



CREATIVE INSIGHT

Severe food allergies negatively impact quality of life on a daily basis. Commonly reported issues include anxiety about safety of food especially when dining out, trouble maintaining a healthy diet and high stress surrounding social events.* This affects not only people with the allergies, but their extended circles: friends, family, coworkers, peers.

SOLUTION

Introducing EATiD — a digital allergy ID card that is customizable, accessible and most importantly, shareable. To streamline the cumbersome process of communicating life-threatening allergies, we are creating this universal tool made to be added to digital wallets, then scanned and shared.

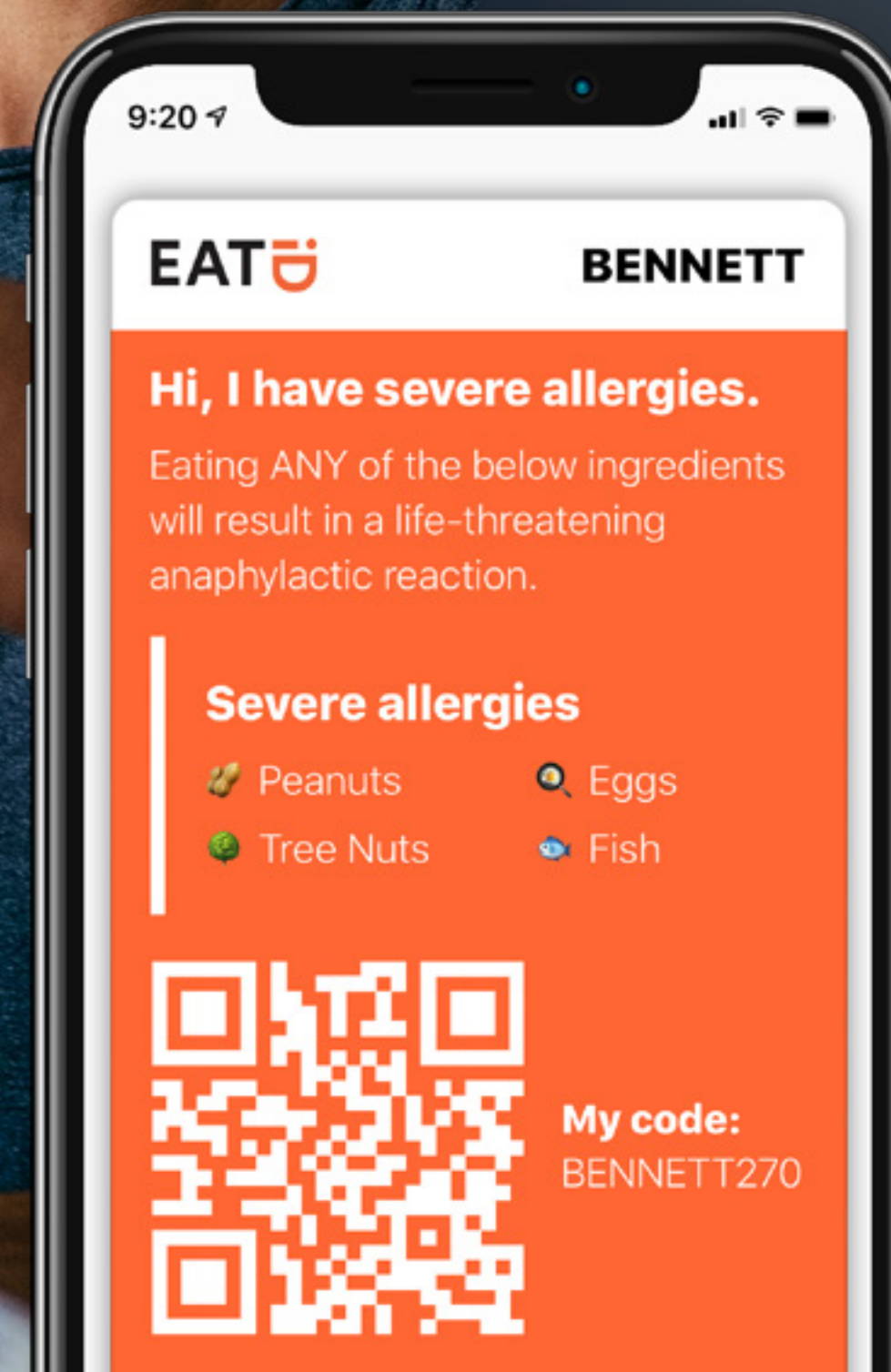
CAMPAIGN SUMMARY

EATiD exemplifies E•A•T's mission to facilitate a world without fear of food, while working to build a world without allergies.

This platform works in three ways:

1. EATiD cuts out extra steps and awkward conversations surrounding food, alleviating stress that people with allergies feel every day.
2. EATiD raises the profile of severe allergies by raising awareness with peers and food service professionals in a 1-to-1, solution-oriented way that we can build upon to drive donations.
3. EATiDs generate a comprehensive database of allergy sufferers to share with researchers looking for a cure.

* Psychol Health. 2016 Jun;31(6):750-67. doi: 10.1080/08870446.2016.1143945. Epub 2016 Feb 25.



Safe dining should be table stakes

EATiD integrates with millennials' most-loved food and messaging apps to make sharing intuitive or even automatic, removing friction in key moments.



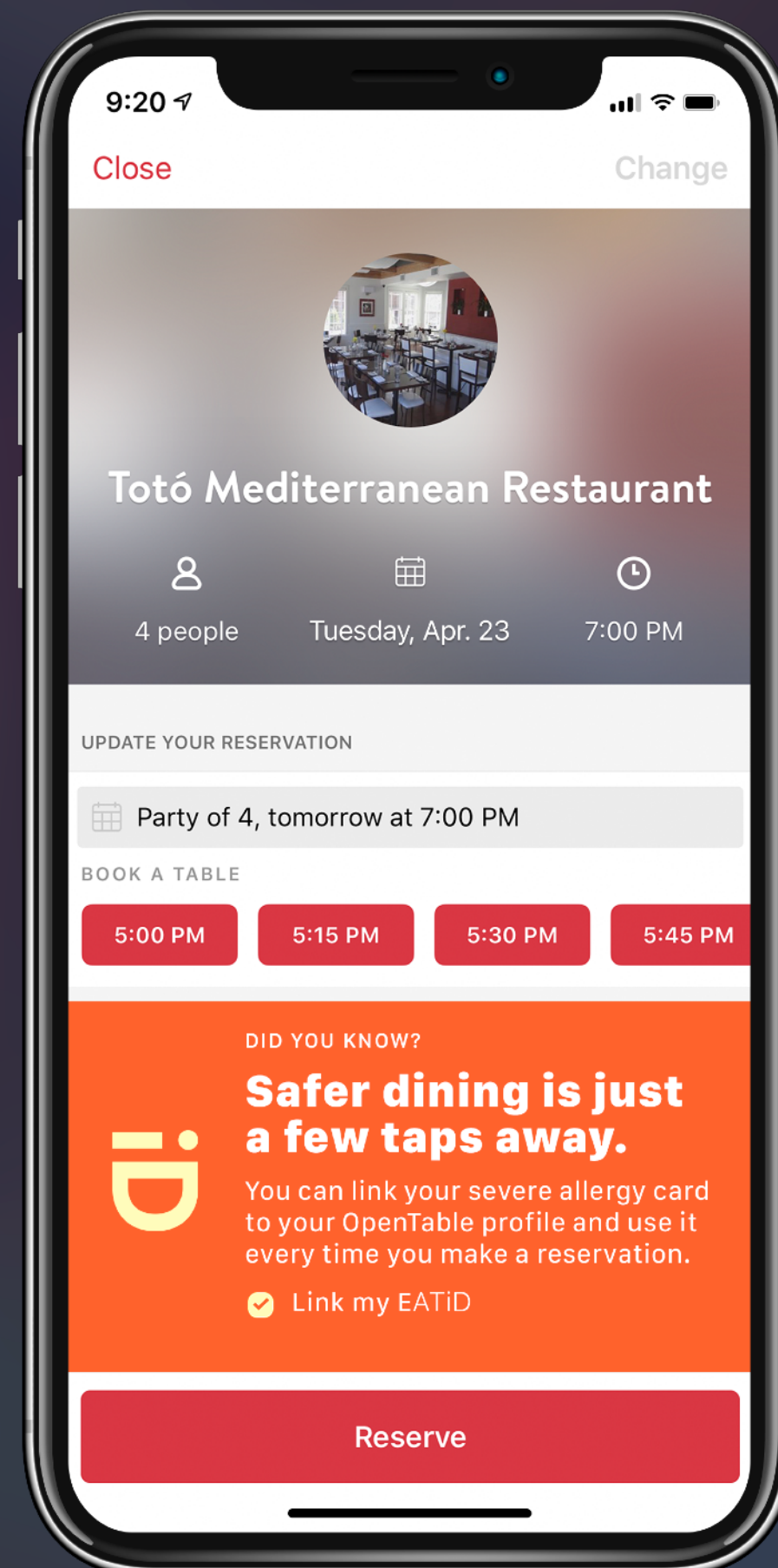
Come over

Share EATiD with friends



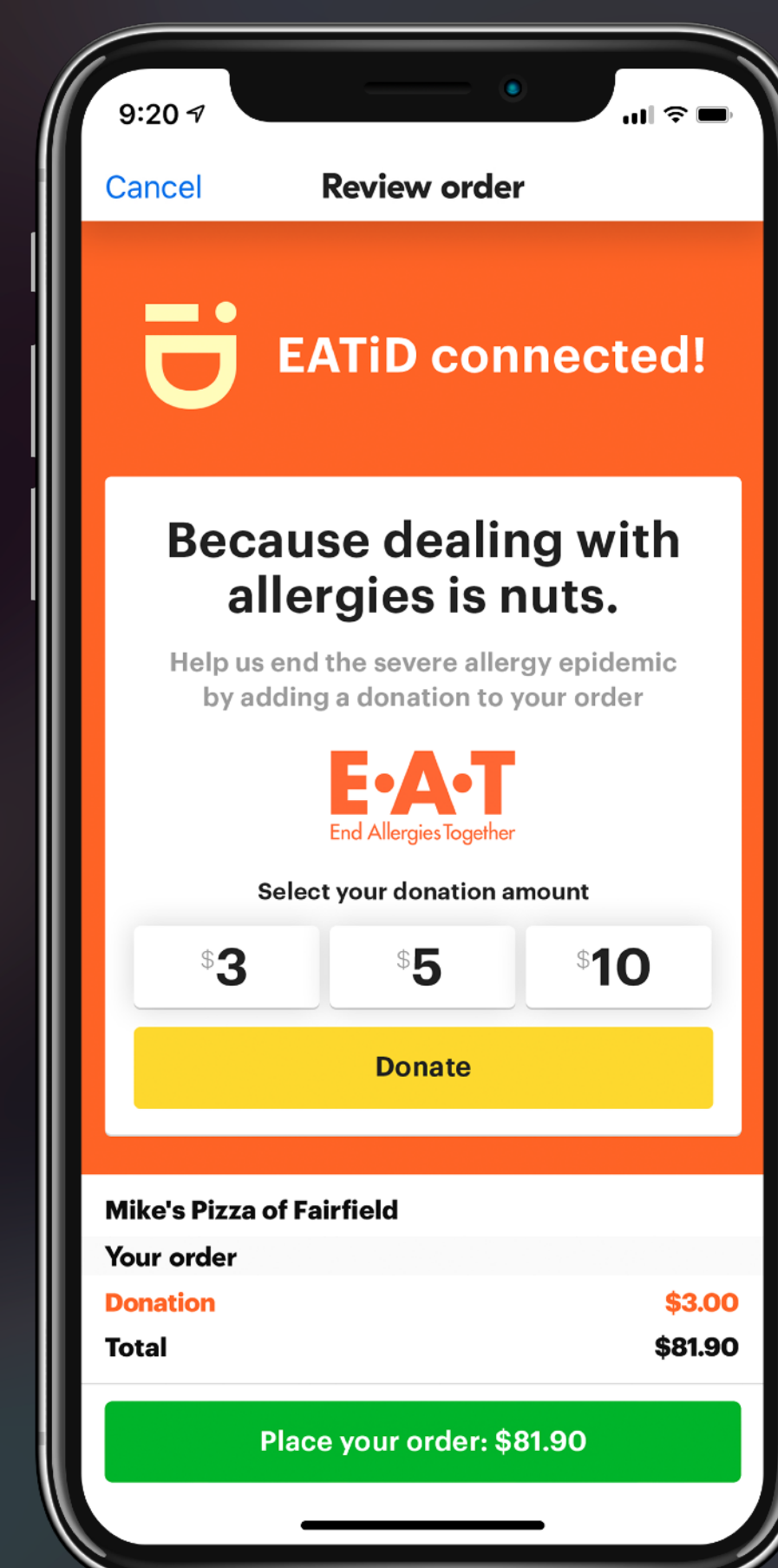
Go out

Add EATiD to reservations



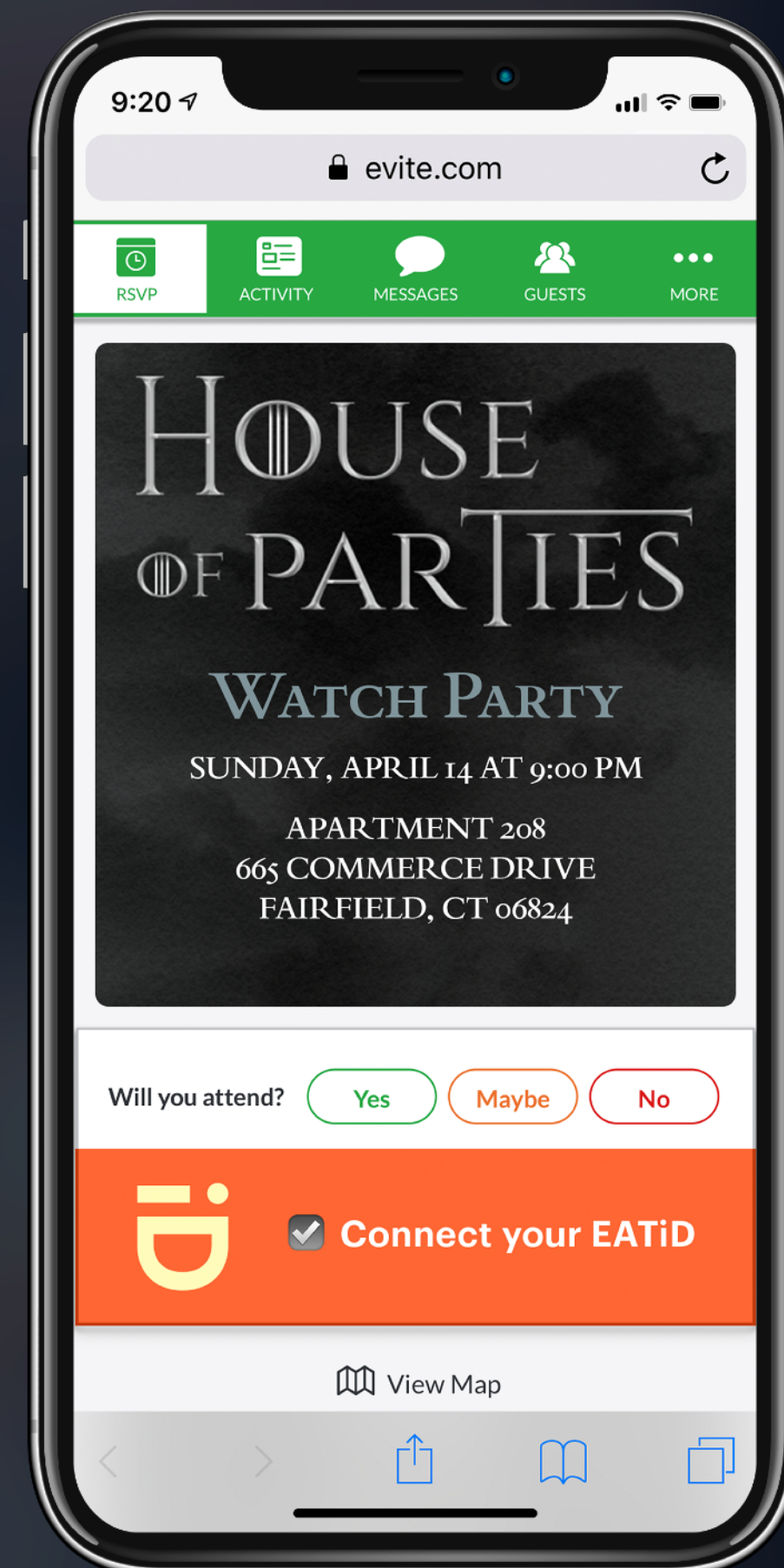
Dine in

Link EATiD to delivery apps



Party on

Send EATiD to event hosts





Here's how it works



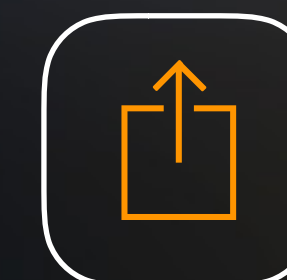
1. FILL OUT A SIMPLE FORM

This generates a card made for your digital wallet, making it one tap away when needed



2. LINK TO YOUR HEALTH APPS

EATiD can share detailed allergy information with native health apps to track patterns



3. EAT WITHOUT FEAR

Easily share with your friends, family, coworkers, restaurants, schools and more

✈ OUT OF THE COUNTRY? **PAS DE PROBLÈME**

EATiD automatically translates, alleviating stress and inspiring a new confidence to go out and explore

Researchers need



money to fund
their studies.

USING EATiDS TO DRIVE DONATIONS

Everyone who shares their EATiD is making a personal case to friends and peers for ending allergies. We'll turn that awareness into action by including a link to donate on every EATiD and key EATiD touch points.

We'll also target millennials with donation messaging at moments they are already spending freely on food, like ordering delivery through apps like GrubHub.

 572 people like you have donated today!

data to fuel
their studies.

USING EATiD DATA TO ACCELERATE RESEARCH

EATiD data will form the single most comprehensive and useful list of severe allergy sufferers by collecting anonymous user information. This opens doors to new types of research and new participants for studies.

Currently, individual studies require patients to go out of their way to opt in, and hospitals are not obligated to share information. EATiD brings more people to the table than ever before.

✓ Participate in groundbreaking allergy research

EATiD provides both.



Using EATiDs to create a world without EATiDs

Today, severe food allergies are a daily burden shouldered alone for many. But with a simple card designed for the sharing generation, we can rewrite the future of food allergies together.

