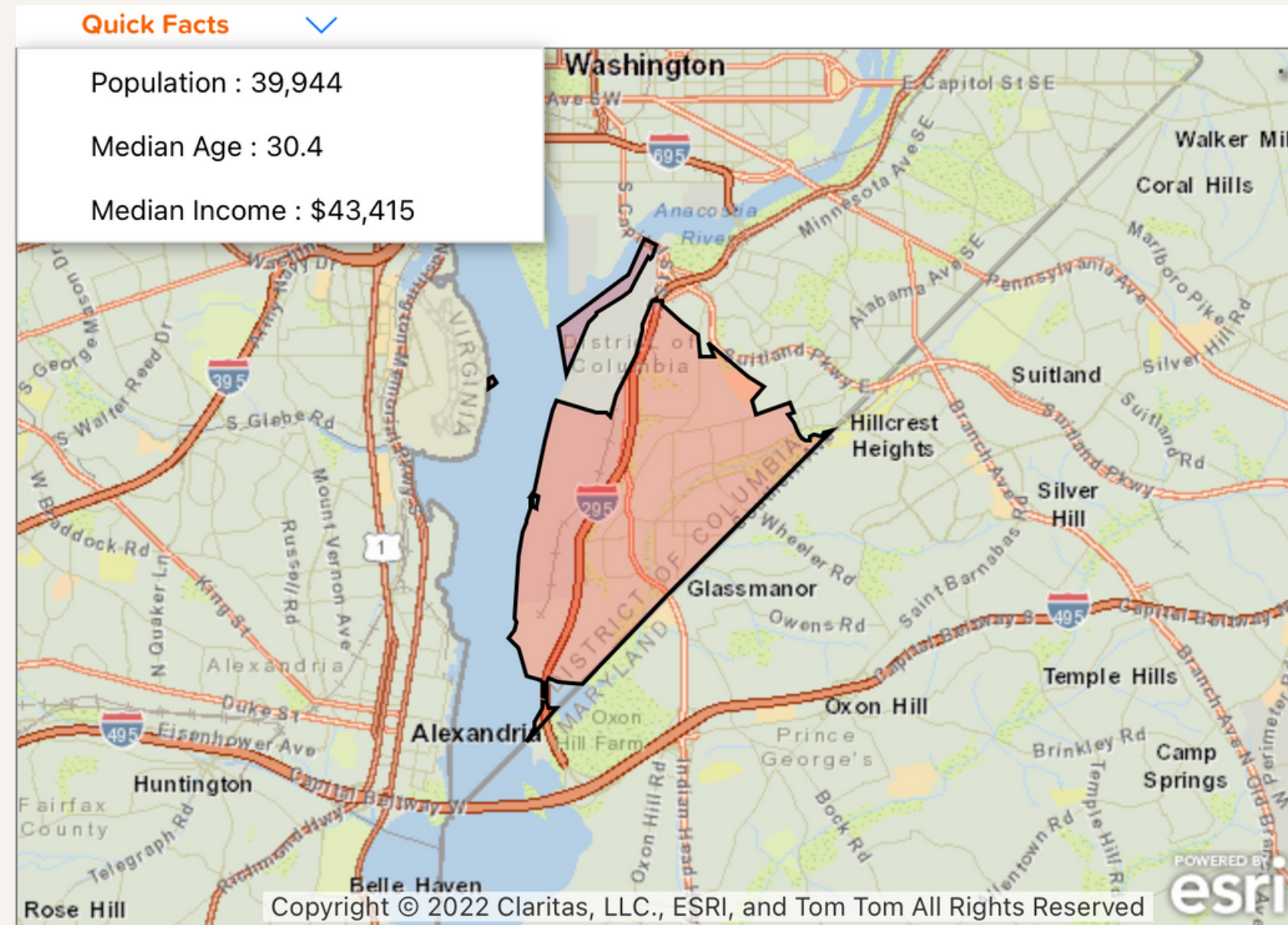


PRIZM Quick Facts

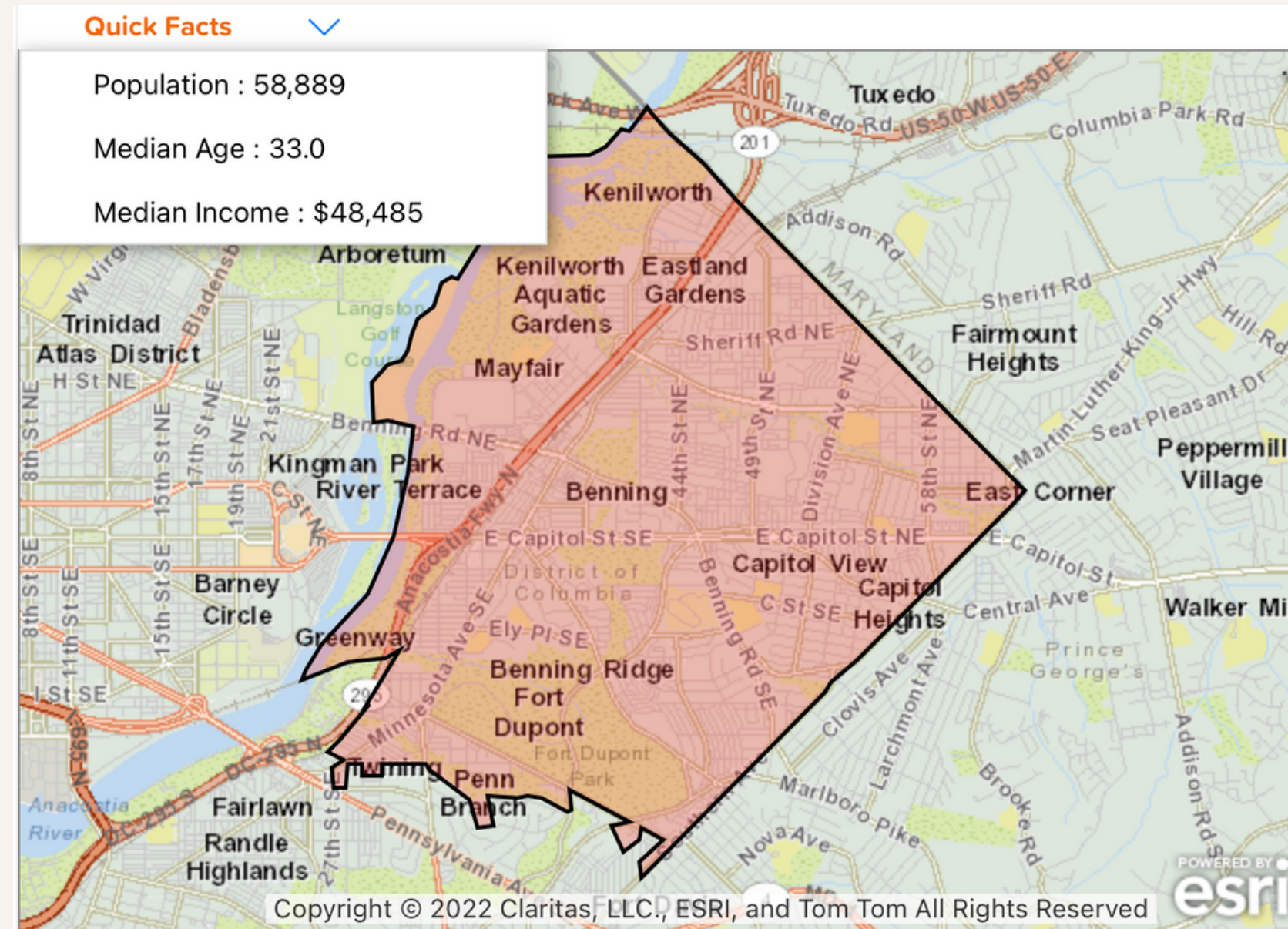


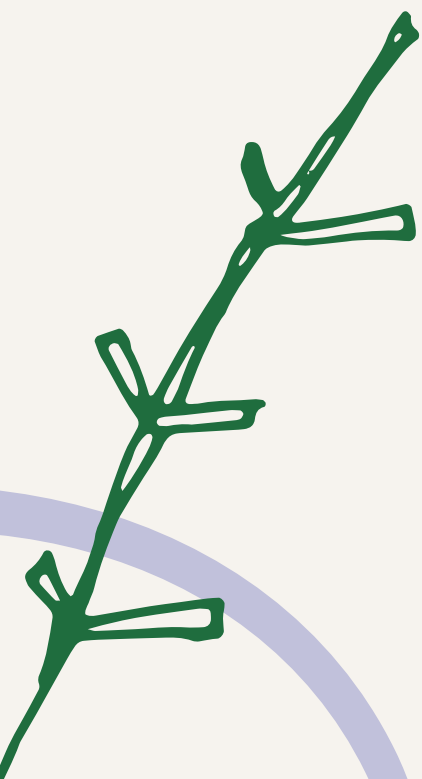
20016: AU zip code

PRIZM Quick Facts



PRIZM Quick Facts

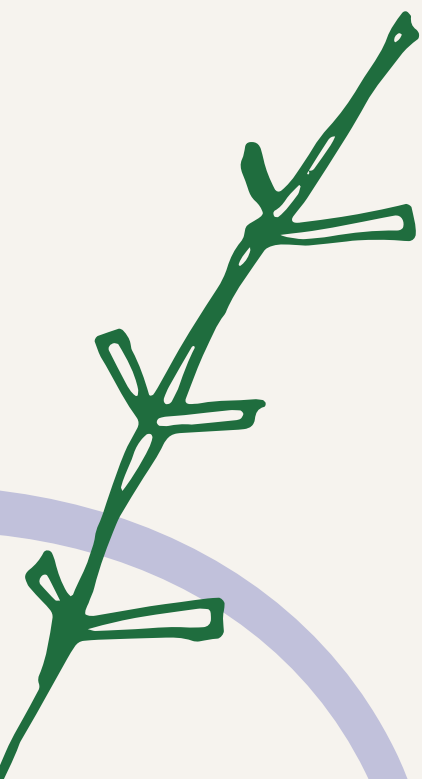


- 
- Increase awareness of WIC & SNAP benefits
 - How to use with HC
 - Where can they use their benefits?
 - Increase number of SNAP Match coupons handed out

Objectives

Inform about SNAP/WIC

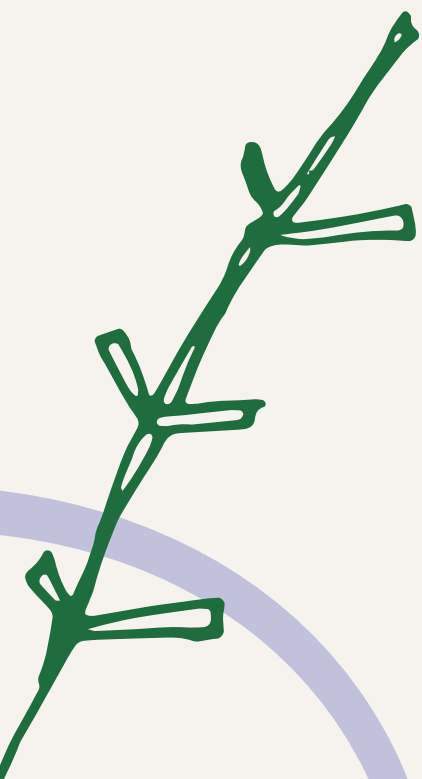


- 
- Flier intended to be printed, but can be added to HC app
 - Possibly more reach, more mothers educated on WIC/SNAP
 - QR code & WiFi information on flier to increase downloads

Objectives

Increase App Downloads



- 
- DC's Tech Together program offers high-speed connections to eligible households at reduced or no cost
 - More people can utilize Healthy Corners if they are connected
 - Host an informational event

Objectives

Inform about free/reduced WiFi



INTERNET FOR ALL



JANUARY 6, 2023

KEN MART CORNER STORE

Learn more about the D.C. wifi program that provides free and reduced wifi to residents.

Hosted by store manager Muhammed.



TECH TOGETHER
Closing the Digital Divide in DC



**HEALTHY
CORNERS**

Ideation to Creation



We Created

- A way to maximize your motherhood
- A flier with important information on how to save money, through reduced WIFI programs, using WIC/SNAP
- A strategy to increase downloads on the app by including a QR code to it on the flier

Our Story

- We went from a pamphlet for store owners to a flier with a scratch off targeted at mothers
- Once we found our theme it was much easier to focus our flier down to a few important pieces of information

We Hope

- We hope that this flier gets distributed at Healthy Corner Stores as well as at local schools nearby these stores
- We hope to maximize the number of people we can help by distributing this cost-saving information
- We hope to succeed in our goal of helping to maximize your motherhood



Final Product

MAXIMIZE

YOUR MOTHERHOOD



**HEALTHY
CORNERS**



Scan to download the app



Scan to find other stores

SCRATCH TO WIN



MAXIMIZE

YOUR MOTHERHOOD



**HEALTHY
CORNERS**



Scan to download the app



Scan to find other stores

SCRATCH TO WIN

\$5 FOR HC

MAXIMIZE

YOUR MOTHERHOOD

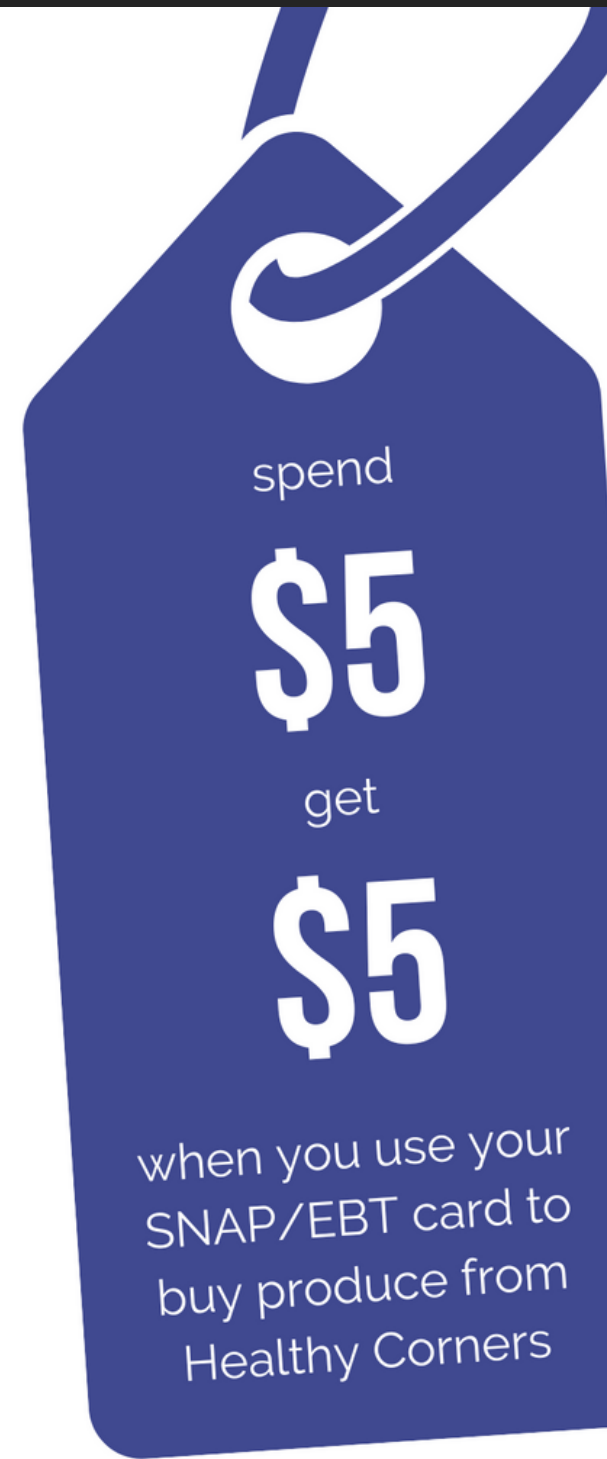


up to

\$29

per month

for a mother + 2
kids for WIC
fruit/vegetable
package



DISCOUNTED WIFI
<https://www.techtogetherdc.com/internetforall>



HEALTHY CORNERS

