

DONATE YOUR DAY

2018 US CANNES YOUNG LIONS

M-103-247



BACKGROUND

For young families facing the loss of a parent to cancer, time is truly of the essence

The Jack and Jill Late Stage Cancer Foundation is dedicated to providing these families with a “Time-Out” to connect, away from doctors visits, treatments, and the reality they face;
JAJF provides the gift of time

THE CHALLENGE

BUSINESS CHALLENGE

Increase 2017 donations, \$650K, from our target audience by 5% by the end of 2018

COMMUNICATIONS CHALLENGE

Build awareness and drive engagement leading to action, among Adults 25-49



INSIGHT

We are always short on time!



80% OF A25-49 WISH
THEY HAD MORE
TIME TO SPEND WITH
FAMILY



59% FEEL JUGGLING
WORK DEMANDS
AND FAMILY TIME IS
CHALLENGING



72% FEEL THEY CANT
FINISH EVERYTHING
THEY NEED TO IN A
DAY...

Yet, in 2016 Americans wasted **662MM** vacation days



THE BIG IDEA: DONATE YOUR DAY

Tapping into unused vacation days, a practice that has been adopted by corporations in the past*, has allowed employees to donate the value of their unused time to support charities, relief efforts, and foundations

This Summer, JAJF will leverage this concept, taking over moments when *wasted time* is on the mind, to kick off #DonateYourDay



\$59,039

MEDIAN US INCOME
IN 2016



\$245

ESTIMATED VALUE OF
1 VACATION DAY



81%

PERCENT OF
RESPONDENTS WHO
WOULD DONATE A
DAY TO CHARITY



\$735K

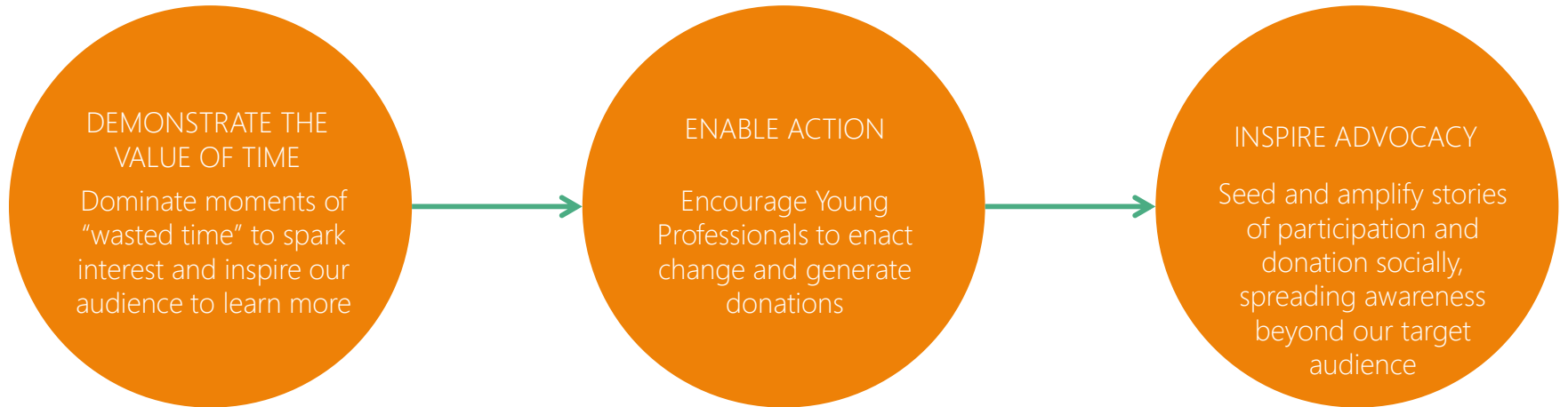
PROJECTED
DONATIONS BASED
ON JUST 3,000
DONORS*



STRATEGY

To drive awareness and increase donations, we must first educate our target on the value of time

Juxtaposing the feeling of wasting time with the reality of having unused vacation time, JAJF will raise awareness of the impact time can have on families in need and individuals themselves





REACH THEM WHEN TIME IS ON THE MIND

Leverage disruptive tactics to reach people during moments of *wasted time*, generating awareness and prompting our audience to learn more

DISRUPTIVE OOH

Strategically place JAJF messaging in key transit hubs

- Subway Dominations while people wait for trains
- Billboards across heavily trafficked urban areas

STREAMING AUDIO & UTILITY APP TAKEOVERS

Disruptive ad takeovers during user experience

- Incorporate relevant messaging into service and utility based apps; Uber, Cleanly, Seamless, Waze
- JAJF content delivered via unskippable pre-roll during streaming audio sessions

- Flight: July-October
- Markets: NY, LA, DC
- Est. Impressions: 92MM





SHOW THEM THE VALUE OF TIME

Partner with The Skimm Influencers and Today Show to promote #DonateYourDay initiative and kick-off B2B PR efforts

THE SKIMM PARTNERSHIP

Partner with Skimm Co-founders to act as brand ambassadors for JAIF's #DonateYourDay program

- Leverage Skimm daily newsletters to tease Today Show announcement

TODAY SHOW ANNOUNCEMENT

Dedicated segment with Today Show hosts and Skimm Ambassadors pledging to #DonateYourDay, and announcing the JAIF B2B program

- Supporting social posts with #DonateYourDay to be shared across personal and branded handles



- Flight: September-October
- Est. Impressions: 2MM



LEAD THE CHARGE WITH OUR PARTNERS

Leverage existing JAJF partnerships to encourage and implement the #DonateYourDay initiative, cultivating new donors and connecting them to the cause

EMPLOYEE DONATION PROGRAM

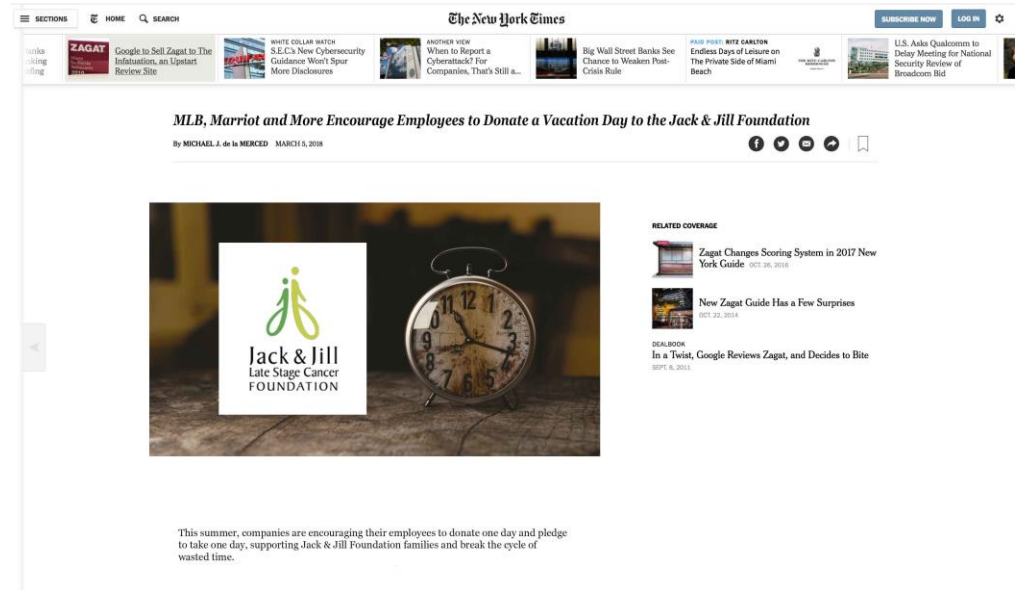
Work with HR Leaders at partner organizations- Marriott, MLB, Grammys, etc.- to Encourage employees to #DonatingYourDay

- Structure program to ensure employees are giving a day while also taking a day to benefit themselves

INFLUENCER ENCOURAGEMENT

Tap entrepreneurial influencers and platforms (LinkedIn) to extend the #DonateYourDay message to other professionals

- Social posts to encourage our audience to lead these initiative within their own organizations



- Flight: September-December
- Est. Impressions: 8MM



SHARE STORIES OF TIME

Seed donation stories and spread #DonateYourDay initiative across social platforms, aligning with the Season of Giving and when vacation days expire

SOCIAL EXTENSION

- Increase social conversation and engagement beyond initial donor base, seeding donor posts and content across Facebook and Instagram
- Tap into social listening of users who have engaged with #DonateYourDay, and retarget them with PSA and PR content
- As part of JAJF's Holiday donation appeal, past donors can post images of the individual family their vacation day benefited



- Flight: September-December
- Est. Impressions: 37MM



MEASUREMENT

AWARENESS



KPIs

Reach/Impressions

Investment

\$1MM

Goals

Est. Impressions:
43MM (Digital)
49MM (OOH)

ACTION



Reach/Impressions
Donations
Earned Buzz

\$1.4MM

Est. Viewership: 2MM
Est. Impressions: 8MM
Donations: \$350K

ADVOCACY



Engagements
Donations

\$600K

ER: 3% (IG), 0.7% (FB)
Donations: \$350K



MEDIA PLAN



AWARNESS



\$1MM
TOTAL

CONVERSION



\$1.4MM
TOTAL

ADVOCACY



\$600K
TOTAL



B2B PR



Today
Show/Skimm
Partnership



Mobile/
Streaming
Audio



OOH



Social