

WHAT WE FACE

CYNICISIM

A public that doesn't "get" the severity of food allergies, nonetheless that they are increasing in prevalence and have no known cure.

CROWDS

E.A.T. is small-scale organization, in a crowded non-profit space, where everyone is vying to get consumers' attention.

CASH

Big goals mean we need big money to fund the studies necessary to find treatments and a cure for food allergies.



WHAT WE CAN DO ABOUT IT

Let's break through the noise and the negativity, using a thought-provoking campaign that reaches our target audience and prompts them to donate where they're already spending their time.

WHO WE'RE TALKING TO

"Maybe if touching a nut kills you, you're supposed to die."

- Louis C.K.

MOST PEOPLE, MILLENNIALS INCLUDED, DON'T UNDERSTAND FOOD ALLERGIES

- Only 49% of Americans say they are somewhat or not at all knowledgeable about food allergies

AND WE TEND TO NEGATIVELY STEREOTYPE PEOPLE WITH FOOD ALLERGIES

- "You can't name one person who was lactose intolerant 30 years ago 'cause it did not exist. Actually it did. It's called a tummy ache. Toughen up, America." - Kevin James

EVEN THOUGH THEY'RE INCREDIBLY COMMON

- 32 million people in the United States have food allergies
- 11% of people 18 and older have food allergies

AND GROWING IN PREVALENCE

- By 2025, 1 in 5 children will have food allergies

Sources:

1. [Half of Americans Lack Knowledge about Food Allergies, Survey Finds](#)

2. [Food Allergy and Research Education](#)

3. [End Allergies Together](#)

OUR STRATEGY

We know intellectually that we must do more to protect and respect people with food allergies, but we secretly believe the problem is a weakness in the allergy sufferer – not in our culture.

OUR INSIGHT

Let's turn the "Survival of the Fittest" misconception on its head with a stereotype-bashing icon who redefines the food allergy sufferer. Because even the toughest athletes in the game can get knocked down by a teeny-tiny peanut.

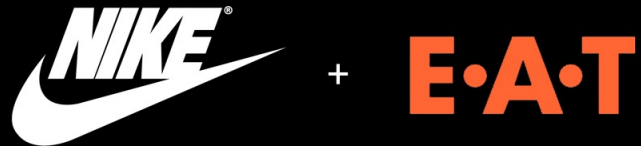
OUR IDEA

We'll hijack the usual conversation around Serena Williams' tennis outfits to highlight the danger of living with a food allergy, symbolized by an epinephrine pen, generating awareness of the issue and donations to E.A.T.

THE EpiC LINE

Introducing the Nike x E.A.T. EpiC line, because when you have just minutes to treat anaphylactic shock, an epinephrine pen should always be by your side.

Nike will release a line of specialty apparel along with a stand-alone EpiC Pocket that can be attached to any pair of pants. A portion of the proceeds from each purchase will go to E.A.T.



**EASY ACCESS PEN
COMPARTMENT**

**TARGET TO
ENSURE
ACCURATE
INJECTION**





EpiC LAUNCH

Serena Williams has a peanut allergy. One peanut could ruin her whole tournament and endanger her life. She also has a huge public platform and commentators who discuss her every move –and every outfit.

At the U.S. Open, we'll work with Serena to debut the new EpiC Pants during one of her practices.

Later in the fall we'll release the EpiC apparel and EpiC Pocket to the public.



EpiC @ NYFW

We'll create a red carpet moment when we work with Serena's longtime collaborator and Louis Vuitton's artistic director, Virgil Abloh, to create a custom outfit using the EpiC Pocket that she'll wear to NYFW.

We'll then auction off the outfit with all proceeds going to E.A.T.



#EpiCAce

Nike will donate \$2.25, representing the 1 in 5 kids who will have food allergies by 2025, to E.A.T. for every individual user who posts **#EpiCAce** on social media during the U.S. Open and Australian Open.

Nike will also donate \$2,025 for every ace Serena serves during the two tournaments.

THE NIKE NETWORK

On Giving Tuesday, we'll work with Nike to encourage their app users to donate their Nike in-app reward points, instead of redeeming them, to E.A.T.



*@hannahbronfman
525k followers*



*@laurenfisher
1m followers*

INFLUENCER AMPLIFICATION

#GIVINGTUESDAY

On Giving Tuesday, we'll ask millennial lifestyle influencers who have ties to food allergies, as well as E.A.T.'s mission and college ambassadors, to promote the Nike app donation opportunity.

EpiC LINE

We'll seed the EpiC apparel with our influencers to promote the line's launch in the fall. We'll ask them to post a personal story about food allergies and encourage followers to donate.

SOCIAL PROMOTION

We'll also launch paid social content targeting millennials who follow Nike's social accounts to promote the Giving Tuesday donation opportunity and EpiC apparel launch.

WHY THIS WORKS

CREATES AWARENESS

- Pairs the most popular brand (Nike) among millennials with a top celebrity among millennials (Serena) for a memorable moment and a massive earned media opportunity.
- Forces the public to reconsider their notions of food allergies and who has them.
- Tells the story of the dangers of food allergies, highlights the growing prevalence among Americans and lack of cure.

GENERATES DONATIONS

- Taps into a popular platform, the Nike app, to prompt their millennial customers, who have ample spending power, to act philanthropically.
- Creates multiple avenues for donations to E.A.T. among millennials and corporate sponsors.
- Prompts millennials to donate via influencer and paid social posts creating a surround sound campaign.

Sources:

1. [THE 10 BRANDS GEN Z & MILLENNIALS TRUST MOST](#)

2. [Barack Obama Most Beloved Celebrity by Millennials](#)

3. [Nike+ Fuel Lab Launches in San Francisco](#)

WHAT SUCCESS LOOKS LIKE

DONATION AMOUNT:

EpiC LINE SALES (25% of EpiC apparel, 100% of EpiC Pocket): **\$10K**

NYFW OUTFIT AUCTION: **\$25K**

#EpiCAce: **\$25K**

INFLUENCER/SOCIAL DONATIONS: **\$225K**

NIKE APP DONATIONS: **\$7M**

TOTAL AMOUNT RAISED:

\$7.3M

REACH:

MEDIA: **10 – 15M impressions**

SOCIAL: **5 – 10M impressions**

TOTAL REACH:

15 - 25M

DEADSPIN

TENNIS

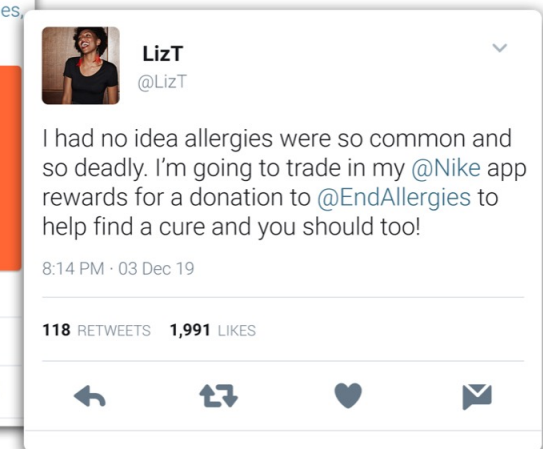
There's nothing wimpy about a peanut allergy proves Serena Williams, and her outfit, at the U.S. Open

Ray Ratto
Today 10:56am



USA TODAY

Serena's U.S. Open warm-up outfit inspires donations to those living with severe food allergies



BUDGET AND TIMELINE

ACTIVITY & BUDGET	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR
	PREP		LAUNCH		SUSTAIN & ENGAGE					
NIKE PARTNERSHIP (\$350,000)	Secure partnership and develop prototype		U.S. OPEN Debut EpiC apparel			Giving Tuesday launch Nike app donations	AUSTRALIAN OPEN Launch and sell EpiC apparel			
			Launch #acethecure social donation program					Re-launch #acethecure program		
INFLUENCER PROGRAM (\$75,000)				Secure influencers		Launch influencer campaign				
PAID SOCIAL PROMOTION (\$75,000)				Secure ad buys	Develop creative assets	Launch ads to promote Nike app donations	Launch ongoing paid to promote EpiC apparel			