THE CHALLENGE

Business Challenge: double the 2018 donations of $1,000,000 by the end of 2019

Communications Challenge: increase awareness and positively motivate Millennials to care about food allergies and donate to help fund a cure

BACKGROUND

E.A.T. is raising money to create a world where food allergies are a thing of the past
We’ve narrowed our target to **Millennial Parents**

- This still leaves us a massive scale with 17 million Millennial Moms in the U.S.*

- Parents are most likely to be close to the cause because two children in every U.S. classroom have a food allergy**

- While food allergies might not always be top of mind, this changes on **Halloween** night when parents find themselves responsible for feeding their entire neighborhood

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*Source: Pew Research Center: More than a Million Millennials are Becoming Moms Each Year, 2017

**E.A.T. Young Lions Deck
Halloween sheds light on the fact that most parents are ill-equipped when it comes to the topic of food allergies.

1 in 12 children have a food allergy.

Reese’s is the #1 Sold Candy in the US Containing 2 of the top 5 most common food allergens.

Every child with a peanut or dairy allergy isn’t able to eat “America’s favorite candy” on Halloween, leaving parents to choose between “the best” or something that is “all inclusive.”
While Halloween is supposed to be a joyous holiday filled with fun costumes and unlimited candy, parents everywhere are tasked with the underestimated duty of distributing candy responsibly.

With different dietary restrictions for every kid, this task proves to be difficult and kids with food allergies are often excluded.

We came up with a solution.

*Reese's For Everyone.*

*Are We Nuts?*
BIG IDEA

Trick or TRÉE.A.T.

Partner with America’s favorite candy* to create a custom Reese's made WITHOUT Peanut butter or Milk
Making Halloween More Inclusive: Reeses Trick or TrE.A.T. Variety Pack

Create an all-in-one variety pack with both traditional Reeses and allergy friendly Reese’s with a 12:1 ratio* representing the number of kids with food allergies.

10% of proceeds will go to E.A.T. to fund the research to find a cure.

Annual Candy Sales Breakdown

Assuming 15% of Reese’s customers purchase our variety pack...

$35 Billion Reported Total Candy Sales in 2016

<table>
<thead>
<tr>
<th>Category</th>
<th>Sales Amount</th>
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<tbody>
<tr>
<td>Reese’s Halloween Sales</td>
<td>$150 Million</td>
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<tr>
<td>Other Candy Halloween Sales</td>
<td>$150 Million</td>
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<tr>
<td>Total Halloween Candy Sales</td>
<td>$300 Million</td>
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</tbody>
</table>

Mark-Up Donation

$22.5 MM x 10% = $2.25MM in Donations

*Source: E.A.T. Young Lions Deck
Create a donation hub

- Make donating as easy as the tap of a finger for our digital first target
  - Participate in the Venmo beta allowing charities to take donations free of charge
  - Place Tag on all creative (including inside the wrapper of our new Reese’s)

Push out inclusive messaging in-store

- Increase Awareness and drive donations with in-store media close to the point of purchase
  - In-Store Halloween Candy displays
  - E.A.T. Sponsored Halloween Candy Bags

Align with food related content

- Push out our messaging of inclusion with un-skippable pre-roll audio during streaming sessions in food related playlists
  - Ex. Dinner Time and Lunchtime Playlists
Social Media Campaign: My First Reese’s

Partner with food influencers and allergy advocates, including NFL player Drew Brees to launch a social media campaign where users share their experiences eating our peanut and milk free Reese’s

Incorporate the hashtag #EveryoneEATsReeses to track campaign success

Incorporate Venmo link to encourage further donations
We’ll launch at the beginning of October to align with Halloween

<table>
<thead>
<tr>
<th>Media Type</th>
<th>September</th>
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<th>November</th>
<th>December</th>
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<td>Brand Lift Study</td>
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<td>Earned Media</td>
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**Media Optimizations**

+ Mid-flight optimization based on awareness findings and brand lift study
+ Retarget engaged parents (those interacting with the social content)
**Measurement**

**Tracking Awareness**
- Number of posts using #EveryoneEATsReeses
- Social engagement with influencer posts
- Likes and shares on ‘My First Reeses’ social campaign
- Brand Lift Study

**Tracking Donations**
- Total Venmo donations (From Reese’s wrappers and influencer campaign)

**Tracking Product Sales**
- Number of special edition Reese’s sold (10% of sales)

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**Donation Potential**

**Reese’s Product Launch:**
- Automatic Donations: $2.25 MM
- Reese’s Wrapper Venmo Donations: $450K (1% cvr | $3 avg. donation)

**Social Media Campaign**
- 3 Top Food Influencers: 10MM Impressions
- Drew Brees: 1 MM impressions
- $55K combined donations (0.5% cvr | $1 avg. donation)

**Streaming Audio**
- 25MM Impressions
- $50K Donations (0.02% cvr | $1 Donation)

**Total Campaign Impressions:** 36 MM
**Total Campaign Donations:** $2.805 MM