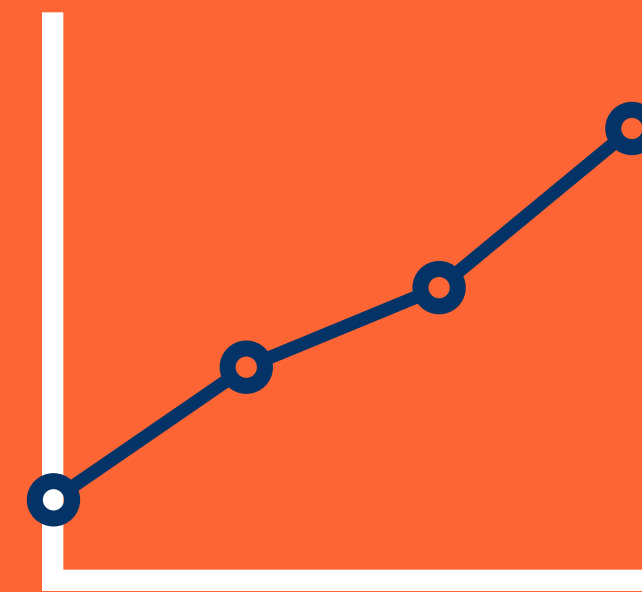


# Problem:

People do care about food allergies, but are failing to protect the children who have them...



Emergency Room visits to treat critical food allergy anaphylaxis have increased **+380%** since 2007

# Insight:

**Parents worry most about their children when they are away.**



“ My worst fear is that I will not be with Ben when he has an allergic reaction ”

**-Brett, mother of Ben**

“ I am simply the most concerned when my child is not around me. ”

**-Lauren, mother of 2**



**So let's remind them of food allergies when the safety of their children is top of mind.**

## Strategy

**Turn a “back to school” necessity into a daily reminder of the severity of food allergies.**

# Big idea: Carry For The Cure

It starts  
with a color

We use teal, the national color of Food Allergy awareness to inspire and remind parents of the risks children with food allergies face every day.

We will allow communities the opportunity to band together and take a stance against something greater than themselves.

worn by  
every child

to find a cure.

This backpack will be the mechanism to drive all donations. 100% of proceeds will go directly to funding research, and finding a cure.



# Why it will work



## Functionality

### *For children who have allergies*

The backpack will act as their safety net. Every pack includes an easily accessible EpiPen pocket to ensure they are never more than seconds away from protection.

### *For children who don't have allergies*

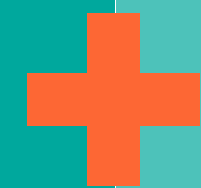
this backpack will provide parents the platform for a teaching opportunity around food allergies and allow them to showcase their support.

## The moment

We will make food allergies a topic of conversation on every block and newsfeed by organically leveraging the massive social sharing moment of “first day of school” pictures. The campaign will spread a wave of support and awareness through use of #CarryForTheCure.

## The impact

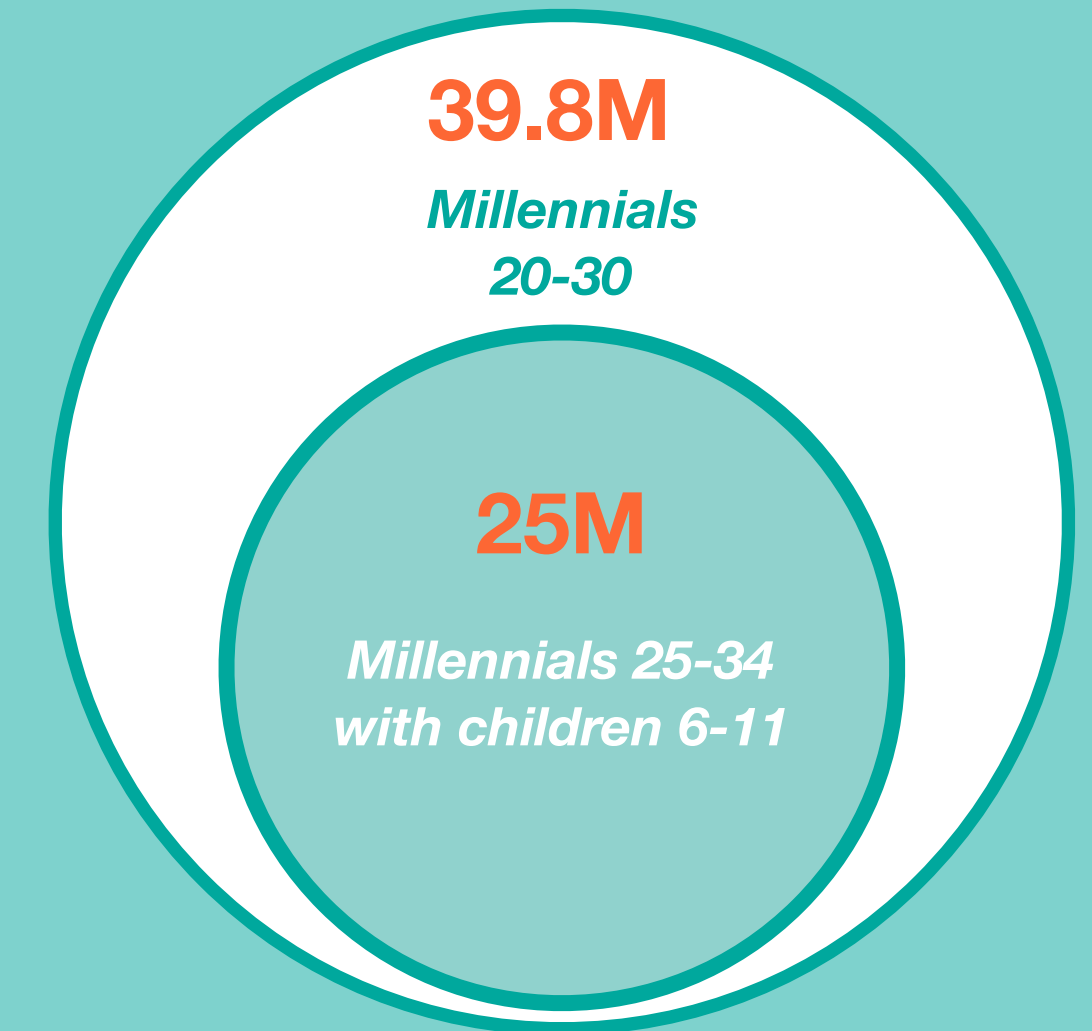
No longer will parents feel anxiety about sending their children into a world that is unaware of how serious their child's disease is.



## Timing



## Audience



We sharpened our millennial 20-30 target to **millennial parents 25-35 with children 6-11.**

61% reported that they have talked to their children about a charitable cause so we know that this audience will be the most closely connected to our Carry For The Cure Campaign.

The more specific target audience will improve our campaign efficiency and effectiveness.

# When we'll talk to them

# How we'll do it

# MEDIA

## OPTIMIZATION

## MEASUREMENT

## 1 LAUNCH CARRY FOR THE CURE



## Reach, Brand Awareness

## Viewership, Listens

## 2 DRIVE DONATIONS FOR CARRY FOR THE CURE



## Site Traffic, Conversions

## Cost per click, Cost per acquisition, retail sales

## 3 AMPLIFY AND INSPIRE FUTURE GENERATIONS



## Site Traffic, Conversions

## Cost per click, Cost per acquisition, Email opens

1

## Launch Carry For The Cure

*Generate buzz and build awareness for #CarryForTheCure*

### Today Show Announcement

We will own one segment of the Today Show right before kids head back to school, allowing the hosts to announce #CarryfortheCure, showcasing how it works, and their excitement behind it.



THE  
MOTHERLY  
PODCAST



### Mommy Blogger Partnerships

Leverage Motherly's podcast by creating a one-on-one interview segment with president Elise Bates, discussing EAT and a behind-the-scenes glimpse into the #CarryForTheCure campaign.

We will also team up with popular Mommy bloggers like Motherly, to encourage their followers to get behind the cause, sharing out photos of their children's first day back at school with and EAT backpack.

2

## Drive Donations

*Encourage participants to get behind #CarryForTheCure and donate*

## Retail Partnerships

Hone in on two key retail partnerships where our audience is constantly going for everyday necessities. Knowing that parents are going there for more than just backpacks, we will strategically place our EAT Carry For the Cure backpacks in disruptive places such as nut aisles where you'd least expect them.

50% of every \$40 backpack sold will go directly to EAT.



## Social Retargeting (1)

Tap social platforms like Pinterest and Instagram to contextually show up where potential donors are searching through the lens of back to school shopping.

These social ads will drive directly to the EAT website, where users will be prompted to purchase a backpack or donate directly to the cause.

3

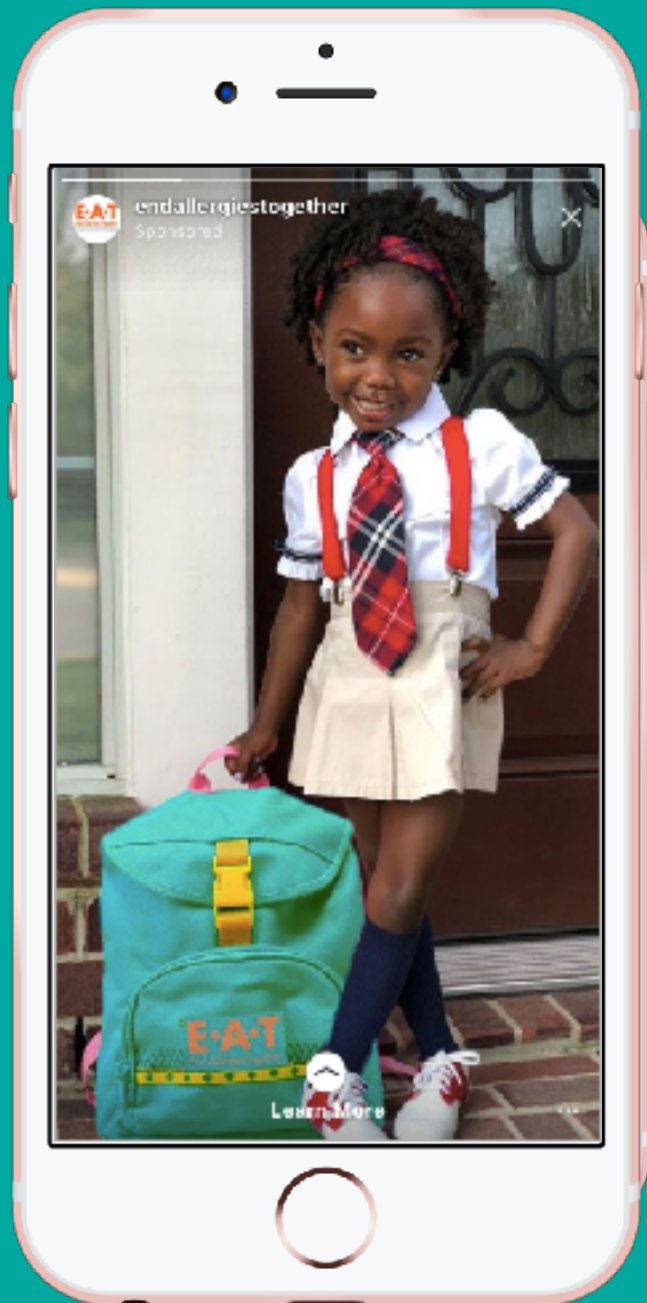
# Amplify and inspire future generations

Keep the momentum going, letting our target know this is a cause they can support to fuel future generations



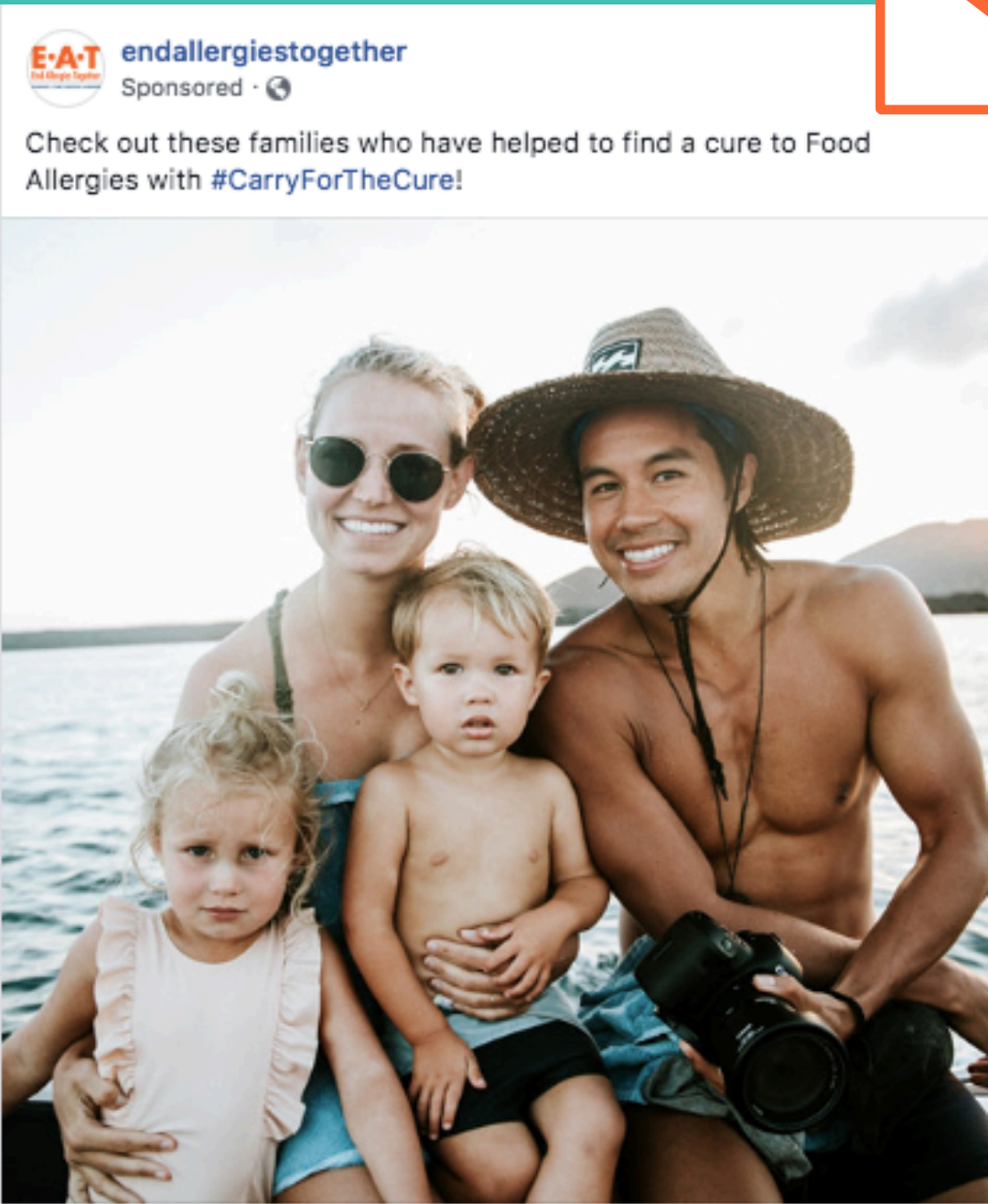
## Social Conversations

Rally the use of #CarryfortheCure as families share their children’s first day of school pictures.



## Social Retargeting (2)

Users who were exposed to our first social engagement asset will then be retargeted with a more purchase/donation focused call to action.



## Email Blasts

Engage with current donors to keep EAT top of mind, fueling donations and tapping into key time-frames throughout the year. Provide donors and followers the behind the scenes scoop with updates family success stories, and updates on new research findings that they’ve helped to fund.

#GIVING  
TUESDAY™

# Carry For The Cure Results

1

## LAUNCH CARRY FOR THE CURE

Today Show + Motherly partnership

$(12\text{M Audience} \times 0.225\% \text{ Donation rate}) \times \$20 \text{ Backpack proceeds} = \$540\text{k}$

2

## DRIVE DONATIONS FOR CARRY FOR THE CURE

Target + Amazon retail partnerships

$(158\text{M Audience} \times 0.03\% \text{ Conversion rate}) \times \$20 \text{ Backpack proceeds} = \$948\text{k}$

3

## AMPLIFY AND INSPIRE FUTURE GENERATIONS

Instagram + Pinterest retargeting

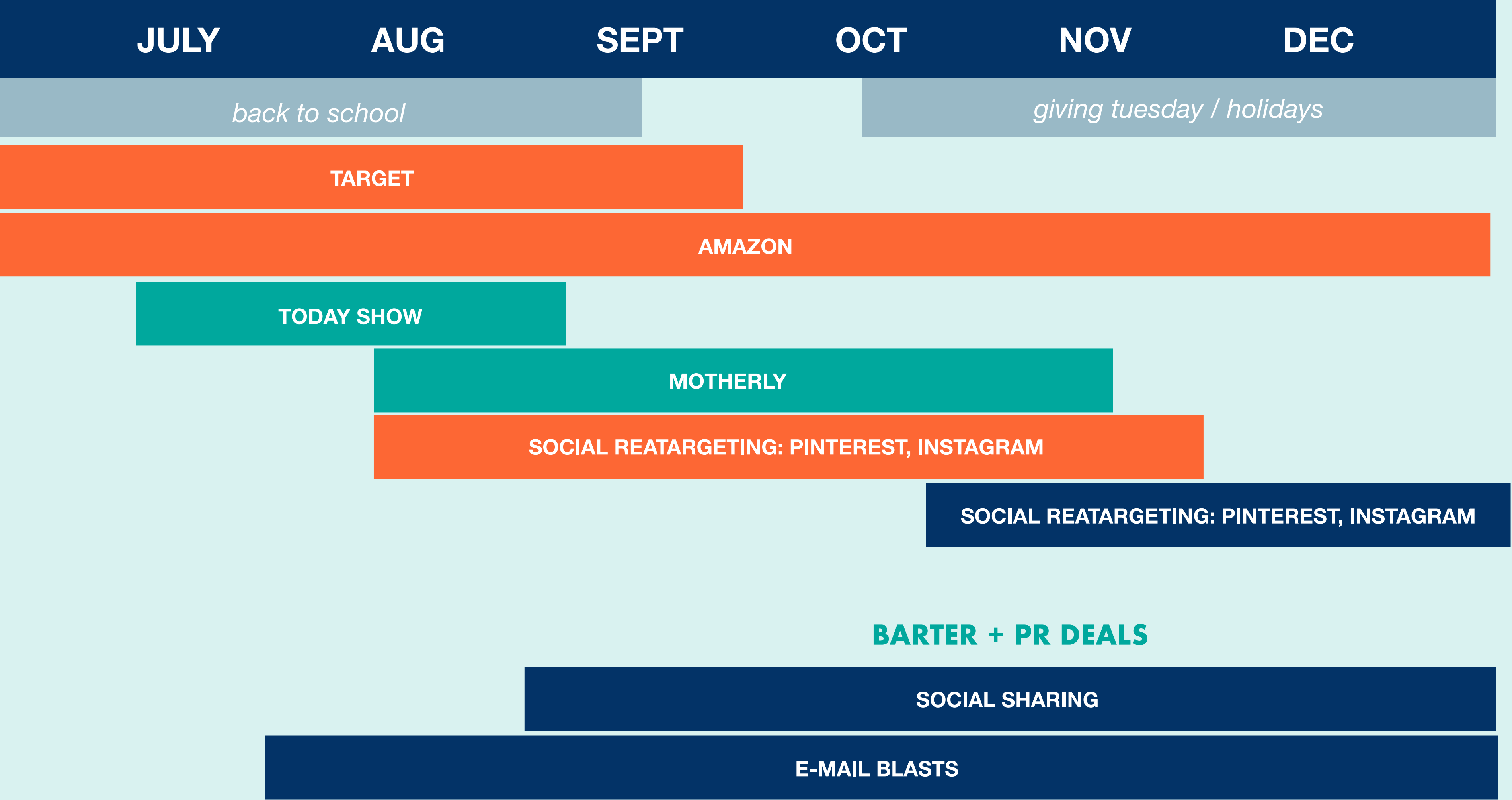
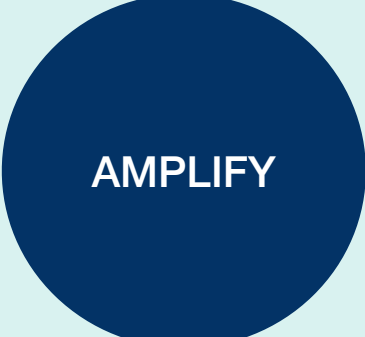
$(11.7\text{M Audience} \times \$5.83 \text{ CPA}) \times \$20 \text{ Backpack proceeds} = \$606\text{k}$

Assuming \$15 CPM

**Total Earnings**  $\$540\text{k} + \$948\text{k} + \$606\text{k} = \$2,094,000$

We anticipate exceeding donations by \$94k

# Media Plan



TOTAL: 3.00 MM

*\*media costs based on pre negotiated rates from vendors*