



M-104-154

THE CHALLENGE

Business Challenge: double the 2018 donations of \$1,000,000 by the end of 2019

Communications Challenge: increase awareness and positively motivate Millennials to care about food allergies and donate to help fund a cure

BACKGROUND

E.A.T. is raising money to create a world where food allergies are a thing of the past

T A R G E T



We've narrowed our target to **Millennial Parents**

- This still leaves us a massive scale with 17 million Millennial Moms in the U.S.*
- Parents are most likely to be close to the cause because two children in every U.S. classroom have a food allergy**
- While food allergies might not always be top of mind, this changes on **Halloween** night when parents find themselves **responsible for feeding their entire neighborhood**

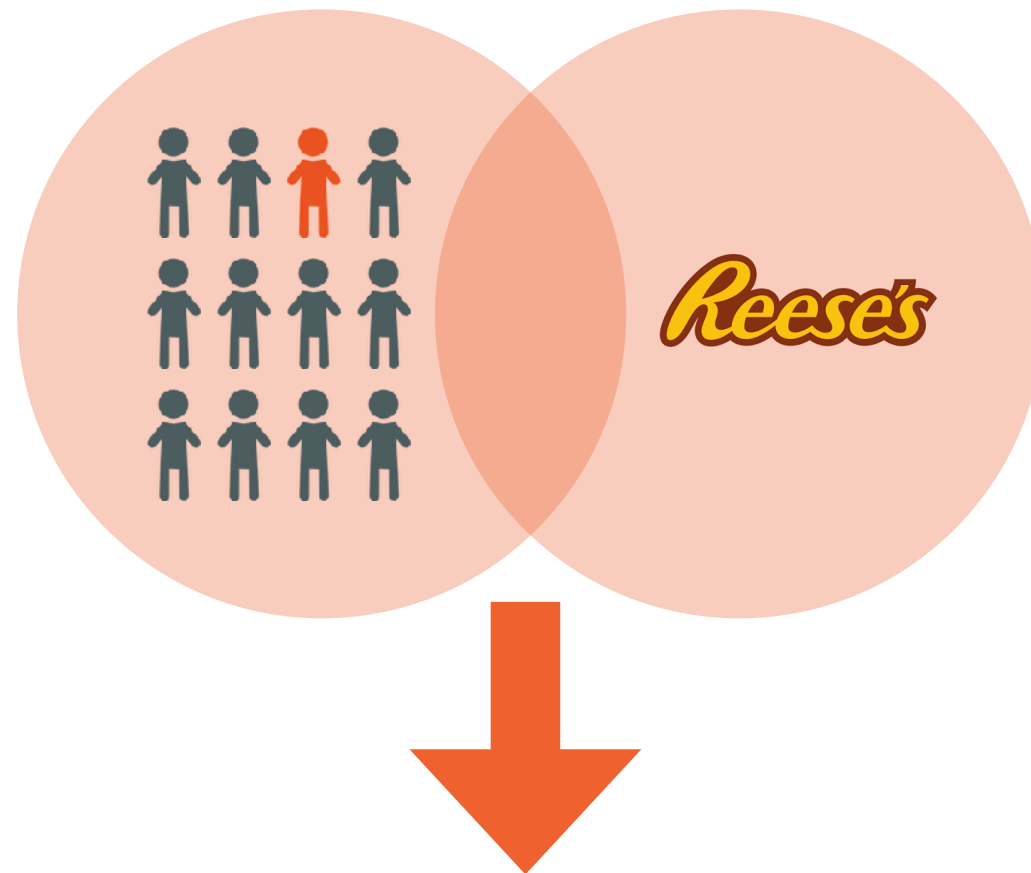
*Source: Pew Research Center: More than a Million Millennials are Becoming Moms Each Year, 2017

**E.A.T. Young Lions Deck

INSIGHT

Halloween sheds light on the fact that most parents are ill-equipped when it comes to the topic of food allergies

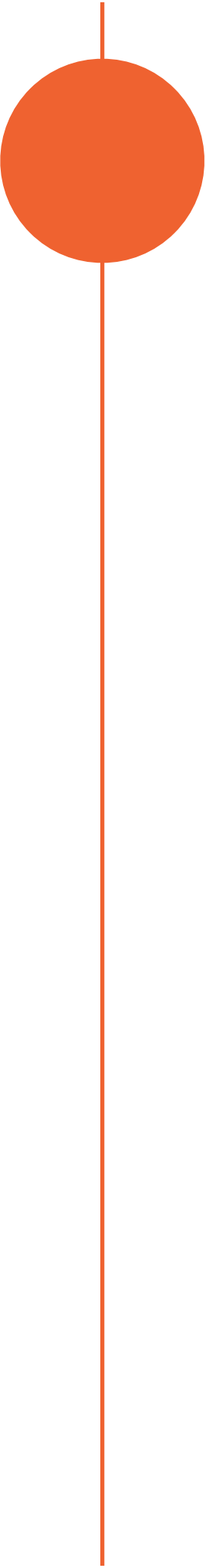
1 in 12 children
have a food allergy



**Reese's is the #1
Sold Candy in the US**

*Containing 2 of the top 5 most
common food allergens*

Every child with a peanut or dairy allergy isn't able to eat "America's favorite candy" on Halloween, leaving parents to choose between "the best" or something that is all inclusive"

A large orange circle is positioned at the top left of the slide, with a thin orange vertical line extending downwards from its center.

While Halloween is supposed to be a joyous holiday filled with fun costumes and unlimited candy, parents everywhere are tasked with the underestimated duty of **distributing candy responsibly**

With different dietary restrictions for every kid, this task proves to be **difficult** and **kids with food allergies** are often **excluded**

We came up with a **solution**

Reese's For Everyone.

Are We Nuts?

BIG IDEA

Trick or TR**E.A.T.**

Partner with America's favorite candy* to create a custom
Reese's made **WITHOUT** Peanut butter or Milk



Making Halloween More Inclusive: Reeses Trick or TrE.A.T. Variety Pack

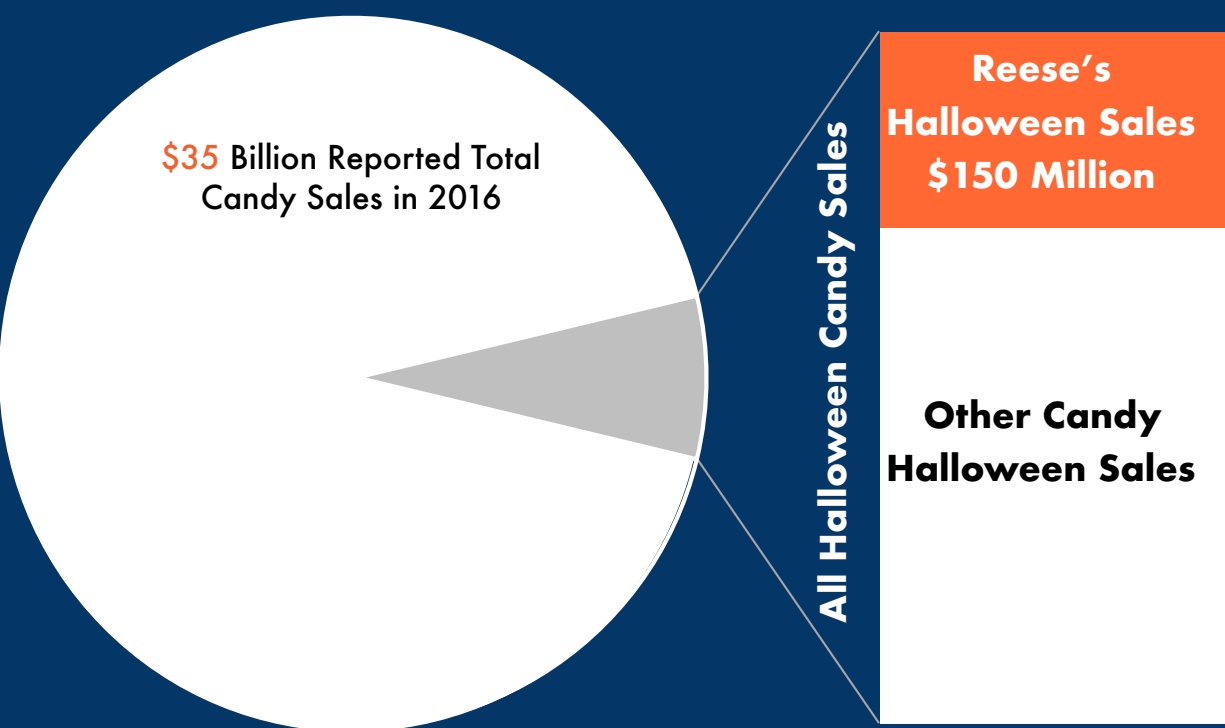
Create an all-in-one variety pack with both traditional Reeses and allergy friendly Reese's with a **12:1 ratio*** representing the number of kids with food allergies



10% of proceeds will go to E.A.T. to fund the research to find a cure

Annual Candy Sales Breakdown

Assuming 15% of Reese's customers purchase our variety pack...



$\$150 \text{ Mil} \times 15\% = \22.5 Million
of Consumers to Purchase

$\$22.5 \text{ Mil} \times 10\% = \boxed{\$2.25 \text{ in Donations}}$
Mark-Up Donation

*Source: E.A.T. Young Lions Deck

Create a donation hub



- Make donating as easy as the tap of a finger for our digital first target
 - Participate in the Venmo beta allowing charities to take donations free of charge
 - Place Tag on all creative (including inside the wrapper of our new Reese's)

Push out inclusive messaging in-store



- Increase Awareness and drive donations with in-store Media close to the point of purchase
 - In-Store Halloween Candy displays
 - E.A.T. Sponsored Halloween Candy Bags

Align with Food Related Content



- Push out our messaging of inclusion with un-skippable pre-roll audio during streaming sessions in food related playlists
 - Ex. Dinner Time and Lunchtime Playlists

venmo



Social Media Campaign: My First Reese's

Partner with food influencers and allergy advocates, including NFL player Drew Brees to launch a social media campaign where users share their experiences eating our peanut and milk free Reese's



Instagram



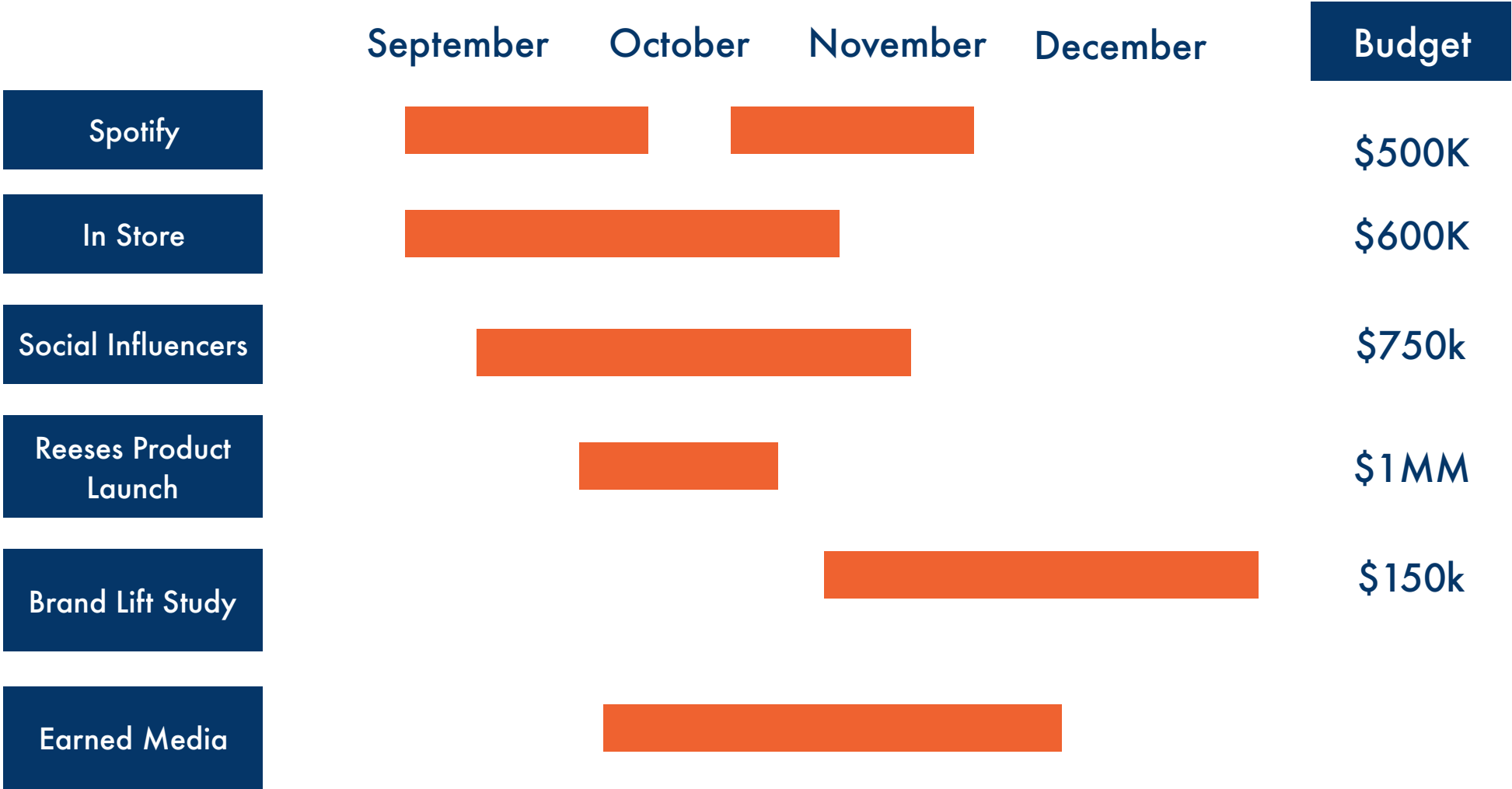
Incorporate the hashtag **#EveryoneEATsReeses** to track campaign success

Incorporate Venmo link to encourage further donations



MEDIA PLAN

We'll launch at the beginning of October to align with Halloween



MEDIA OPTIMIZATIONS

- + Mid-flight optimization based on awareness findings and brand lift study
- + Retarget engaged parents (those interacting with the social content)

MEASUREMENT



Tracking Awareness

- Number of posts using #EveryoneEATsReeses
- Social engagement with influencer posts
- Likes and shares on 'My First Reeses' social campaign
- Brand Lift Study

Tracking Donations

- Total Venmo donations (From Reese's wrappers and influencer campaign)

Tracking Product Sales

- Number of special edition Reese's sold (10% of sales)

DONATION POTENTIAL



Reese's Product Launch:

Automatic Donations: \$2.25 MM

Reese's Wrapper Venmo Donations: \$450K

(1% cvr | \$3 avg. donation)

Social Media Campaign

- 3 Top Food Influencers: 10MM Impressions
- Drew Brees: 1 MM impressions
- \$55K combined donations
(0.5% cvr | \$1 avg. donation)

Streaming Audio

- 25MM Impressions
- \$50K Donations
(0.02% cvr | \$1 Donation)

Total Campaign Impressions: 36 MM

Total Campaign Donations: \$2.805 MM