

# CURESEARCH

FOR CHILDREN'S CANCER



## Objective

Raise **awareness** of CureSearch within the corporate community, **educate** potential donors on CureSearch's unique and measurable impact, and **convert** awareness to new corporate partnerships

## Business Challenge

Swiftly generate **\$2MM** in donations from July '20-December '21

## Communications Challenge

**Motivate corporations** to partner with CureSearch over other charitable organizations

WHAT WE  
KNOW FROM  
THE BRIEF

WHAT WE  
NEED TO  
SOLVE

## Cultural context:

- “The minute you take a drug, drink alcohol, smoke a cigarette, **when you get a like on social media**, all of those experiences produce dopamine, which is a chemical that’s **associated with pleasure**” –Business Insider
- “These days, a business requires a **purposeful environment to captivate and retain the ideal employees**. To keep your legacy alive, the hot topic of “culture” is more crucial than ever before.” -Forbes

# Insight

In the digital age, **virtual recognition** is almost as important as a **sense of purpose**

## Strategy

Incentivize companies to partner with CureSearch by **providing a tool to virtually reward and engage workers** while establishing their corporations as **socially responsible**

Source: [Business Insider](#)

Source: [Forbes](#)

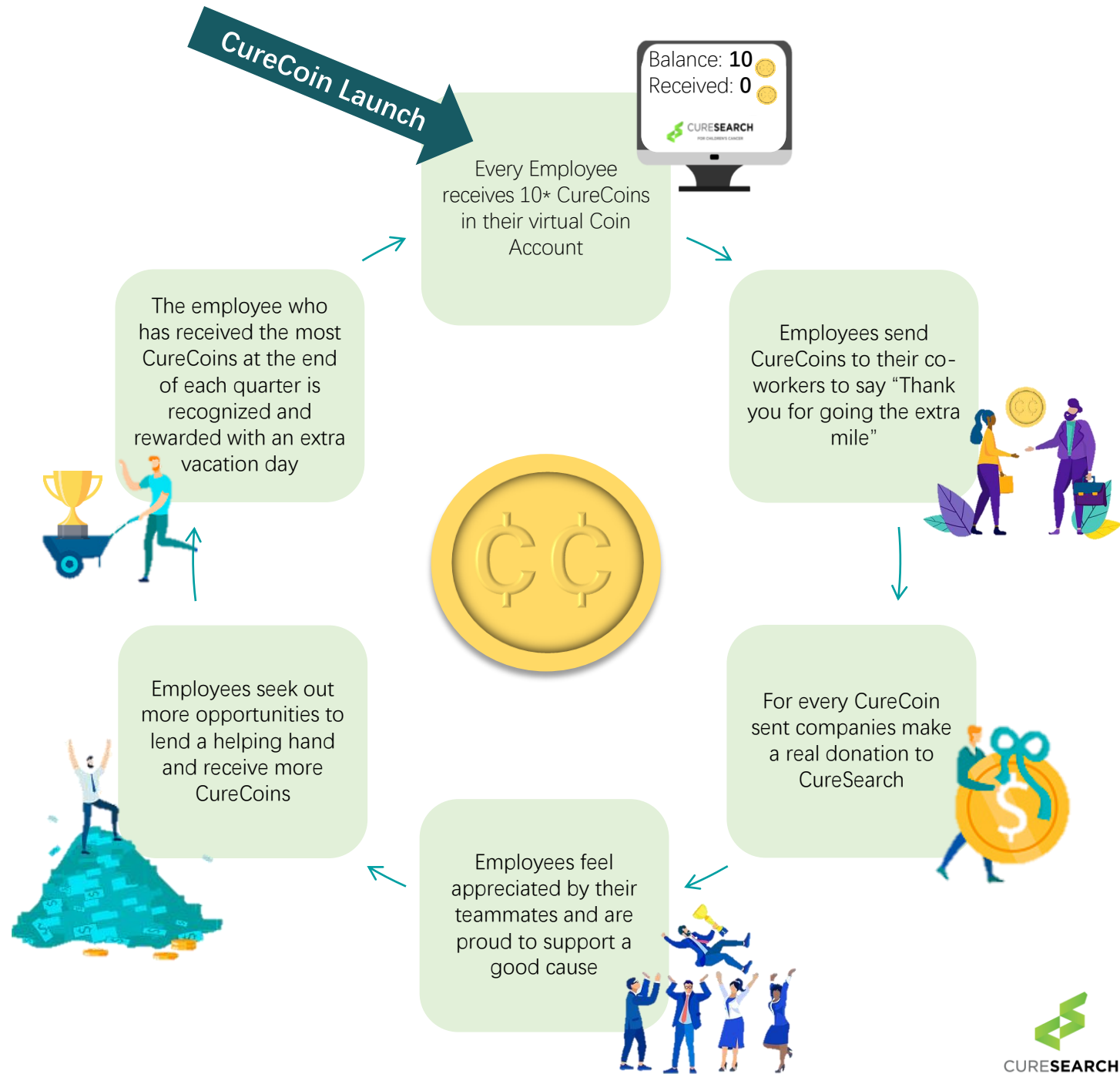


# Solution: CureCoin

Offer an **internal corporate currency** where employees can **thank each other** for going the extra mile by sending **CureCoins**

**Each time a CureCoin is sent, a donation to CureSearch is applied.**

A reward of 1 extra vacation day goes to the employee who has received the most CureCoins. This creates a cycle within the workplace of positive actions with quantifiable rewards.



# The outlook plug-in infuses CureCoin into an **ad-free environment** where it will always be **top-of-mind**.

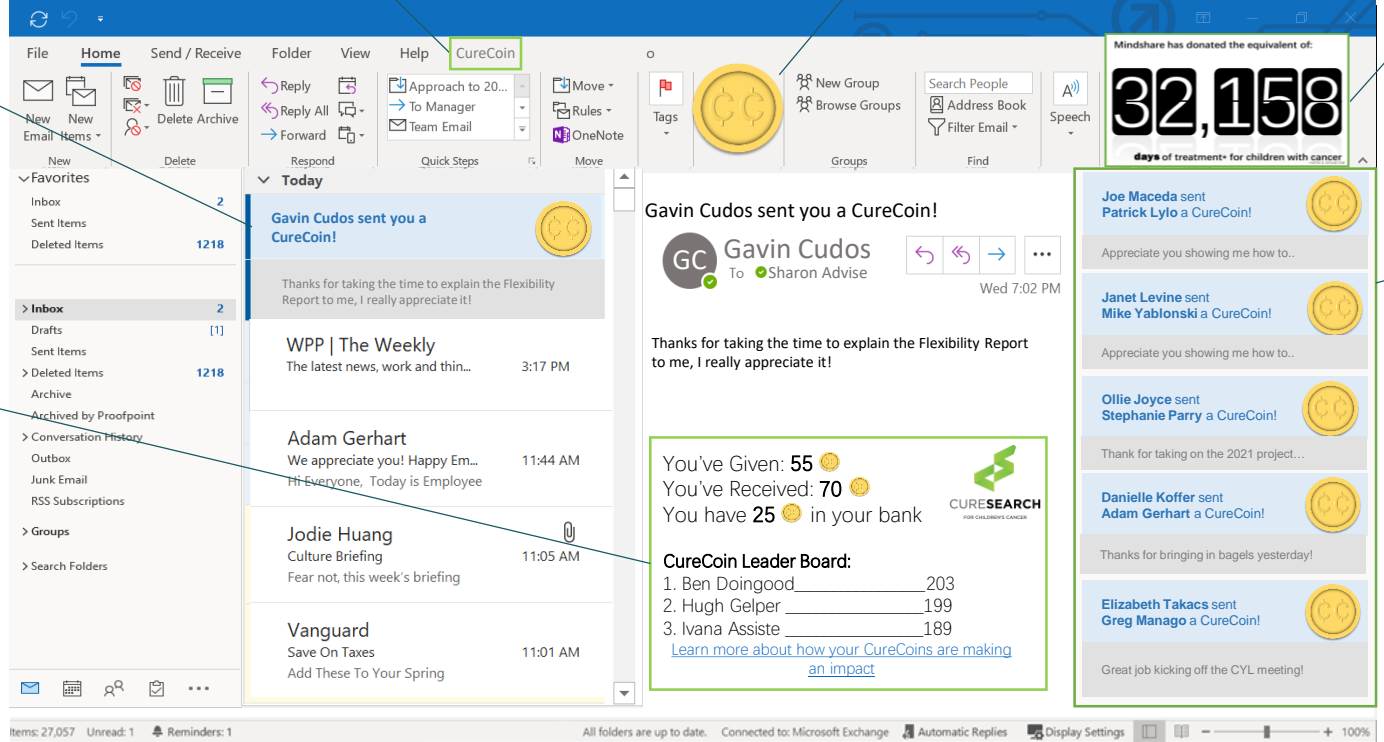
**Learn More**  
Click on the CureCoin tab to learn more about CureCoin and **CureSearch**

**Sending a CureCoin**  
To send a CureCoin, **simply** click on the icon

**Live Counter**  
Your Inbox will feature a **live ticker** to stay updated on just how many days of treatment your company's donation equates to

**Receiving a CureCoin**  
When people send you CureCoins, they are sent **straight to your Outlook inbox**

**CureCoin Bank & Leaderboard**  
With every coin you send or receive, you'll get an update on your stats and see **which colleagues are in the lead**. This also includes a link to with updates from CureSearch on how your donations are **making an impact**.



**Social Feed**  
The live feed pane shows all CureCoins that have been sent within your organization. By seeing what others are doing to receive CureCoins, employees are **inspired** to go the extra mile, continuing the **cycle of giving** and therefore improving **company culture & retention**

# Why is CureCoin a compelling incentive?

We're estimating that...

How do we show employees the impact of giving and receiving CureCoin to ensure participation upon launch?

How does CureCoin improve company culture?

How does improving company culture lead to business growth?

Partners will be able to generate an average of **\$500K** yearly, resulting in an average of **20,000 days of treatment per partner** for children with cancer in a clinical trial

Install a **real-time counter** in each office to showcase how many days of treatment their donations equate to

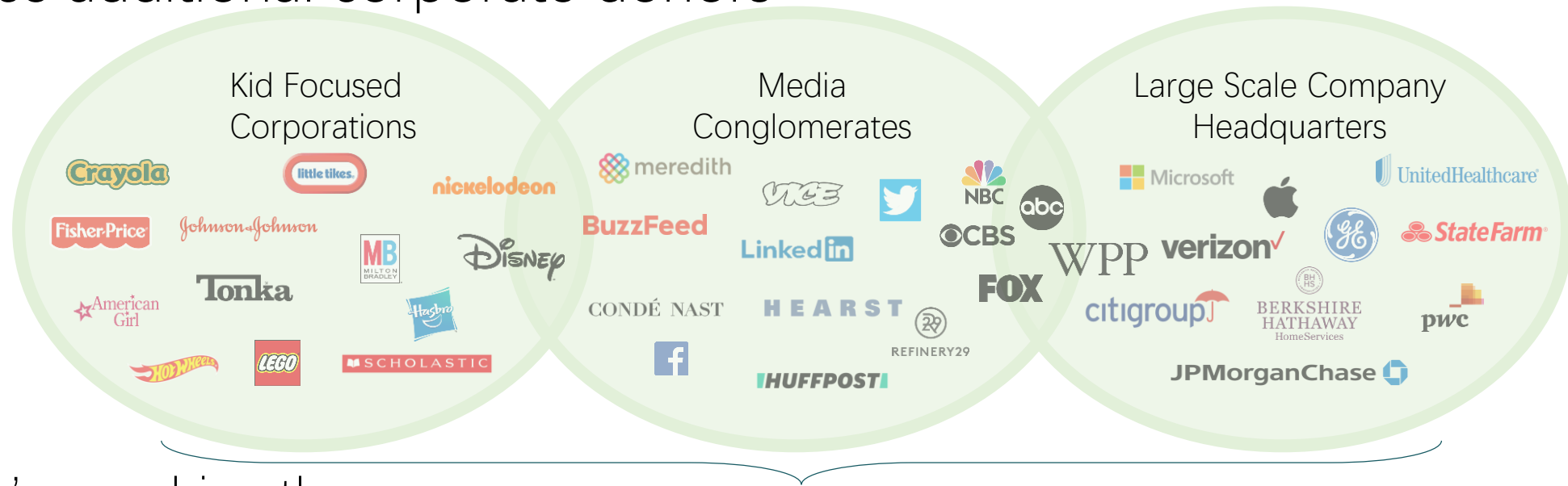
CureCoin becomes a part of the **office ecosystem**, encouraging employees to go the extra mile by offering a **meaningful virtual reward**

**Employee engagement** strategies reduce staff turnover, improve productivity and efficiency, retain customers at a higher rate, and **generate profits.**" -IBM



Source: IBM

To launch CureCoin we'll target **3 key segments** that provide opportunity to entice additional corporate donors



## How we're reaching them

**1 Introduce** CureCoin to key decision makers with **hyper-targeted** digital on business focused properties and **OOH surrounding company headquarters and conferences**

- Reach specific C-suite members of our target corporations via **LinkedIn** job seniority and company targeting capabilities
- Target specific corporations on **WeTransfer** via their company email subscriptions
- Hand pick **impactful OOH** units where chief employees are guaranteed to notice our message



**2 Educate** potential donors on the CureSearch purpose & CureCoin solution **where our audiences spend their time** with Trade Publications, and Industry Trade Show booths

- **Build connections** with interested companies at Trade Shows
- Explain our complex message in Print



**3 Maintain** presence in key markets to **drive saliency** among our target with emails blasts and promotional paper goods.

- Drive potential partners down the funnel with **retargeted** email marketing
- **Stay top-of-mind** in and around the office by adding our messaging to paper goods at lunch, catering and coffee shops surrounding these offices



# Leveraging initial partners to **entice additional corporate donors**

## Kid Focused Corporations

We'll feature these partners in joint creatives, bringing awareness to more corporations on how Lego is **driving CureSearch's mission**. Dynamic ads will link to CureCoin counters to **update in real time**



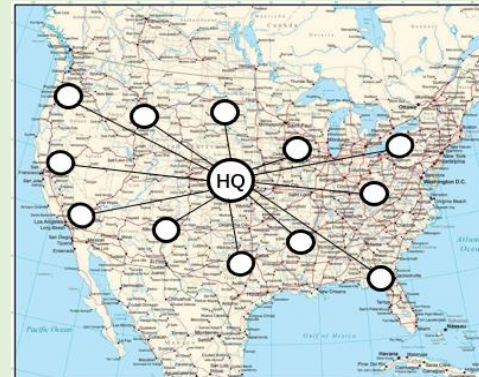
## Media Conglomerates

We'll work with these content creators to publish **advertorials and sponsored videos** on how the CureCoin system has improved their day to day company culture



## Large-Scale Company Headquarters

We'll implement the CureCoin System in these offices and continue trickling the system down the line to **satellite offices and affiliates across the nation**



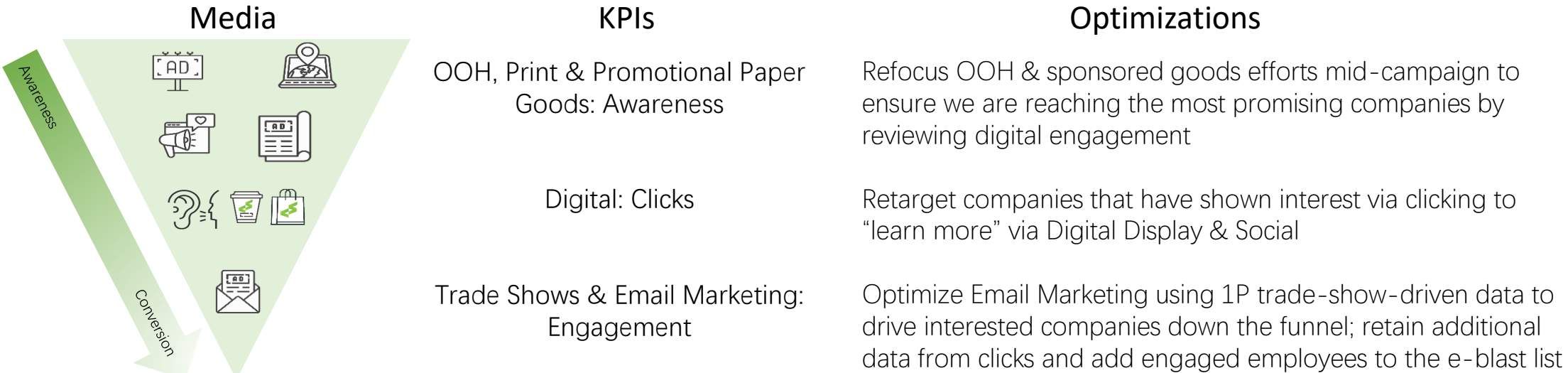
Not only do these industries have the funds to make sizable donations, but they provide opportunity to **extend CureCoin's reach** in different ways while also promoting their own **social responsibility**

By focusing on large-scale company headquarters we are able to use **hyper-targeted** media to efficiently reach **decision makers**

# Media plan

		Q3'20	Q4'20	Q1'21	Q2'21	Q3'21	Q4'21	Budget	Est. Impressions
Driving Awareness Among our 3 Key Segments	OOH	█						\$600,000	120,000
	Display	█						\$450,000	112,500
	Social	█						\$450,000	112,500
Education & Conversion	Trade Publications	█			█			\$450,000	30,000
	Trade Show Activations	█			█	█		\$300,000	30,000
	Sponsored Paper Goods	█			█			\$30,000	15,000
	Email Blasts	█			█			\$0	30,000
Driving Awareness Among Additional Potential Donors	Joint Partnership Display			█				\$150,000	37,500
	Joint Partnership Digital OOH			█				\$225,000	90,000
	Sponsored Content			█				\$345,000	34,500
<b>TOTAL</b>								<b>\$3,000,000</b>	<b>612,000</b>

# Measurement & Optimizations





We're estimating **\$9 Million** in donations by December 2021  
with donations continuing to increase **exponentially**

We can expect **24 new donors**  
With an **average yearly donation of \$500,000**  
due to our **612k impressions**  
targeted directly to decision makers.



## Why it works 👍

- CureCoin leverages society's addiction to **virtual recognition**
- CureCoin **mobilizes entire workforces** as advocates
- CureCoin is a **mutually beneficial** solution for CureSearch and partners, **improving company culture** while driving donations
- CureCoin can be used to reinforce each company's **unique goals** for their employees
- Our partner's **altruistic values** will be highlighted to employees on a daily basis
- **Awareness, education and conversion:** Our media tactics focus on the most valuable impressions and drive donors down the funnel

## Looking forward 🖱️

- Continuing to develop partnership will lead to the implementation of CureCoin **throughout industries**
- As a simple plug-in, CureCoin can be applied to Slack, Teams, Gmail and **all other corporate messaging or email platforms**
- With the success of a CureCoin's partnership with Microsoft, Outlook can roll out an official update giving **all businesses** an easy way to become donors.
- CureCoin will **continue driving CureSearch donations** well beyond the timeframe of the media campaign

