

**To Whom It May Concern:****Positioning:**

CureSearch identifies and funds only the strongest research projects that are most likely to help advance the pace of pediatric drug development, and quickly reach patients.

Challenge:

The charity relies heavily on private funding from corporations and individuals to support critical research for the advancement of pediatric cancer treatment.

With hundreds of other pediatric cancer organizations vying for support from potential donors, CureSearch needs to rise to the top of the consideration list.

Opportunity:

The top 100 charities receive only 12% of all charitable contributions given in the US*, indicating a huge remaining share that is still up for grabs. This means there is room for another household name in children's cancer research.

Job To Be Done:

Let's make CureSearch famous for its purpose - ensuring that the non-profit becomes a long lasting, distinguished name that generates consistent donations.

Target Audience:

Primary: Corporations to create buzz and donations

Secondary: Consumers to amplify buzz and donations

Approach:

Make CureSearch high-profile by **engaging with America's consumer culture.**

Insight:

Emphasize the disparity of progress made in children's cancer treatment compared to other commodities in the past 30 years.



We've gone from this---



...to this.

But when it comes to pediatric cancer treatment,
we're still here.

IT'S NOT 1989 ANYMORE.

What if all technological advancement stopped
after 1989?

For children diagnosed with cancer, it has.

We have come so far in so many sectors - from space
travel to genetics to consumer tech - but our kids
have been left behind.

Together with CureSearch, the time is now to bring
children to the forefront of innovation. No more
settling for outdated practices, treatments and
medicine, because...

IT'S NOT 1989 ANYMORE.

CAMPAIGN OVERVIEW

CureSearch will partner with beloved consumer goods companies to re-release their most iconic 1980s products to demonstrate how far we have come - and that it is time for children's cancer treatment to catch up.

A SIMPLE FRAMEWORK:

- 1** Each quarter, brands join the program as an official CureSearch in-kind contribution partner.
- 2** Each brand chooses a 1980s product to re-release or creates a new product inspired by 1980s design to release as a limited edition item.
- 3** Products sell exclusively on CureSearch's eBay store with 100% of profits going to the charity.

WHY IT WORKS:

- ✓ CureSearch seen in good company with the world's biggest brands
- ✓ Conversation-triggering & thought-provoking program
- ✓ Strong donation mechanism
- ✓ Repeat model that American consumers become accustomed to (and look forward to)

INTRODUCING NINTENDO X CURESEARCH SPECIAL EDITION GAME BOY



One of the most influential companies in the video game industry, at the forefront of technological innovation



Hero Game Boy product launched in 1989 - and the brand has continued to evolve its product offering, year after year



Shares an authentic tie to children and has previously supported similar charities



Impacted every generation since the 80s - beloved by children, adults and families alike

SEED: VINTAGE POSTER ADS

Digital and OOH posters inspired by Nintendo's 1980s advertisements will be leveraged to tease the campaign.

These will drive to the CureSearch eBay store, which will have a "Coming Soon" countdown clock, creating intrigue for visitors.



LAUNCH: CHARITY AUCTION

Nintendo's re-release of a limited edition 1989 Game Boy will drop at an Auction Gala in New York City during Children's Cancer Awareness Month in September 2020.

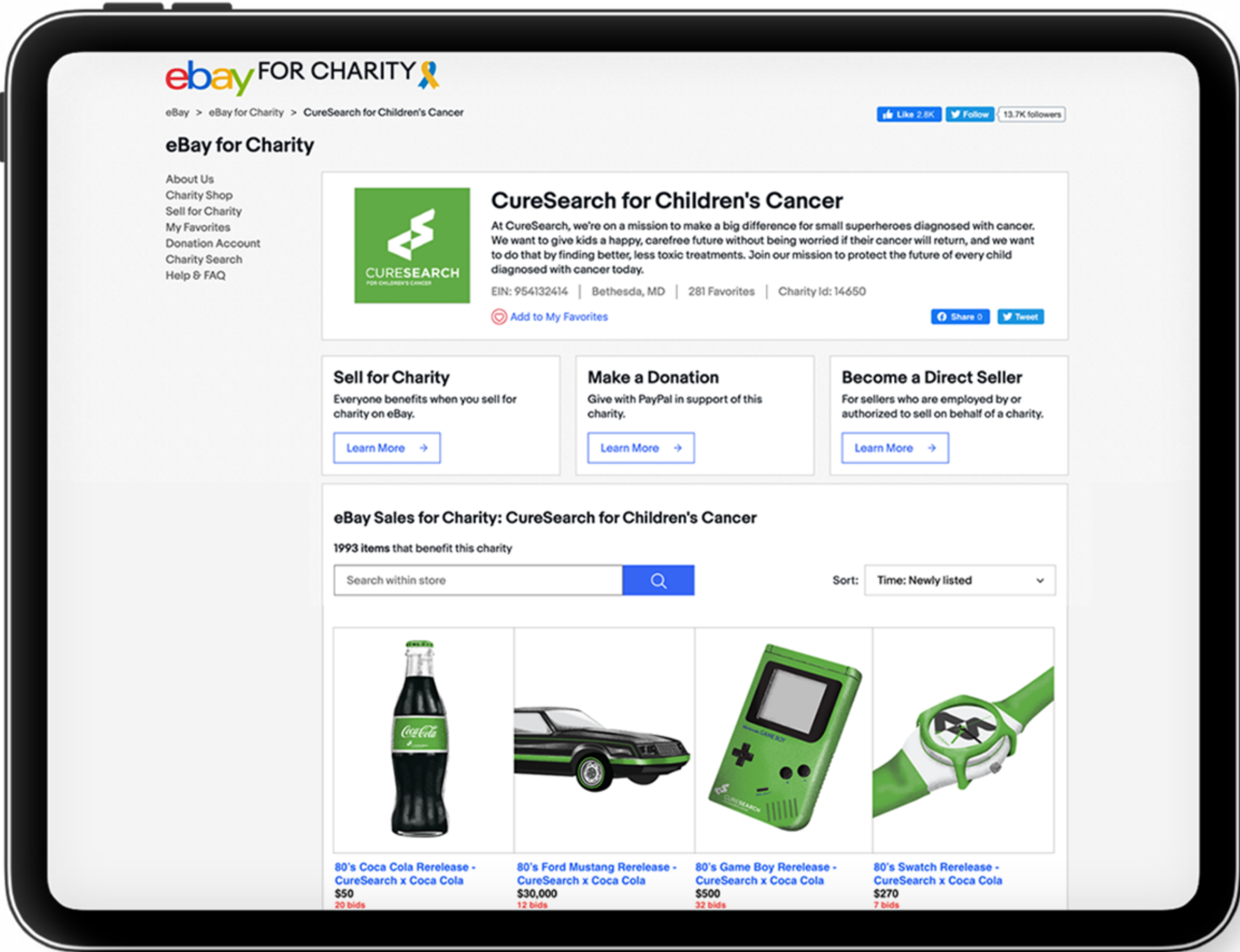
Local corporations will be invited to sponsor a table and/or purchase tickets, as well as VIPs, influencers and key media to create buzz.

The Nintendo x CureSearch Game Boys will also go live on the CureSearch eBay store for consumers to purchase.



SUSTAIN

Other brands across the nation will re-release the 1980s version of their product (or create 1980s inspired product) to sell on CureSearch's eBay Store - raising additional awareness and funds for the charity.



PRESS

Secure coverage across different verticals including business/trade, design/culture, consumer lifestyle, and entertainment



SOCIAL

Create social content with vintage tech images and sounds, driving to eBay such as: Dial-up tone, Coding font, Floppy disks



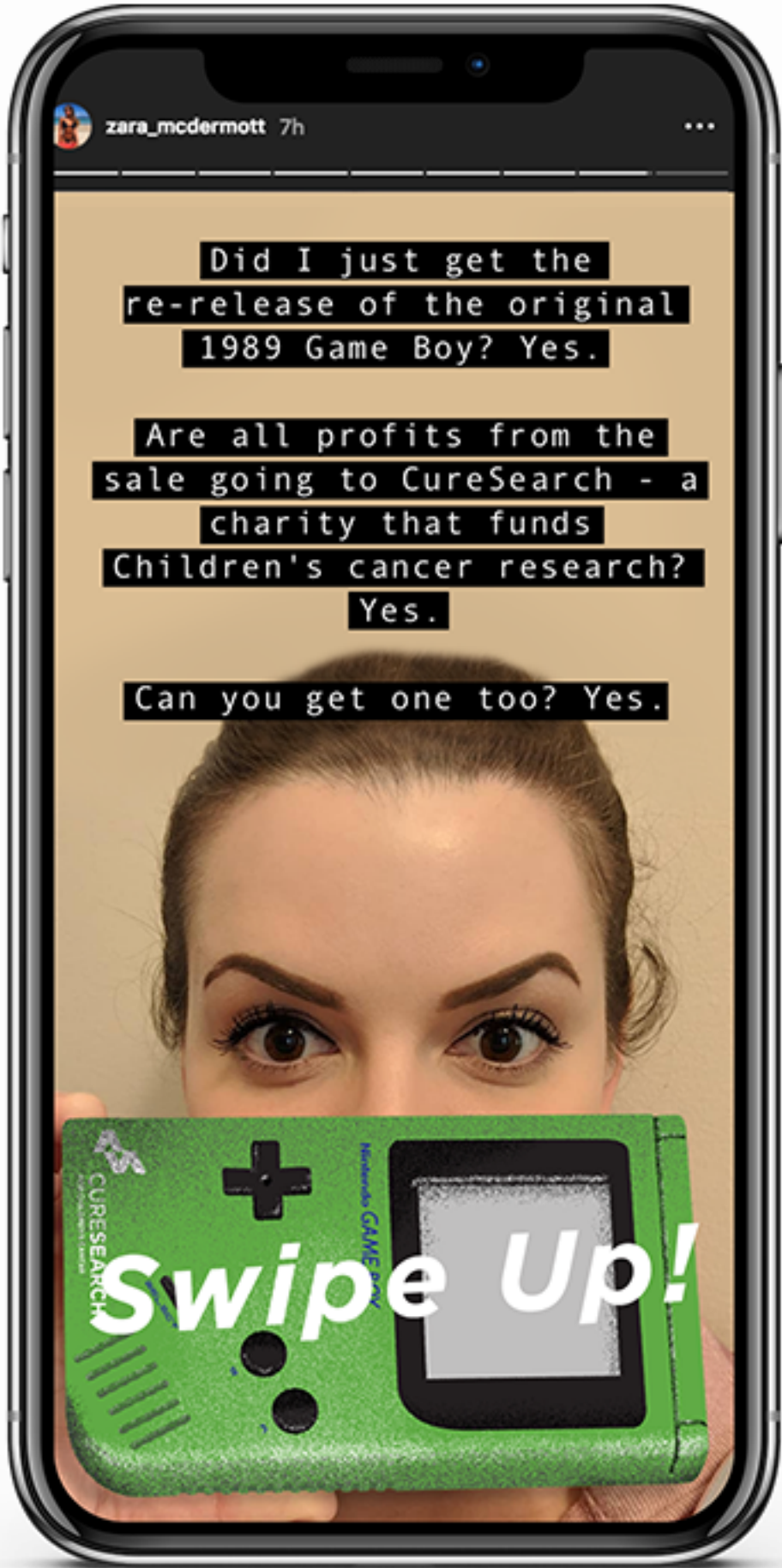
DIGITAL

Create text to donate service that provides donors with an 80s inspired ringtone to add to their phone



INFLUENCERS

eBay store and text to donate promoted by individuals connected to children's cancer through personal life or previous projects



WHAT SUCCESS LOOKS LIKE

ACTION

\$1M

in donations from exclusive product sales

\$700k

in donations from charity gala donations

\$300k

in donations from text ringtones

AWARENESS

Earned Media:

150M

incl. NY Times, Washington Post, Bustle,
Fast Company, USA Today, People

Potential Social Reach:

75M

incl. partners' owned channels, influencer channels,
paid distribution

BUDGET & TIMELINE

July – August: Digital and OOH adverts

\$50k

September: Auction Gala

\$150k

Sept – March: Content creation and distribution (**\$100K**), Influencer engagement (**\$75K**), Text service platform (**\$25K**), Partnership logistics and eBay fulfilment (**\$100K**)

\$300k