summary

Allergic Reactions brings End Allergies Together’s mission to life by creating an opportunity to symbolically end allergic reactions. From May 12–18, Food Allergy Awareness Week¹, Facebook Reactions will undergo a visible anaphylactic reaction. To cure the Reactions, users will have to reach a specific donation goal through Facebook’s built-in fundraising tool.

insight

Facebook offers a feature that no other social platform has—a chance to express a reaction other than “like.” These Reactions are shared more than 800 million times daily². Moreover, 82% of 18 to 29-year-olds online in the U.S. use Facebook³. Allergic Reactions meets the target audience where they already are and speaks to them in a language they’re fluent in: emoji.

Because in reality, reactions aren’t always happy, sad, surprised, or angry. To 220 million people around the world, reactions can be swollen, bumpy, itchy, or deadly. This campaign gives our experience-oriented target a way to physically see the effects of deathly food allergies and a built-in tool to do something about it.

solution

By hacking a go-to social behavior, Allergic Reactions sparks awareness through engagement. The affected emojis directly link to a Facebook Fundraising Page, allowing users to donate to E.A.T. to cure the Reactions. Since its launch, the Facebook Fundraising tool has raised over $1 billion dollars with over 20 million people having donated to or started a Facebook Fundraiser⁴. Ultimately, by disrupting Facebook’s well-established interface and seamlessly integrating a donation tool, we turn an esoteric epidemic into a buzzworthy social experience.

react

When social scrollers react to a post, the Allergic Reactions appear with a clickable CTA beneath them.

donate

The CTA link brings them directly to a native fundraiser page where they can donate through a saved credit card or via PayPal.

share

Donors are prompted to share personalized premade content to their Facebook profile or Instagram story.
During the week of Allergic Reactions, we’ll also leverage reach through other social media platforms. Instagram feed takeovers, organic tweets, and food-activated Snapchat filters will help create buzz and maximize scope.
When we reach our fundraising goal, E.A.T. will have gained a lot more than just dollars. All participants will be personally thanked and Facebook Reactions will be restored as they were.

impact

Well everyone, we did it.

Curing Facebook Reactions has gotten us that much closer to finding and funding treatments and cures of food allergies.

We'd like to thank Facebook for hosting our campaign, those of you who donated to cure, and the 220 million of you battling food allergies everyday.

Here's to life with less reactions—anaphylactic ones anyway 😢❤️❤️

THANK YOU!