

HERE TO HELP



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PROJECT: FEEDNYC 2020
CLIENT: MD HOSPITALITY
AGENCY: GHOST EXPERIENTIAL

In the beginning of March, we were putting together a multi-jurisdictional event for a cruise line and an experiential product placement at the Final Four.

They never got out of pre-pro.

With the cruise industry beached and Atlanta benched thanks to the pandemic, we found ourselves with a lot of free time. But, there was no shortage of work – thousands of New Yorkers were losing their jobs, being sequestered at home and experiencing food insecurity. On top of that was the virus.

However, “a producer produces without excuses”, so we went to work.

We volunteered our expertise in the careful execution, staffing, location-planning and custom construction necessary to establish a field hospital in New Jersey, and we helped Chobani distribute thousands of food products across the country. When one of our catering partners came to us with a plan to feed New Yorkers, we started Ghost Logistics. We transformed our Red Hook location into a cold storage facility, hired trusted crews and drivers from within the event industry, and developed the infrastructure and software to make it run like a well-oiled, PPE-equipped, socially-distanced machine. Oh, and we balanced budgets and timing to get it running within a week.



Here's what we accomplished:

- 60 full time jobs created
- 15,000 New Yorkers fed daily
- Over 500,000 individual deliveries
- Over 5 million meals delivered
- 2 million miles driven to get to New Yorkers in 5 boroughs

While Covid-19 remains a threat, we'll continue this essential work. When the marketing world does bounce back, we'll have new skills, a few stories and new understanding on pivoting toward the greater good.

