



Brave  
Beginnings  
Helping Premies Thrive

## Ambition

Every story is powerful, no matter how small. Brave Beginnings is committed to rewriting the story of premature birth; giving health care providers the equipment they need to help premies survive the crucial early weeks of their lives (ex. the \$38,000 Giraffe Omnibed). **In 2017, Brave Beginnings seeks to raise awareness among Women 25-44, with the ultimate goal of increasing donations by 5% YOY.**

## Barrier

With an endless list of charities competing for the same consumer donations, Brave Beginnings needs a way to:

1. Get consumers at large to care about donating to premature care
2. Combat the brand's low awareness

## Challenge

Encourage consumers to take action and donate to Brave Beginnings via breakthrough marketing plan

# Target

We need to drive an **emotional connection** with our target in order to get them to donate. Within our broader target of W25-44, hone in on a **primary target of expecting and current mothers**. Emotionally, they're more likely to be connected with the cause because they have or soon will experience the first bonding moments with their child.

2x

Mothers are 2x more likely to have raised/fundraised money for a charity

24%

Mothers donate 24% more than non-parents to charities when donation is portion of purchase

43%

Of mothers made an average donation of \$25-\$50, over 2x the average for single women

Next up: 2 key insights to frame our thinking

# Brainpower

## Generosity is 80% HIGHER when Oxytocin is present

Premature birth can be a tough subject, so our execution needs to bring the cause to life in a relatable way. Ever wonder why so many baby animal videos make their way onto the viral charts? When humans perceive something as cute, our brains produce the neurochemical Oxytocin – which promotes connection, care, and encourages people to feel empathy. And studies from Harvard and the University of Georgia have directly identified a link to increased generosity.



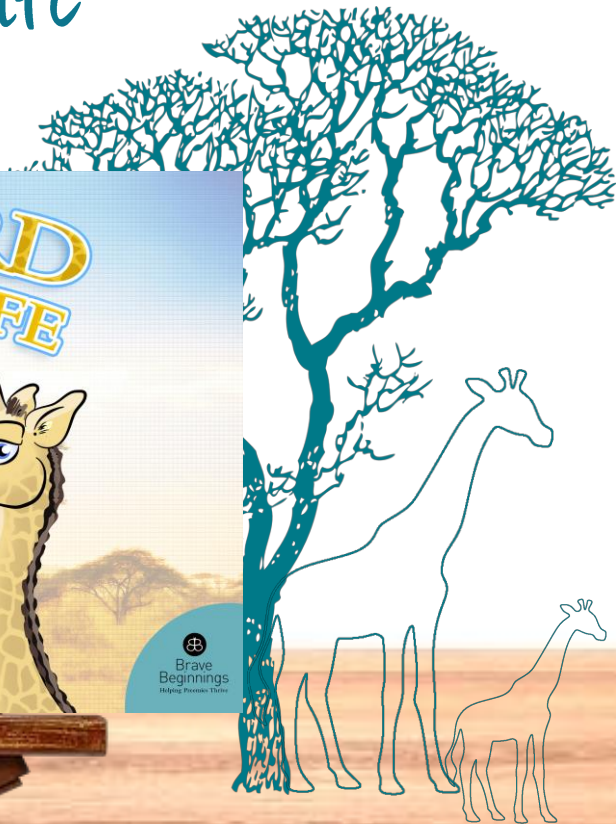
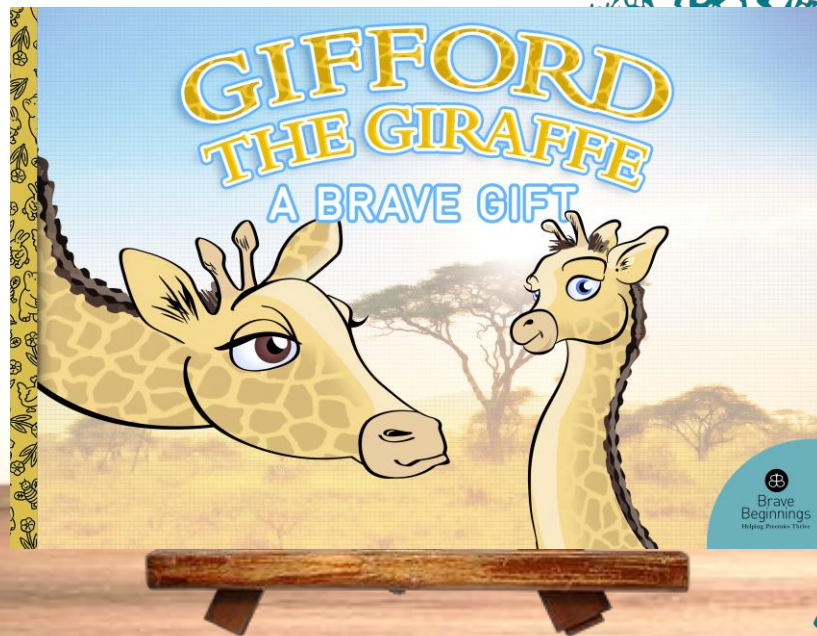
# Story Time

## People hear statistics, but they FEEL stories

Story Time is the most powerful moment in developing the bond between a mother and child. From the cave walls of early civilization, to the Disney classics of today, stories have connected countless generations of mothers and children. Stories bond us as a community of shared values. Develop imaginations. Help us understand a confusing world. Not every human culture in the world is literate, but every single culture tells stories.



# Idea: A Brave Gift



At birth, the baby Giraffe is incredibly vulnerable. The close bond between a baby giraffe and its mother drives the essential early development that is vital to survival. Just as the Giraffe Omnibed does for our preemies.

Let us introduce you to Gifford. His name means “a brave gift,” and his amazing journey through the adversity of a premature birth will bring the story of Brave Beginnings to life – in a way that *everyone* will connect with.

This book will be our anchor mechanism to drive donations. Available in hardcover, eBook, and Audiobook formats, we’ll intercept her during the powerful moment of Story Time - and all profits will go directly to Brave Beginnings.

# Gifford the Giraffe

Gifford's journey goes beyond the confines of the book, as he becomes the face of the entire Brave Beginnings communication platform.

Gifford is voiced by Jack Pratt - the preemie son of Chris Pratt and Anna Farris - whose personality is as big as either of his parents. Jack will bring Gifford's personality to life through custom content, PSAs, and Social Video.

Through Gifford, we will weave Brave Beginnings into places where storytelling is intrinsic. He'll interact with celebrities, influencers, other animated characters, and inspiring preemies - to drive awareness through the power of storytelling.



# Strategy

Leverage the powerful tale of Gifford the Giraffe as a medium for Mom to bond with her child and our cause through the power of storytelling. Intercept her during key moments of her child's development, and make donating a natural tie into existing behaviors.

Through 2 key partnerships, donating will be as simple as grocery shopping or going to the movies



Unlock retail through a partnership with Seventh Generation Baby Care. A natural/organic company seeking to nurture the health of the next seven generations, we are united with a shared cause.

Leverage their existing retail partnerships with Target and Amazon, to drive book sales where she is already shopping. Tie additional donations into the sale of their existing products. And utilize Maya Rudolph, an existing SVG partner, as an additional influencer for our cause.

**Cinema**

Cinema is a rich territory for storytelling, and a natural behavior for a mother and her children. Through a partnership with NCM, we'll tap into 3 upcoming animated films where Gifford is a natural fit.

We'll naturally weave book sales into this rich territory. Further donations by tapping into intrinsic purchases. And we'll pair Gifford with film characters and celebrities to further his amazing story with custom video.

## Three mechanisms to donate



Book purchase (\$10)



Automatic w/ purchase of goods  
tied to partnerships (\$1)



Direct Donations via website



# Seventh Generation Partnership

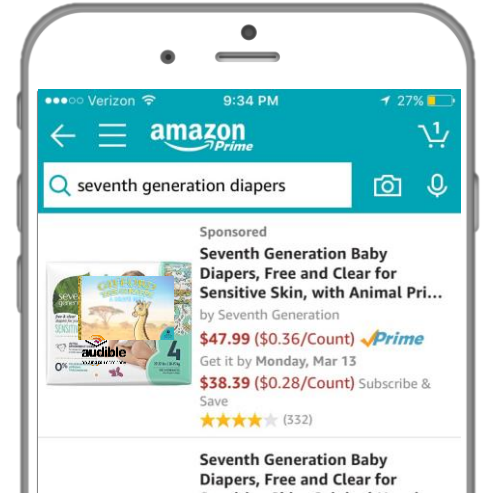
As illustrated by Sally's journey to donating



During her favorite show, *Ellen*, Sally watches as Maya Rudolph mentions her partnership with Brave Beginnings. Sally is captivated by Gifford and his story. But before she can watch the end of the video, she catches the time and heads to her local Target.



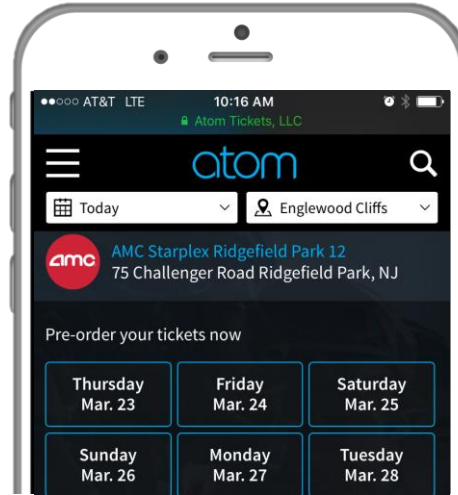
While at Target, Sally heads to the baby aisle to buy diapers for her youngest child. She sees our book directly on the shelf display, and picks up a copy to bring home. And better yet, \$1 from her diaper purchase goes directly to Brave Beginnings.



Weeks later, Sally is shopping on her sister's Amazon baby registry. While browsing products from her trusted brand Seventh Generation, she's prompted with the easy option to add the Audiobook to her cart - which her sister can directly access through Audible.

# NCM Cinema Partnership

Brought to life through Jane's trip to the movies with her kids



An avid Instagram follower of her favorite celebrity, Zoe Saldana, Jane sees a :60s co-branded film with Zoe's character from the My Little Pony movie alongside Gifford. That drives her to check out the Brave Beginnings website to learn more.

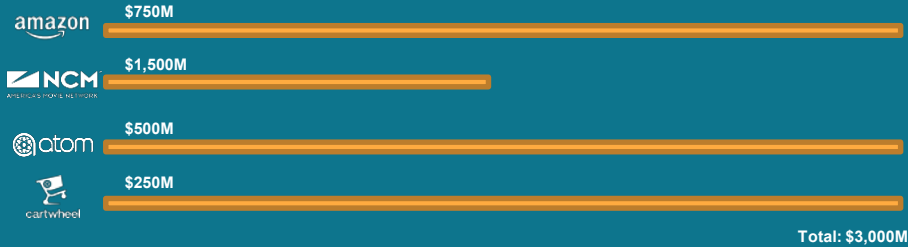
Through the Atom Tickets app on her phone, Jane is offered the opportunity to buy tickets for herself and her daughters in advance of the general presale - through a simple \$1 donation to Brave Beginnings.

Weeks later she heads to the film and takes her daughters to the concession stand. She purchases kids snack packs for her daughters, featuring Gifford, and \$1 from each purchase goes right to Brave Beginnings. She also sees the book for sale at the counter, and picks it up for just \$10.



# Media Plan\*

APR MAY JUN JUL AUG SEPT OCT NOV



## Barter Deals / PR Placements



\*Media costs based on pre-negotiated rates from each individual vendor, while accounting for added value from barter deals. Publishing / placement costs baked in.

\*\*Donations goal based on average children's book sales from a similar brand initiative, and projected sales estimates for other donation outlets.

# Measuring Success

## Donations:

- Book sales (Hardcover, eBook, audio book)
- Concession sales
- Seventh Generation diaper sales
- Advanced ticket donations via Atom

## Media Optimizing Metric:

- Reach and frequency
- Conversions on Amazon, Cartwheel, Atom, and on site

## Donation Goal:

Based on expected book sales, automatic donations with purchase, and additional donations on site, we expect to garner

**\$4million\*\***

# And Gifford's Story is Just Beginning...

**Generations of moms come and go, but stories last forever. There are endless possibilities to expand the story of Gifford and Brave Beginnings beyond just 2017. A few examples:**

- Gifford's life story can evolve into an entire franchise of new tales and great adventures.
- As Brave Beginnings continues to tell the stories of successful preemies, Gifford will be there every step of the way.
- As the character becomes a beloved staple, donation opportunities can take many forms - such as a plush toy.

