



Nutritious Food for the Golden Period in the Golden Land

An Experiential Marketing Collaboration
Chef Nak, Heights & Minds, World Bank

Y2Y Innovation Fund Pitch | June 8, 2022

OUR GOAL

Create opportunities for
Cambodian families to experience
the “brand” of optimal nutrition
and child development that will
help children achieve their full
potential



Cambodia: The Golden Land



A COUNTRY ON THE MOVE

Average annual GDP growth
of 7.8% in the period
1998–2019




Women are Engines of Cambodia's Growth

AT HOME, IN FACTORIES, FIELDS, & SMALL BUSINESSES



**BUT FAMILIES ARE
STRUGGLING TO
MANAGE THE
TRADEOFFS THAT
COME WITH RAPID
CHANGE**

A woman with dark hair, wearing a blue patterned long-sleeved shirt, is looking down at a yellow baby bottle she is holding with both hands. She is standing in a cluttered room with shelves in the background filled with various items, including a television and plastic containers. The lighting is somewhat dim, and the overall atmosphere is one of a busy, possibly impoverished, household.

“My daughter went back to work at the garment factory two weeks after (the child was born) because we have to pay the monthly loan payment, and couldn’t afford to live without the money.”

Grandmother, Kampong Chhnang



HUMAN CAPITAL OUTCOMES ARE LAGGING

- 34% OF CHILDREN STUNTED
- FAMILIES LACK CAREGIVING RESOURCES
- LOW AWARENESS OF CHILD DEVELOPMENT & NUTRITION
- READILY AVAILABLE, NUTRIENT-POOR CONVENIENCE FOODS

EXPERIENTIAL MARKETING SHAPES NUTRITION BEHAVIORS

Immerses customers within a product and enables personalized engagement with consumers, emotional connection, and positive social touchpoints



THE GOLDEN OPPORTUNITY

Good health, nutrition, and stimulation in the first 1,000 days of life between conception and age 2 builds children's bodies and minds



OUR GOAL

Create opportunities for Cambodian families to experience the “brand” of optimal nutrition and child development that will help children achieve their full potential

DISCOVER

Chef Nak culinary expeditions to 3 provinces to document local recipes

SHARE

Chef Nak videos via Facebook and Youtube to reach millions

INTERACT

Establish *MindUps* as community centers to interact with the Chef Nak video content and Ministry of Health nutrition campaign

CHANGE

Practice new recipes, monitor growth and adopt new behaviors through supportive *MindUp* centers

DISCOVER & SHARE

Chef Nak Videos for the Golden 1000 Days

Lively, engaging stories from across Cambodia, reinforcing the Ministry of Health communication strategy for Nutrition



នំបញ្ចកទឹកស្រហុក Fresh Cambodian Rice Noodles wit...
290K · 2.3K comments · 6.8M views



សម្លធីប្រុង Pek Prung Soup
192K · 2.4K comments · 3.8M views



នំបញ្ចកទឹកម៉ាហិច Fresh Cambodian Rice Noodles wit...
75K · 1.1K comments · 1.7M views



របៀបធ្វើនំក្រចរបស់មីងតើ...
35K · 266 comments · 438.4K views



អន្លក់ក្រវាញត្រីផាត់ Trey Phat with Cardamom Shoot
21K · 276 comments · 281.3K views



របៀបសម្អាតនិងលាយក្លាមប្រៃ How to Wash and Marinate Salted...
85K · 494 comments · 1.8M views



នំបញ្ចកទឹកត្រីអំពិលទំ Fresh Cambodian Rice Noodles wit...
76K · 640 comments · 1.5M views



ក្លចក្រវ 195K · 3K comments · 4.4M views



នំបញ្ចកកំពត Kampot Fresh Cambodian Rice Noodles
36K · 393 comments · 526.6K views

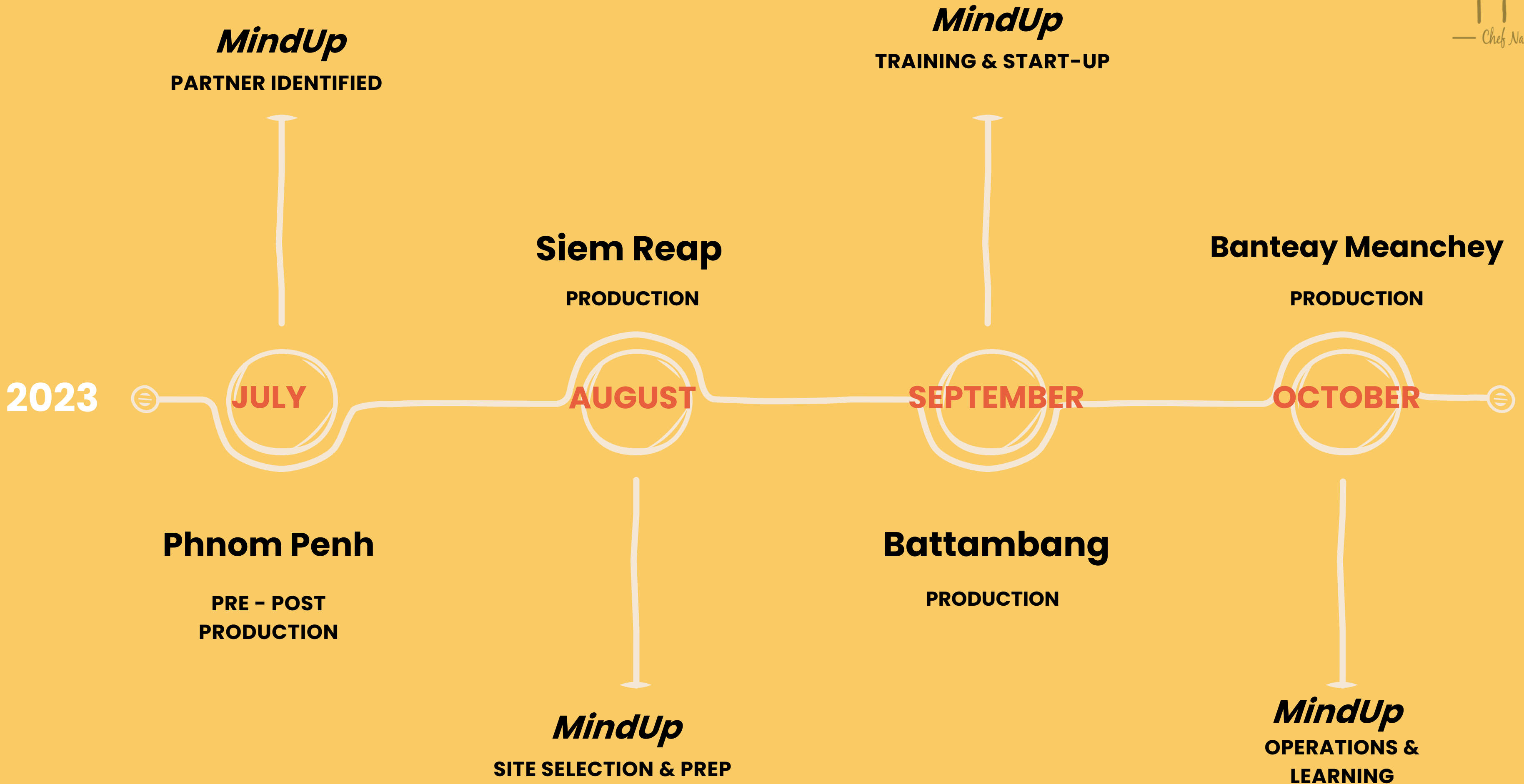


INTERACT & CHANGE

The *MindUp*: An Inspiring Community Center & Learning Environment

Embedded in the community, the *MindUp* provides easy access for parents and their children to child growth and development services delivered by trained *MindUp* managers, as well as knowledge, tools and ideas

TIMELINE



SUSTAINING THE APPROACH

1

Co-financing
from Chef Nak
Foundation

2

Scale-Up via
Cambodia
Nutrition Project

3

Collaboration
with Other
Partners

"My dream for these culinary expeditions is to learn about our healthy culinary heritage, combine that with new practices, and share this knowledge in an engaging way with my fellow cambodians to inspire pride in our food and knowledge of what's nutritious. Only when they have this pride and knowledge can parents stand confidently and advocate through their creativity for a delicious and healthy cuisine for infants, and for all."

**Chef Nak
(Rotanak Ros)**

