

OBJECTIVES

Business Objective:

Generate **\$2MM** in donations by December 2021.

Communication Objective:

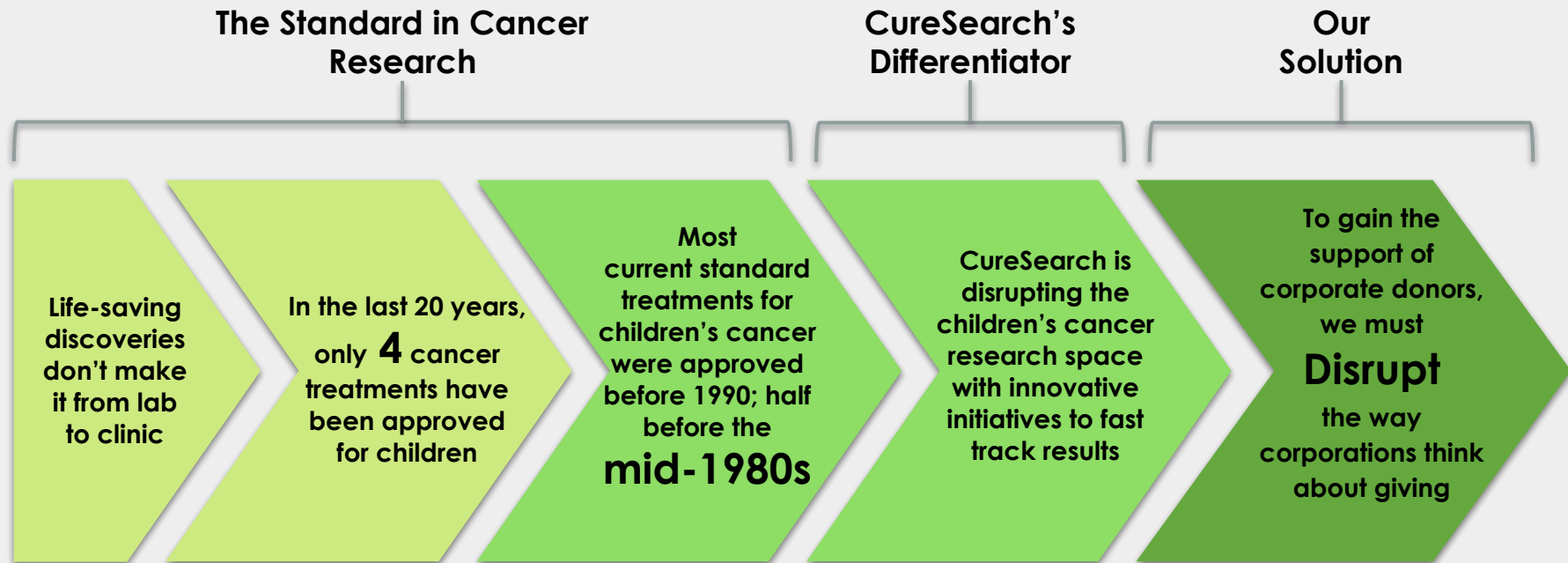
Educate corporations on why CureSearch for Children's Cancer is different from other children's cancer research foundations.

THE PROBLEM

CureSearch lacks awareness and is not at the top of potential donors' consideration set.

With the current fragmentation of cancer research, it is challenging to stand apart as a unique foundation.

CONTEXT



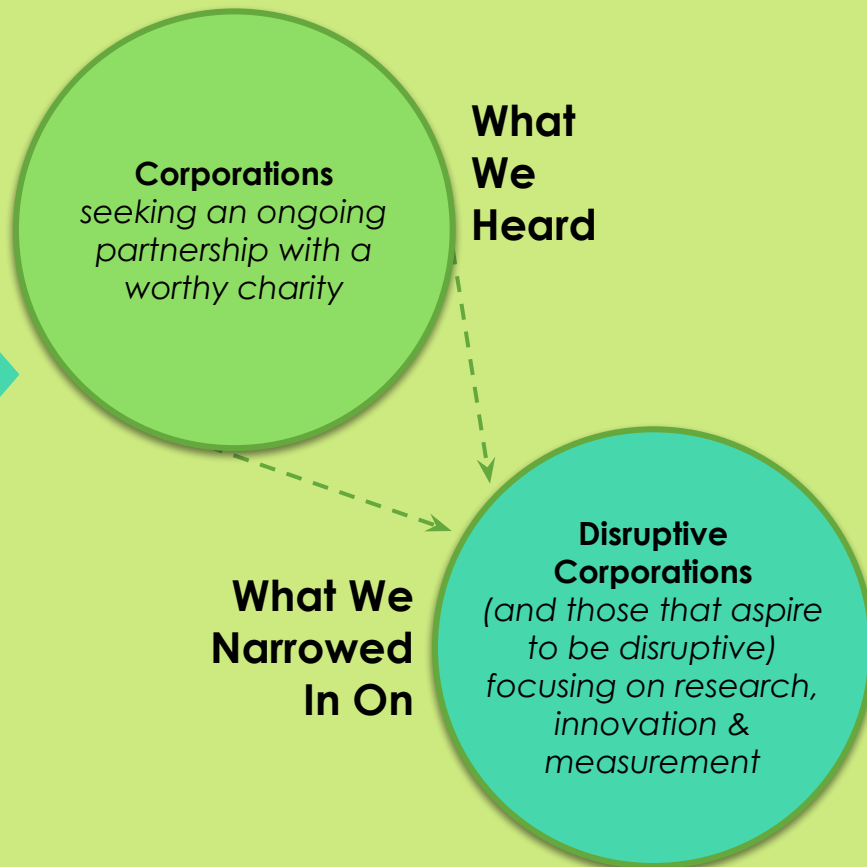
INSIGHT

Companies support brands and charities that embody an innovative spirit because they can see themselves in the brand.

STRATEGY

Use **disruption** as the guiding principle across all media executions, creative messaging and targeting to position CureSearch as a brand that key stakeholders at innovative companies want to align with.

TARGET AUDIENCE



THE BIG IDEA: RETRO REBOOT

What if we asked Bill Gates to login to his computer from 1985?

What if we asked Jeff Bezos to wait 5-7 business days to receive his walkman in the mail?

What if we asked Logan Green, founder of Lyft, to stand in the rain to hail a cab?

What if we challenged stakeholders of disruptive corporations to imagine relying on technology of the 1980s to run their companies, similar to how children with cancer try to fight the disease with treatments from 30+ years ago?

HOW OUR BIG IDEA COMES TO LIFE

1

Disrupt the Routine: reach key stakeholders through innovative formats that surprise their daily routines

2

Disrupt Events: show up in the same forums as thought leaders & make an impact

3

Disrupt Giving: create new mechanisms for corporations to give

DISRUPT THE ROUTINE

Educate our audience of the outdated state of children's cancer treatments by showing up in:

Their Commute

Transform premium ride share experience



Spark conversation by shocking stakeholders on their way to the office: transform their Lyft Platinum from a modern black car to a 1985 Station Wagon

Their Network

Surprise expected social & digital platforms



Takeover LinkedIn and trusted news sources with reminders of the way things were - analogue social networks and waiting until the next morning for relevant news

Their Office

Appear in unexpected technologies



Hijack Skype's video call settings by reintroducing the cumbersome dial tone sound we're fortunate enough to have left in the past

DISRUPT EVENTS

Shake up SXSW, a conference where innovators of various verticals gather to challenge and inspire other like-minded companies

Custom Booth

Remind our audience that childhood cancer should be a part of the past



Create buzz at SXSW by designing the unexpected: a booth that highlights innovation of the past through shareable moments

SXSW

Swag Bag

Leave our audience with 80's themed branded takeaways on cancer research innovation



Educate visitors by including stats on the current state of children's cancer treatment and CureSearch's approach to tackle it

DISRUPT GIVING

Extend the Catapult Awards beyond CureSearch's research efforts

Co-Sponsor Awards

Bring on like-minded, innovative corporations as sponsors of the Catapult Awards



Appeal to corporations' drive for innovation by tying them directly to CureSearch's revolutionary and promising research



Researcher Partnership

Give corporations facetime with the researchers they're supporting

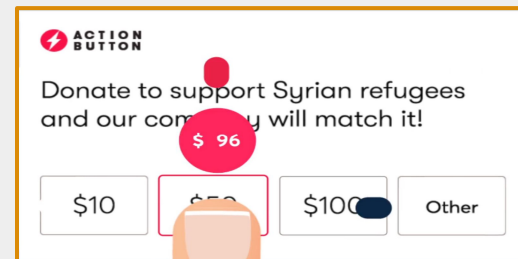


Bring corporations closer to the researcher they're supporting for visibility into the real-time impact of their donation



Employee Action

Empower ongoing corporate donations by encouraging employee participation



Social impact platform, Speakable, will inform which companies drive the most employee donations to guide long-term corporate partnership requests

KPIs:

Awareness
+ Education

Consideration
+ Conversion

FLOWCHART

Q3'20

Q4'20

Q1'21

Q2'21

Q3'21

Q4'21

SXSW ↙

Event Sponsorships
(Brand Lift Study Included)



\$500K

Rideshare Partnership



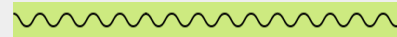
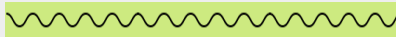
\$600K

Native PR Amplification of
Takeover Stunts



\$200K

Podcasts*



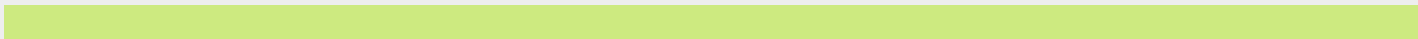
\$200K

Paid Social



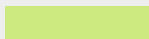
\$350K

Paid Search



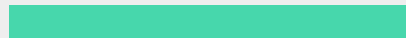
\$150K

Donation Mechanism
(Speakable)



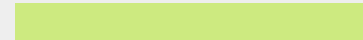
\$300K

Digital Takeovers



\$500K

Email Newsletters



\$200K

TOTAL

\$3MM

*Podcasts to pulse throughout flight based on contextual alignment in episodes

**Source: Charity Navigator: Your Guide to Intelligent Giving

**Note, 30%+ of corporate charitable donations take place in Q4

WHY IT WORKS

Use our \$3MM media investment to drive long-term corporate partnerships exceeding our \$2MM donation goal

1

Disrupts the corporate ecosystem in a way that breaks through and shows the impact of outdated technology in corporate stakeholder's everyday life

2

Radical event presence sparks mass awareness and conversation among our audience, fostering long-term partnerships

3

Innovative giving mechanisms allow corporations to directly see the impact of their dollar and encourage employee involvement

SXSW

Booth: 70,000 attendees, assuming 10% donation rate of \$100 each=\$700,000 in donations

Tickets:

Ticket Price: \$500 each, 70,000 attendees, 2% donation=\$700,000

Rideshare Partnership

Assume 50K riders with in-app donation of \$10 each=\$500,000 donations

Digital Takeovers + Email

Assume 500K donations at \$10 each=\$500,000

Catapult Awards

Assume 1x corporate sponsor at \$250K first year

\$2,650,000

\$1.4MM

\$1MM

\$250K