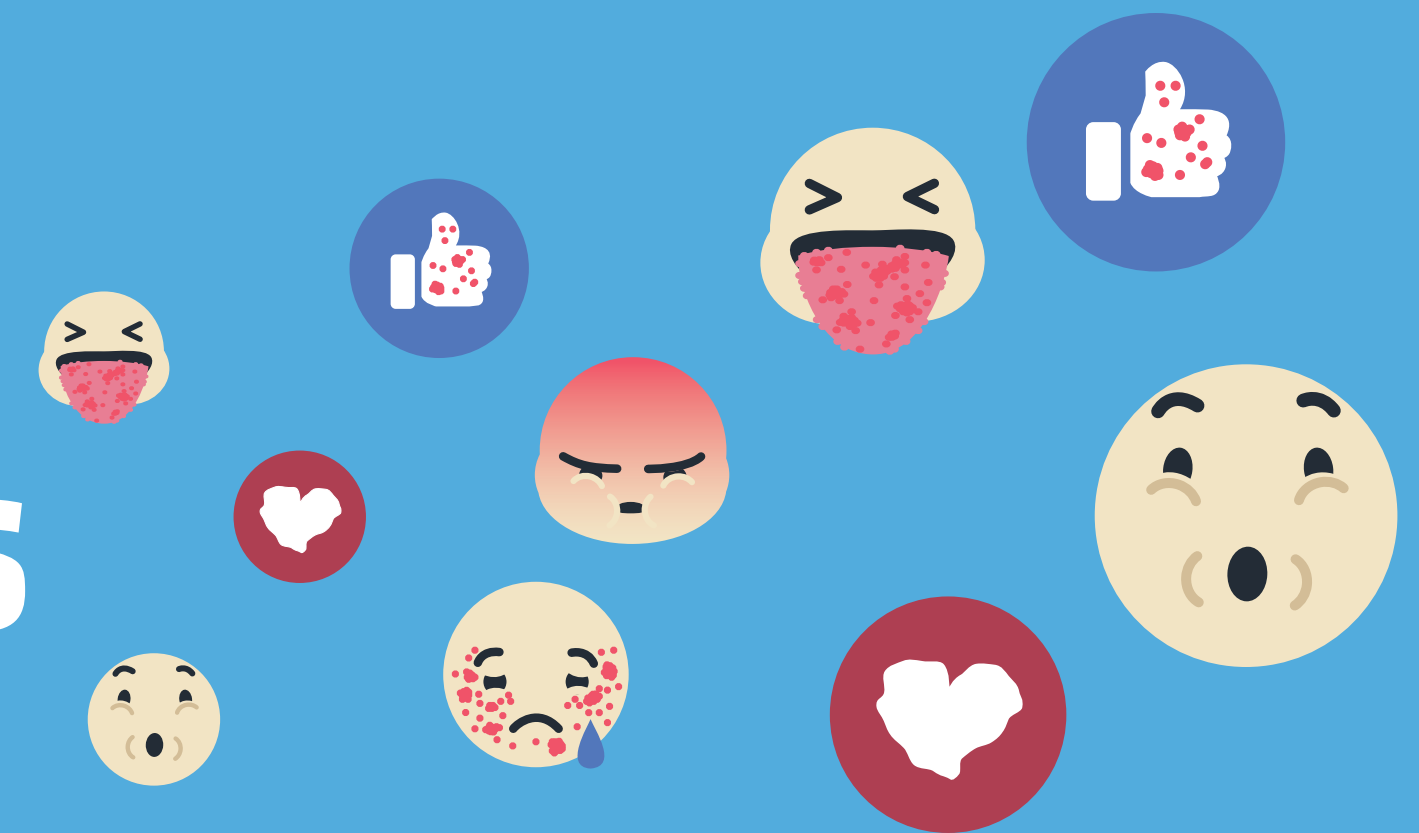


# allergic reactions



## summary

Allergic Reactions brings End Allergies Together's mission to life by creating an opportunity to symbolically end allergic reactions. From May 12–18, Food Allergy Awareness Week<sup>1</sup>, Facebook Reactions will undergo a visible anaphylactic reaction. To cure the Reactions, users will have to reach a specific donation goal through Facebook's built-in fundraising tool.

## insight

Facebook offers a feature that no other social platform has—a chance to express a reaction other than “like.” These Reactions are shared more than 800 million times daily<sup>2</sup>. Moreover, 82% of 18 to 29-year-olds online in the U.S. use Facebook<sup>3</sup>. Allergic Reactions meets the target audience where they already are and speaks to them in a language they're fluent in: emoji.

Because in reality, reactions aren't always happy, sad, surprised, or angry. To 220 million people around the world, reactions can be swollen, bumpy, itchy, or deadly. This campaign gives our experience-oriented target a way to physically see the effects of deadly food allergies and a built-in tool to do something about it.

## solution

By hacking a go-to social behavior, Allergic Reactions sparks awareness through engagement. The affected emojis directly link to a Facebook Fundraising Page, allowing users to donate to E.A.T. to cure the Reactions. Since its launch, the Facebook Fundraising tool has raised over \$1 billion dollars with over 20 million people having donated to or started a Facebook Fundraiser<sup>4</sup>. Ultimately, by disrupting Facebook's well-established interface and seamlessly integrating a donation tool, we turn an esoteric epidemic into a buzzworthy social experience.

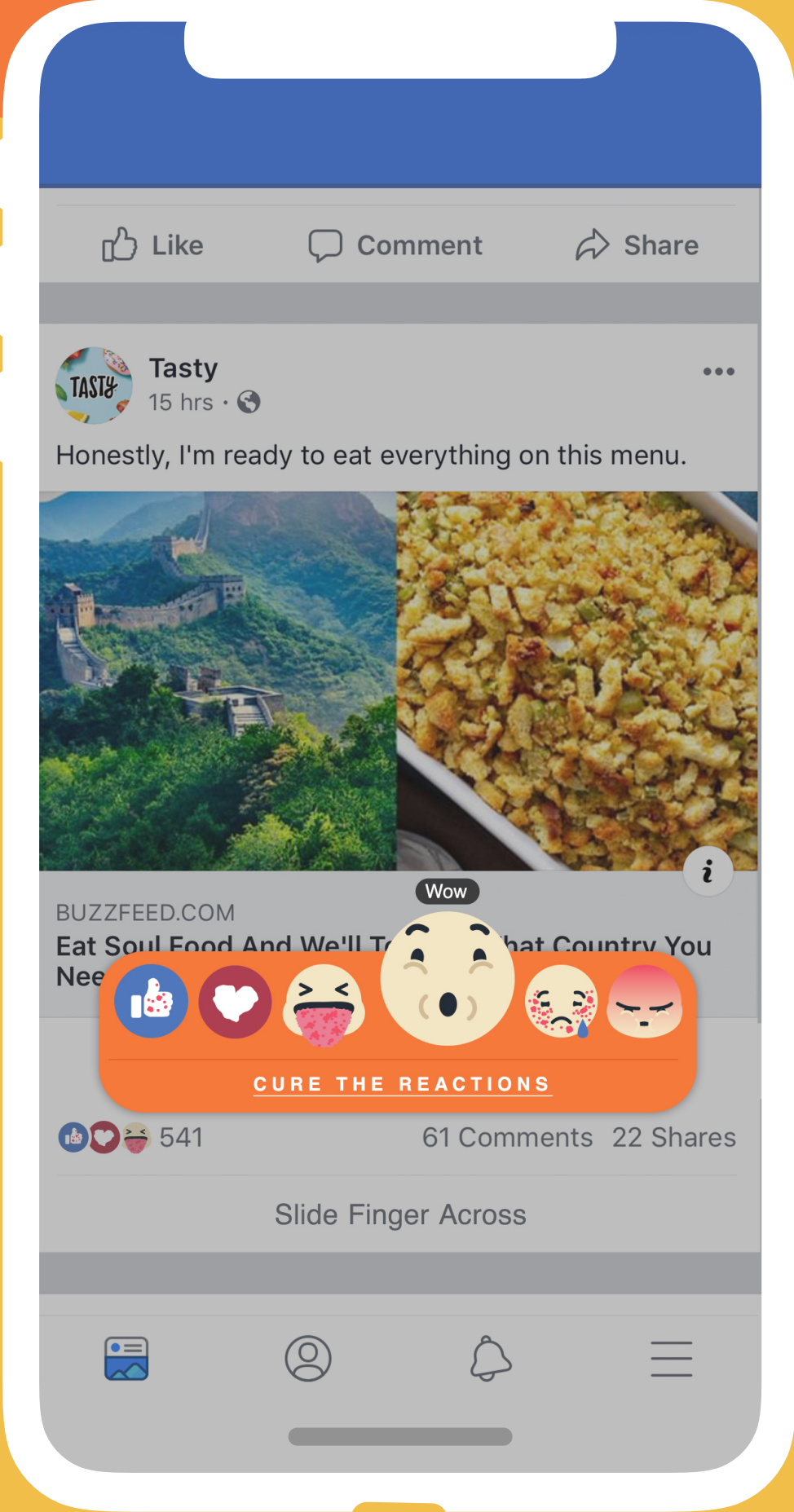
<sup>1</sup> <https://www.foodallergyawareness.org/education/food-allergy-awareness-initiatives/food-allergy-awareness-week-month/>

<sup>2</sup> <https://www.fastcompany.com/4031245/facebook-reactions-the-first-year-in-stats>

<sup>3</sup> <https://www.disruptiveadvertising.com/social-media/be-in-the-know-2018-social-media-statistics-you-should-know/>

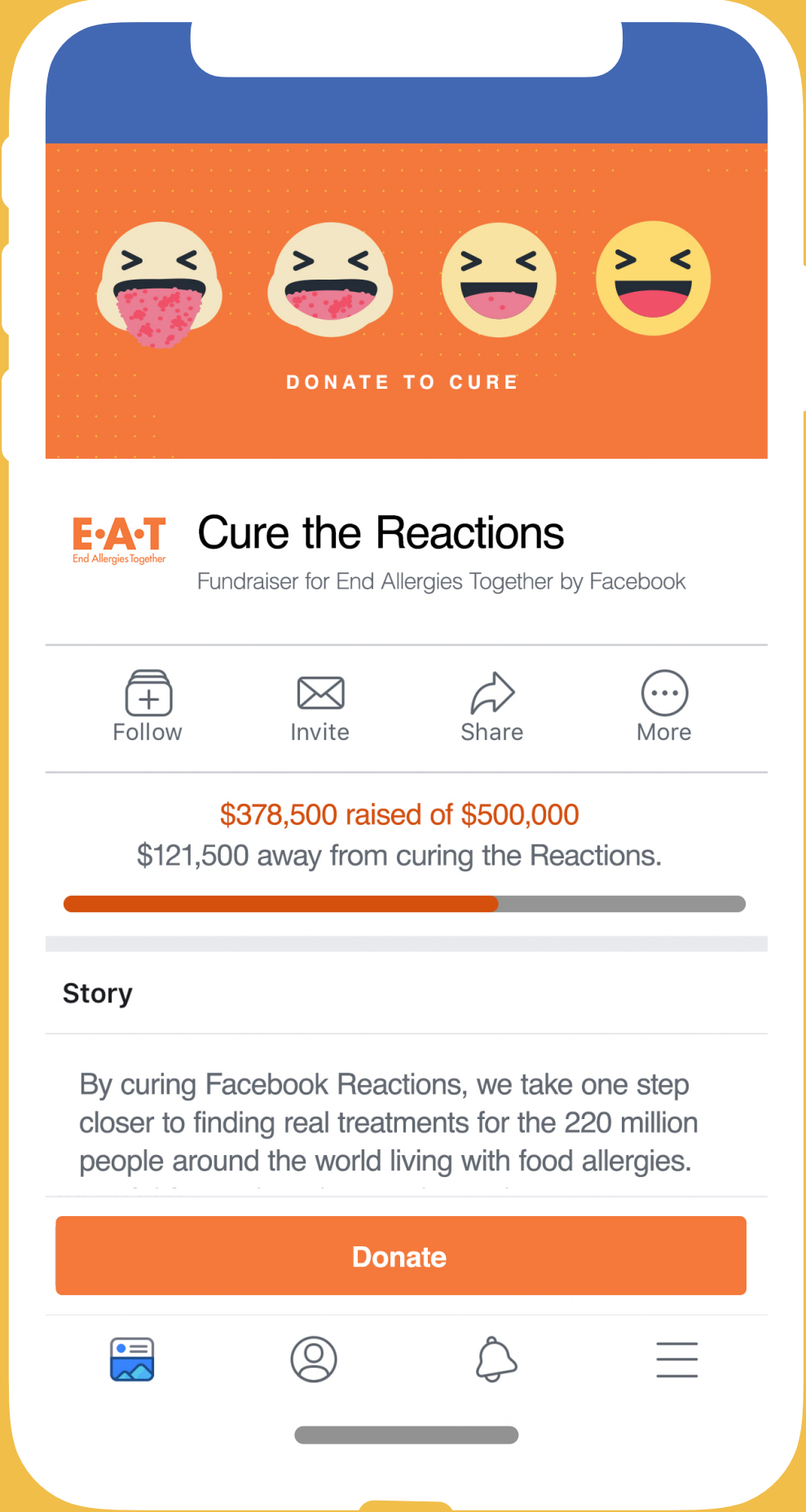
<sup>4</sup> [https://s21.q4cdn.com/399680738/files/doc\\_news/People-Raise-Over-1-Billion-for-Causes-on-Facebook.pdf](https://s21.q4cdn.com/399680738/files/doc_news/People-Raise-Over-1-Billion-for-Causes-on-Facebook.pdf)

# how it works



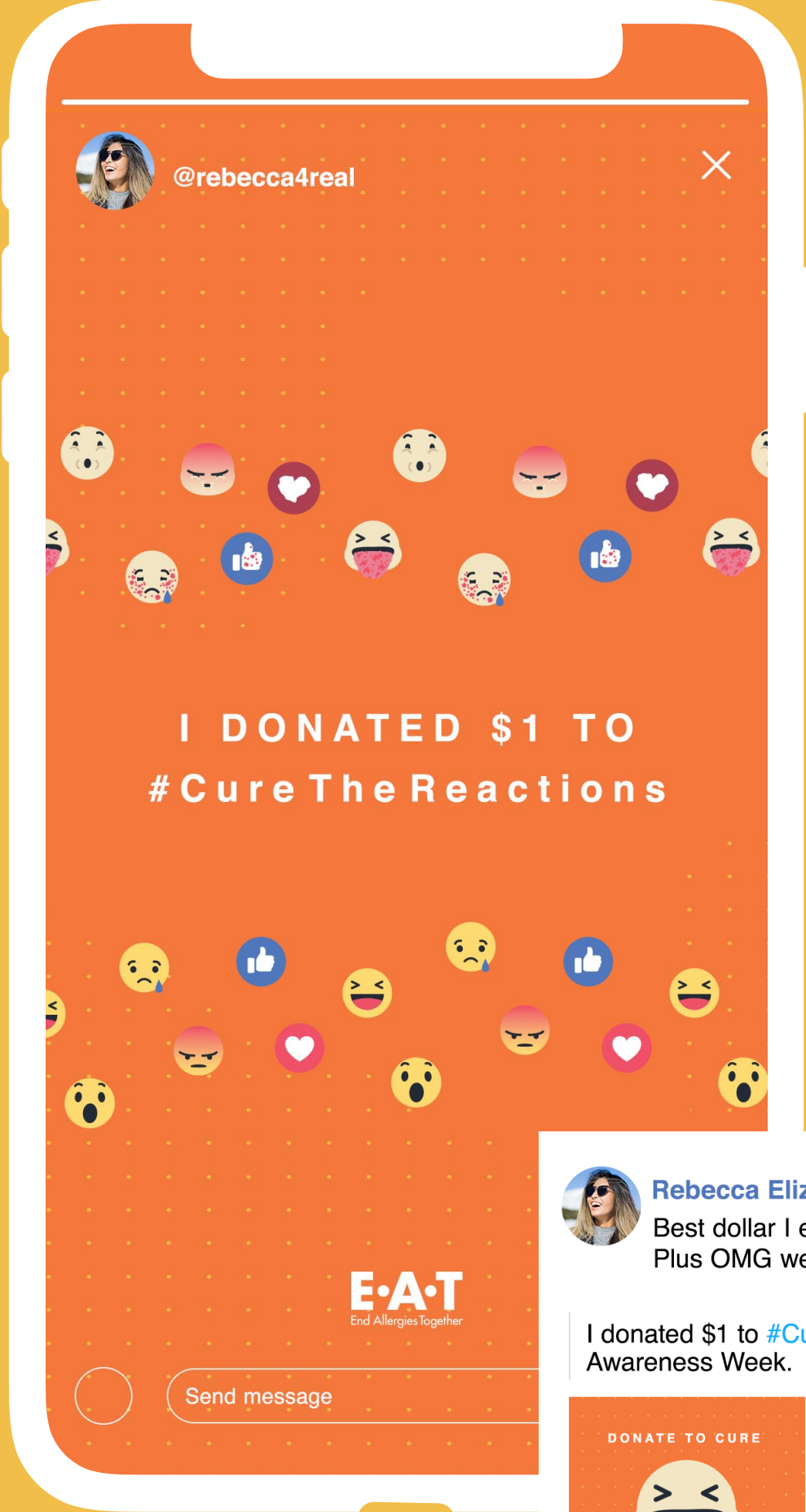
## react

When social scrollers react to a post, the Allergic Reactions appear with a clickable CTA beneath them.



## donate

The CTA link brings them directly to a native fundraiser page where they can donate through a saved credit card or via PayPal.



## share

Donors are prompted to share personalized premade content to their Facebook profile or Instagram story.

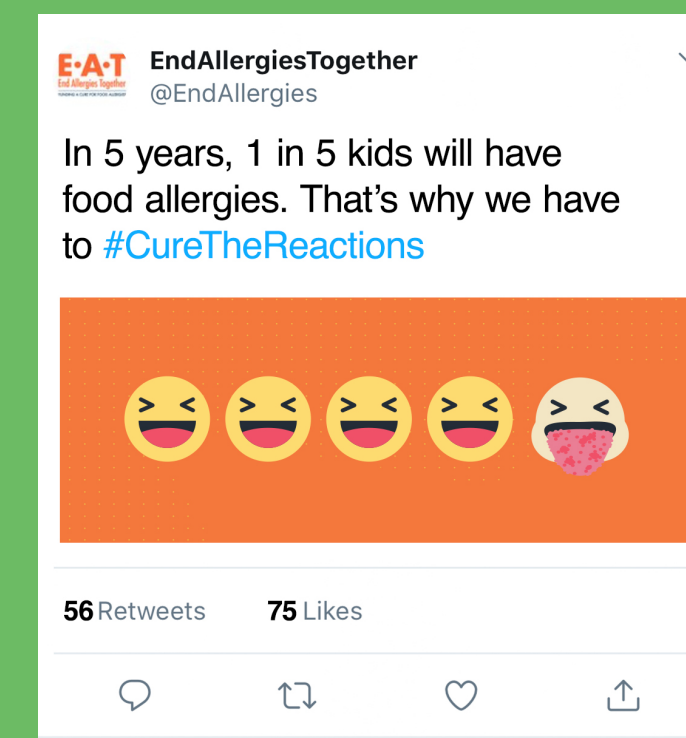
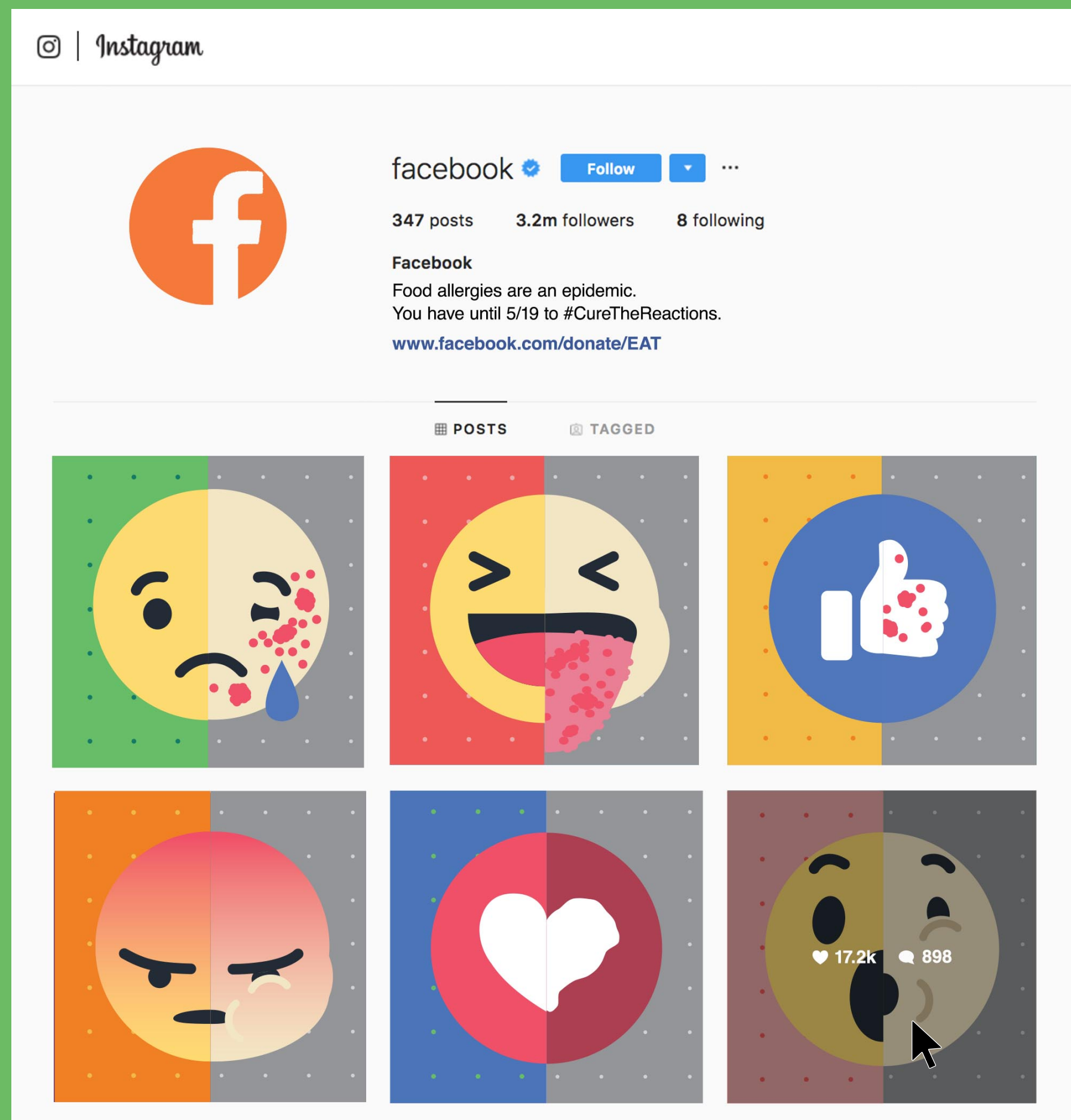




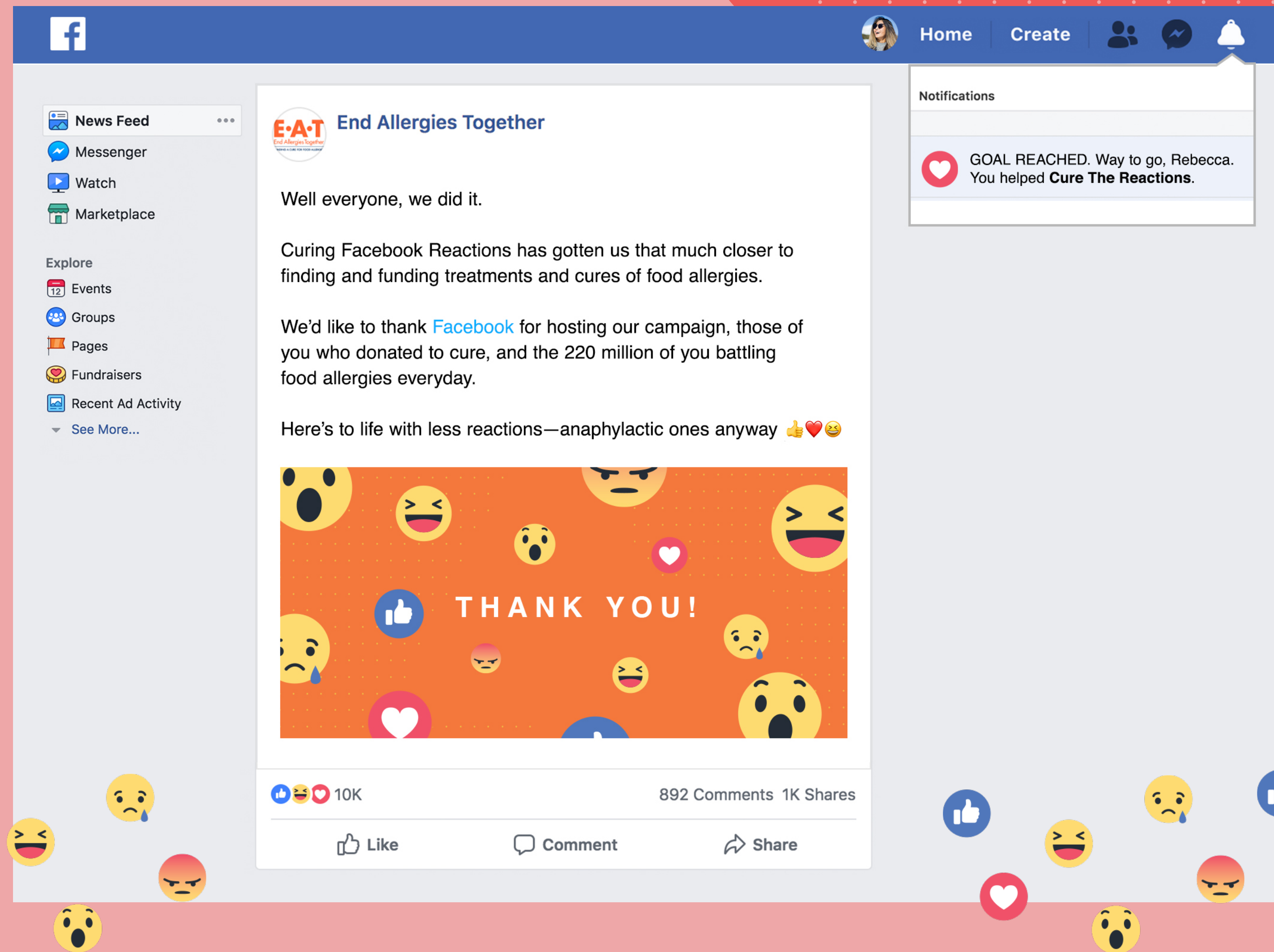


## hype

During the week of Allergic Reactions, we'll also leverage reach through other social media platforms. Instagram feed takeovers, organic tweets, and food-activated Snapchat filters will help create buzz and maximize scope.







# impact