



FUNDING A CURE FOR FOOD ALLERGIES

the challenge

Food allergies are a health epidemic that affects 220 million people worldwide. And it's getting worse.

E.A.T. invests in research to better understand and ultimately cure food allergies. The organization needs to raise awareness and donations to achieve its mission.

The challenge is that **TOO MANY PEOPLE DON'T GRASP THE IMPACT OF FOOD ALLERGIES.** We need to convince our audience that food allergies are a serious health issue—**ONE THAT THEY CAN HELP SOLVE** by funding research.

our audience

Our goal is to reach millennials who do not have food allergies themselves, but have a direct connection to someone who does. But it's not enough to just reach this audience, we also want them to donate to E.A.T. In order to use budget wisely, we will target a specific type of millennial with whom we know E.A.T.'s message will resonate.

Start with all millennials online:

71.5M
online adults



51%
are female

47% 
make less than \$50K

42%
have children



29%
have a college degree

59% 
are over the age of 25

Narrow to the 56% that have a full-time job

59%
are male




79% 

are over the age of 25

66% 
make \$50K+

50%
have children

42% have a college degree 

31.4M
online adults



MILLENNIAL WORKAHOLICS

Some members of this audience know people who suffer from food allergies, yet food allergy research is still underfunded.

insight

I want to improve my life. Achieving professional success and gaining the respect of co-workers and friends drives me. And I know it takes hard work to get where I want to go. I'm willing to do that work.

But sometimes it's just too much. It feels like I'm not getting anywhere. Like I'm only as good as the last project I completed. And I have to show my worth again and again every day. I feel burned out.

I PRIDE MYSELF ON
BEING A FIGHTER,
BUT I'M TIRED OF
FEELING LIKE I HAVE
TO PROVE MYSELF.

idea + strategy

Imagine if we could recast living with food allergies as having a job.

Millennial Workaholics don't take food allergies seriously because they likely don't know anyone who died from or was seriously hurt by this condition.

But E.A.T. understands that food allergies are about more than fatalities. They're about constantly having to take precautions and be on guard. They're about the fear of what even one mistake could mean.

OUR AUDIENCE CAN RELATE TO THAT. To feeling like there's never a break. That you're only as good as your last effort.



BRINGING IT TO LIFE THROUGH OCTOX

OctoX is our fake company that stands out because of its exhausting routines and near-impossible expectations.

FROM AWARENESS TO DONATIONS:

1. **Interrupt the conversation:** Meet Millennial Workaholics where they are in a way they can't ignore.
2. **Reveal + offer:** Reveal the truth about OctoX and offer a way our audience can help end food allergies by not only becoming donors at any level they choose, but also by spreading awareness.
3. **Sustain + delight:** Work with social influencers to continue to share the word about the OctoX offer and encourage our donors to share their awareness item with others.

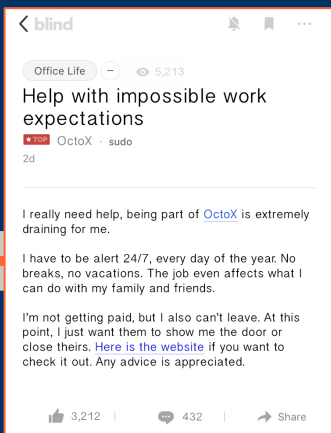
interrupt our audience as they reflect on work or gossip about workplace struggles

Start the conversation about OctoX



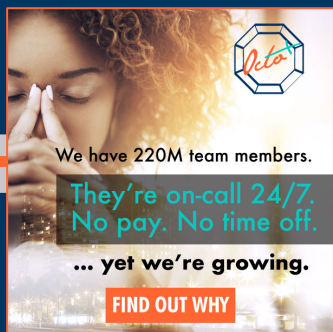
Blind: Millennials from 70,000+ different companies actively check this anonymous workplace community app DAILY.

Post employee complaints about OctoX



LinkedIn: 30% of our audience is on the professional networking site.

Use display ads & InMail to share messages about OctoX



Blind has not been a partner for a major campaign yet, so E.A.T can be a first mover.

Shock our audience by recommending an awful job at OctoX to them



Glassdoor: 57M+ users and 62% of visitors are millennials.

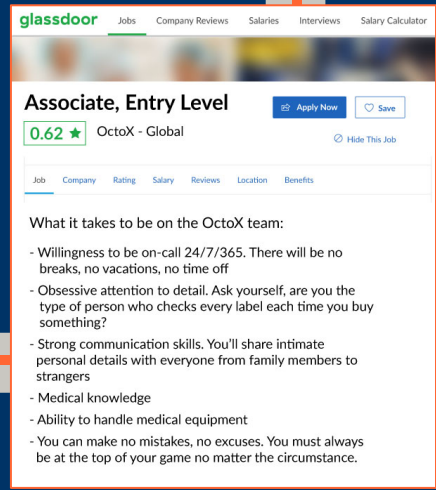


Create a fake company profile

Sponsor profile for visibility. Users aren't used to seeing sponsored posts from low-rated companies, so this will intrigue them.



Promote fake job posts



Leave OctoX reviews

reveal + offer

ABOUT US **FIGHT WITH US** **SPREAD THE WORD** **FAQ**

OCTOX: THE FOOD ALLERGIES THAT AFFECT 220,000,001 PEOPLE WORLDWIDE

OctoX is a fake company BUT THE CHALLENGE IS REAL.

PUT OCTOX OUT OF BUSINESS

OctoX, named for the 8 allergenic foods that account for 90% of reactions, is not a real company. But living with food allergies is like having a job.

One with no time off and where you're only ever as good as your last project. Families living with food allergies work hard to protect themselves.

- Check every label, every time
- Talk to waiters, family members, colleagues and friends
- Do everything they can to stay safe

They're good at it. But it's exhausting. Help put OctoX out of business

YOU CAN HELP PUT OCTOX OUT OF BUSINESS

OCTOX PLANNING SET

This planning set is created for fighters. For people who work hard—whether it's for their own success or to help others. It helps you reach your goals. And it reminds you that together we can make food allergies a thing of the past.

OCTOX ISN'T REAL, BUT FOOD ALLERGIES ARE. weallergiestogether.com

- \$1 - Entry Level
- \$5 - Associate
- \$20 - Manager
- \$25 - VP
- \$50 - CEO
- CUSTOM

\$1,223,056 USD raised by 37,029 backers

61.15% of \$2,000,000 goal

reveal + offer

THANK YOU VIDEO

As visitors enter the landing page, a video message featuring real people living with food allergies will greet them. Our spokespeople will thank potential donors for joining their cause and share what it's like to suffer from food allergies. This puts a face to the campaign and generates feelings of empathy, encouraging our audience to learn more and donate.



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CROWDFUNDING PROJECT*

To help encourage donations at all levels, there will be a crowdfunding project on the site where users can choose a donor level in order to receive limited-time, campaign-branded items. This allows our audience to follow the progress toward the donation goal, and the planning set gives them something to show for their donation. Our millennial workaholics want to help, but they also want people to notice.

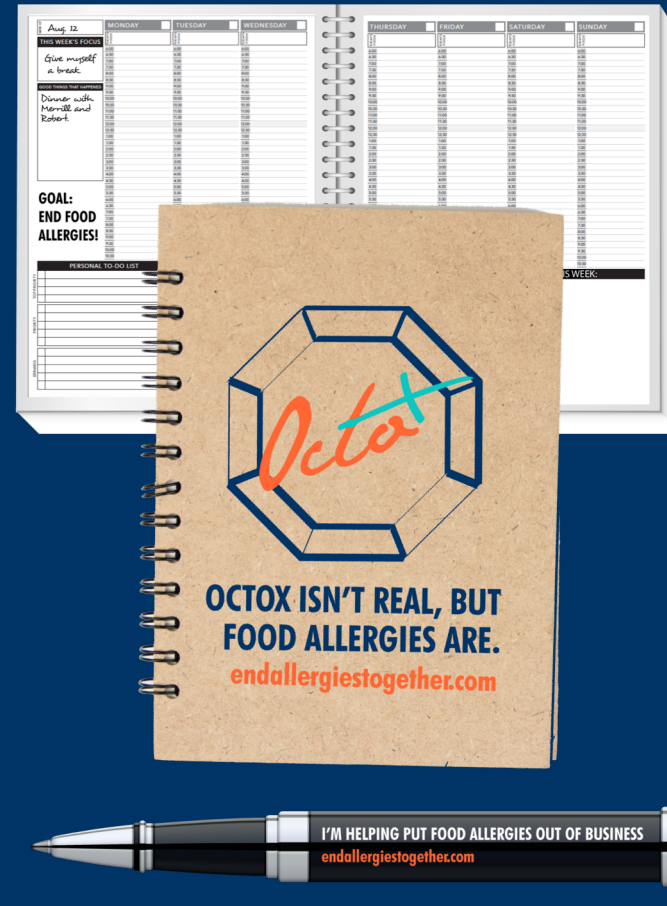
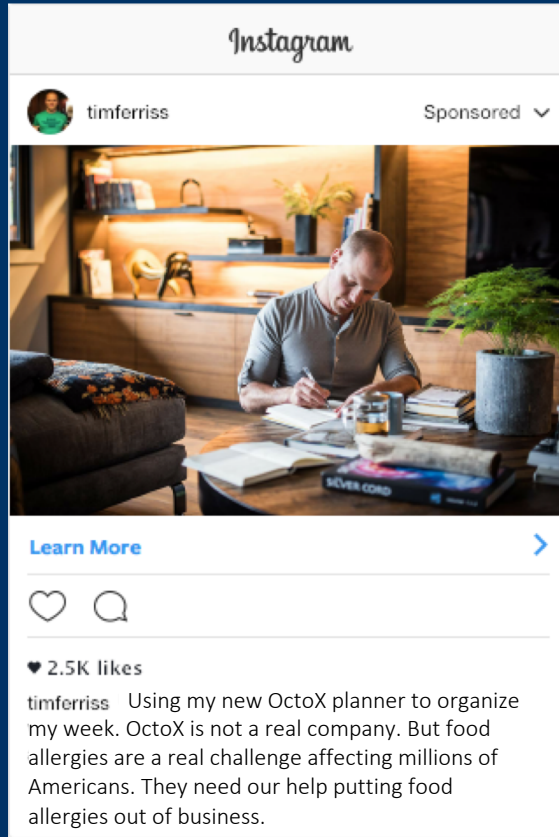
- \$1 – Entry Level, no item
- \$5 – Associate, pen
- \$20 – Manager, planner
- \$25 – VP, planner + pen
- \$50 – CEO, two planners + two pens

* Planners and pens will be funded by in-kind donations.

sustain + delight

INFLUENCERS

To sustain our campaign, we will partner with work and productivity influencers (such as Simon Sinek and Tim Ferriss) to share content on their channels that demonstrates the challenges of living with food allergies. This way, we can continue to reach our audience of Millennial Workaholics who are looking to improve themselves but also struggling with work life.



ITEMS SHIP

Donors from Associate to CEO level will receive their items near the end of the campaign. They will be encouraged to post on social media and ask their networks to help put food allergies out of business. When items are received, we expect another wave of awareness and donations that will last beyond the end of the campaign.

measuring success

Target: 100,000 donors; \$2 MILLION in donations

VISIBILITY

ACTION

1. interrupt the conversation:

Blink | LinkedIn | Glassdoor

post engagements + impressions |
sponsored post engagements + impressions
est. 30K engagements and 3M impressions



click-through to OctoX
landing page, post
shares

2. reveal + offer:

Thank you video | OctoX landing
page | crowdfund project

landing page visits and shares | video views
and shares | crowdfund project shares

est. 7M visitors, 90K page shares, 9M+ video
views and shares and 200K project shares



Post shares, 100,000
donations (60,000
donations at Manager
level or above)

3. sustain + delight:

Influencer posts | release of
planners + pens

influencer posts impressions + engagements
| social sharing of planners + pens

est. 5M impressions + engagements and
30K social posts of planners + pens



click-through to
website, donation at
least Entry Level, shares
about E.A.T

timeline + budget

Campaign will run from mid-July through mid-April for a total of nine months.

Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | Jan. | Feb. | Mar. | Apr.

Pre-launch
\$70K

Producing video
and landing page

Spotlight: Interrupt the conversation
\$100K

Company reviews, job posts and ads on
Blind, LinkedIn and Glassdoor; starts on
National Relaxation Day – Aug. 15

Reveal + Offer
\$50K

OctoX landing page with thank-you video and crowdfunding project

Sustain + Delight: Influencer engagement
\$150K

Paid amplification of content from work and productivity
influencers about the challenges of living with food allergies
and the need for research funding

Sustain + Delight: Items ship
\$130K

Release of planners/pens to
donors, encouraging them to
share on social and draw in other
contributors