



# FOR CHILDREN'S CANCER

**M-105-179**

## **THE CONTEXT**

The #1 cause of death by disease in children is cancer, and only 4% of federal funding goes towards this research. Over 1,000 Childhood Cancer organizations yield inefficient and duplicated efforts.

## **OUR MISSION**

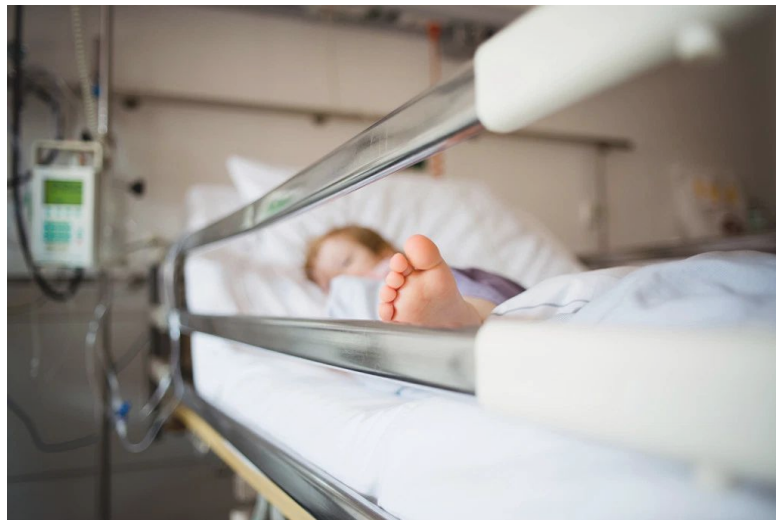
**Generate \$2 million in donations by December 2021 and raise awareness of CureSearch by encouraging people to join the effort.**

# CHALLENGING THE APPROACH

While adult-oriented treatments have proven successful in children (80% survival rate), they can also cause long term side effects varying from cognitive to physical impairments.

**Kids need child-centric treatments, but the funding isn't there.**

When October rolls around, corporations paint the town pink in support of Breast Cancer awareness, while **Childhood Cancer patients receive little recognition in the public eye.**



Given this cancer research landscape, we need to **rethink who we target to drive funding**

## ...because corporations are not the heroes.

# THE INSIGHTS

With Childhood Cancer as the #1 cause of death by disease in children,  
**what is keeping kids from leading this fight for their peers & themselves?**

## Category Insight:

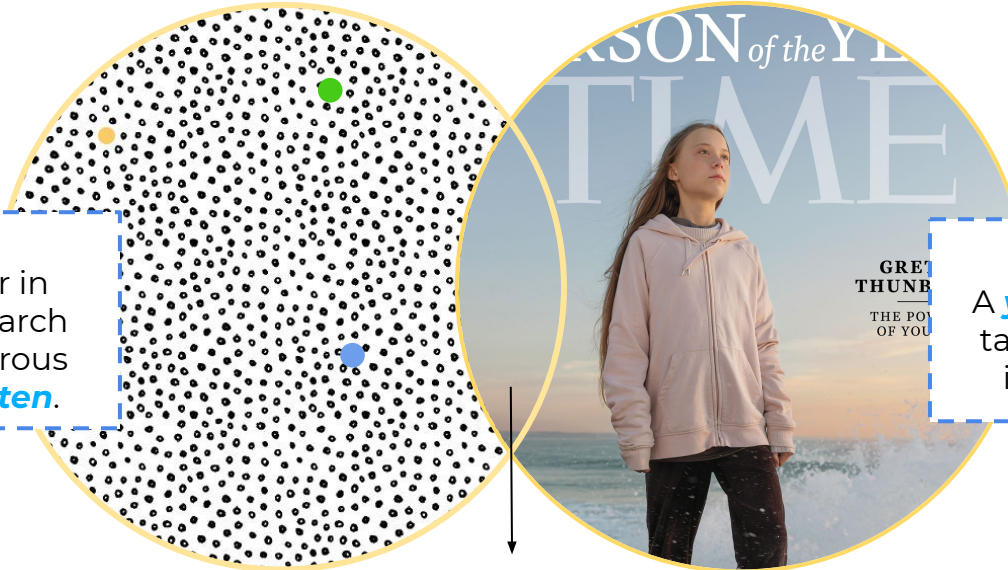
There's no clear leader in Childhood Cancer research funding, leaving numerous families feeling **forgotten**.

## Cultural Insight:

A **younger generation** is taking cause-leadership into their own hands.

## Brand Insight:

A **disconnect** exists in those asked to lead the fight against Childhood Cancer.





**empower children to lead the “GOLDEN CAUSE”**

# THINKING OUTSIDE THE (COOKIE) BOX

Make CureSearch the **“GOLDEN CAUSE”** by owning Childhood Cancer awareness month through the lens of an iconic child-centric organization.

By partnering with with Girl Scouts of America, we will create a **one-of-a-kind golden funfetti cookie** that launches in September, sporting the Childhood Cancer gold ribbon color to stand out among the existing cookie flavors.



# HOW IT ACHIEVES OUR MISSION

Each year, Girl Scouts garner around **\$800MM** in cookie sales in the United States, with the popular Thin Mints accounting for about **25%**, or **\$200MM**.

Assuming we sell **2%** of this across two selling seasons = **\$4MM**

*(with 50% of sales going towards CureSearch)*

**= \$2,000,000**

**CURESEARCH**  
**50%**

**GIRL SCOUT TROOP**  
**25%**

**GIRL SCOUT COUNCIL**  
**25%**





# THE TARGET AUDIENCE

Tasked with **driving donations**, we need to raise awareness of the cause (& cookie) among both parents and the average dessert-loving adult who can provide the monetary support kids lack.

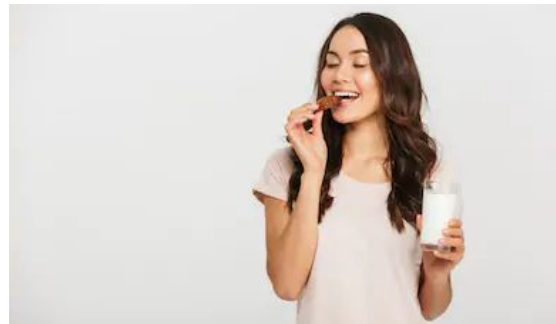
## PULL HEARTSTRINGS TO ACTIVATE PURSE STRINGS



15% of parents donated \$500+ last year, and are most interested in giving to educational organizations - like Girl Scouts.

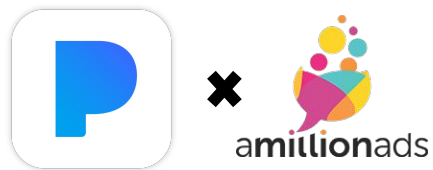
**Position a donation to CureSearch as a donation to the wellbeing of my own child, and my children's children.**

## CAPITALIZE ON COOKIE-CRAZE



Actively exploring new foods, 50% of adults bought at least one box of cookies last month - almost 20% bought four or more.

**Position our golden cookie as the "It" new sweet in which to indulge, tapping into online cookies to find our target.**



Programmatically serve **personalized audio messages based on real time data triggers** to drive efficient reach.

Tell 'mom' & 'dad' specific stories and reach adults in peaks of sweet-tooth cravings, generating **unique creative with A Million Ads' AI solutions.**

Deliver donation CTAs to drive in-platform funding.

**40MM impressions**



Celebrate Childhood Cancer awareness month on the **ultimate news-sharing platform** for relevance and scale.

Feature CureSearch's powerful story within a custom GMA segment to **generate buzz around the new cookie launch** - garnering substantial earned media reach.

Create shareable extensions across social & digital to interact with cookie-lovers beyond TV.

**30MM impressions**



Share **inspiring social-first video content**, eliciting adults to join the fight against Childhood Cancer.

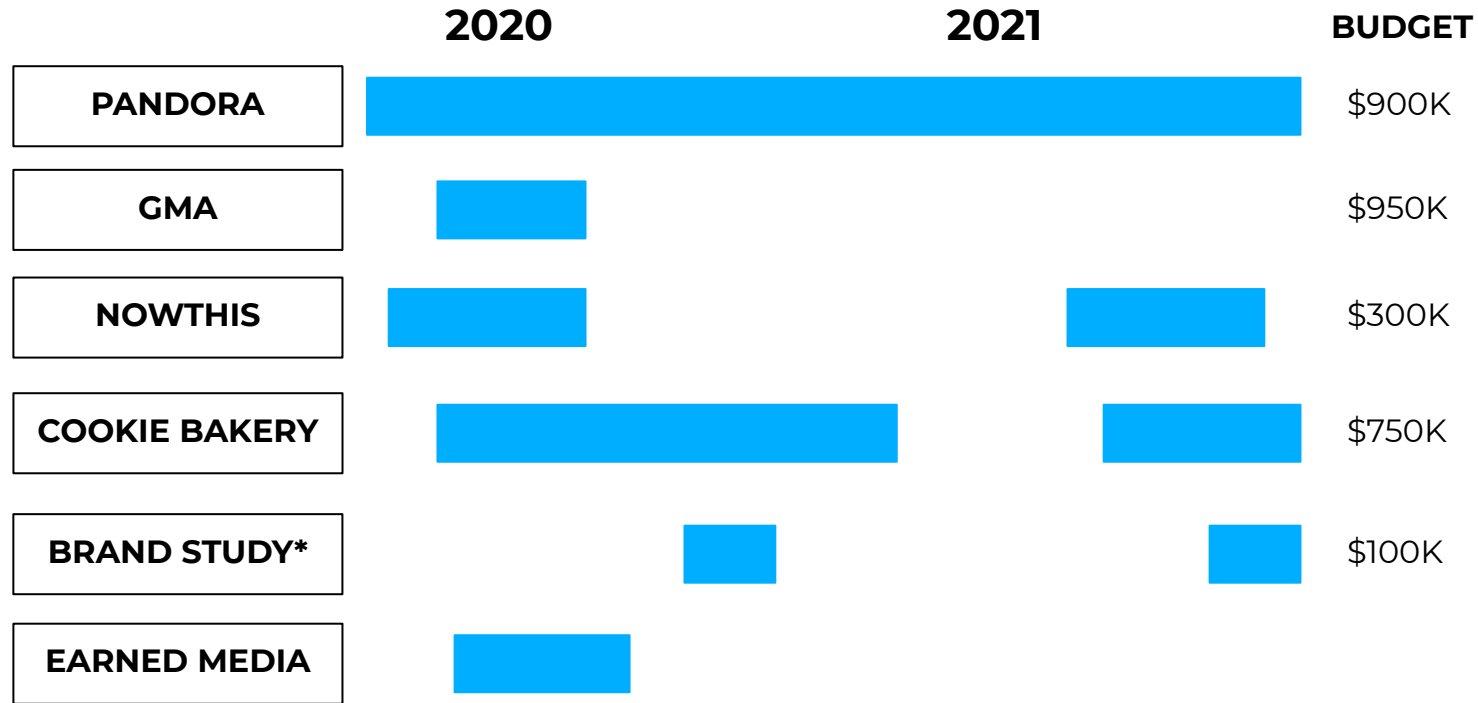
Elevate the heartfelt nature of **why viewers need to support CureSearch** - highlighting the cookie launch - through in-stream video.

Provide a direct donation CTA in-app for an organic user experience.

**17.6MM impressions**



# MEDIA PLAN



*\*Jan 2021: receive mid-campaign brand study results on awareness and lift to implement optimizations for remainder of campaign*



# DONATIONS

## GIRL SCOUT COOKIE SALES

**\$2MM**

## PANDORA DIRECT TO DONATE

**\$400K**

(0.5% conversion rate, \$2 average donation)

## NOWTHIS DIRECT TO DONATE

**\$176K**

(0.5% conversion rate, \$2 average donation)

## TOTAL DONATIONS:

**\$2,576,000**

# MEASUREMENT

## AWARENESS:

Number of visits to campaign vanity URL

Social engagement

Pandora, GMA and NowThis performance

## BRAND LIFT STUDY RESULTS

## DONATIONS:

Product sales from Girl Scout cookies (50% of sales)

Total Pandora and NowThis donations

## TOTAL IMPRESSIONS:

**87,600,000**

