



MEDIA CHALLENGE:

In our current climate, the 2020 election is projected to be more important and urgent than ever.

So how do we convey the urgent need for childhood cancer funding for CureSearch For Children's Cancer in a year where conversation and media are dominated by the election?

With candidates outspending us 100-1* in ad spend, it will take something truly unique to break through.

ENTRY #: M-105-105

What do you want to be when you grow up?



INSIGHT:

For over **35% of children**, their dream is to become president.* But for children diagnosed with cancer, **only 5%** will grow healthy enough to make their dreams come true.** And for what's been projected to be the most important election yet, we ask what's more urgent than ensuring our children's future.

*Source: State of the Kid™ report

**Source: Coalition against Childhood Cancer

INTRODUCING OUR BIG IDEA:



We will hijack the 2020 presidential election by running a simultaneous **presidential campaign** for young candidates diagnosed with cancer.

We promise 100% of all funds will go towards ensuring they live long enough to run when they're **eligible in 2052.**

STRATEGY: Hack the election and run the first presidential campaign that is **unrestricted in media**, with the candidates 100% ethically funded by **corporations**

WHO:

Top 10 companies invested in children's causes:

- Wells Fargo (CA)
- Office Depot (FL)
- AT&T (TX)
- Best Buy (MN)
- Apple Inc. (CA)
- General Mills (MN)
- Target (MN)
- Disney (CA)
- Nickelodeon (NY)
- NBCUniversal (NY)

Target within:

- CEOs and Decision-makers
- Their employees



HOW: Election 2052 will stand where others can't – spreading awareness for #Iwanttobepresident2052 by utilizing platforms that have banned all political ads for 2020.



- Spread awareness on Twitter and target political conversations with the urgency of our worthwhile cause.
 - Twitter users are more engaged and spend 26% more time with ads than other social media users*
 - 71% of Americans are using it to read news and 42% are using it to discuss politics.



- Reach CEO's and decision makers directly with precise and powerful targeting by job title, company name, industry, and professional interests**



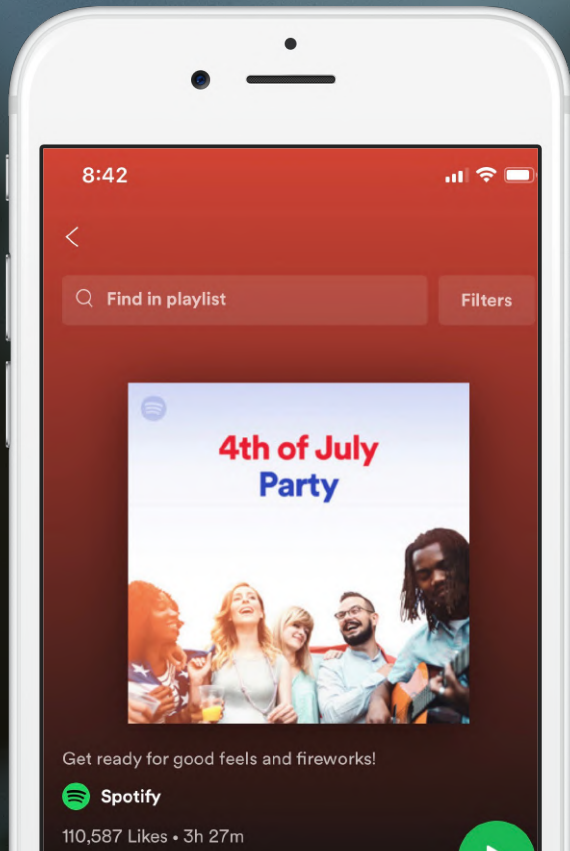
- Utilize the #1 music streaming platform to align with key moments in culture
 - 141 million ad-supported active listeners

*Source: Pew Research Center

**Source: LinkedIn

LAUNCH: Fourth of July for the 4% SPARKING A CONVERSATION

Kicking off on the most patriotic day of the year, we will spread mass awareness for #Iwanttobepresident2052 by igniting an urgent rallying cry to Americans unaware that children's cancer research only get's 4% of the federal budget.* We will surround the largest firework shows in cities where our target corporations are based.



- Run custom Spotify ads during 'Fourth of July' themed playlists that are geotargeted to our corporate markets (CA, TX, FL, NY, MN). **Creative will be voiced by our child candidates**, informing on CureSearch's unparalleled research and #Iwanttobepresident2052.
- On the ground, we will giveaway free food and drink for all those who share our hashtag #Iwanttobepresident2052 and #4percentofjuly via social.
- We will giveaway 'I want to be president 2052' campaign pins and recruit influencers at major firework shows **geo-targeted to our corporate partner headquarters** to post about the #4percentofjuly and #Iwanttobepresident2052

*Source: CureSearch Young Lions Deck

STAND ON PLATFORMS OTHER CANDIDATES CAN'T



DEAR
CORPORATIONS,
PLEASE FUND MY
DREAM TO BE
PRESIDENT!!

LOVE,
CANDIDATES OF 2052

Bringing our adorable faces to the cause, we will run mock political campaign ads featuring our 2052 candidates. We ask not the federal government - but **corporate heads directly** to fund our candidates. Our future candidates will detail the changes they would make as president in 2052 and how corporations need to act NOW to ensure that future.



Our mock political ads will **intercept the newsfeed of our corporate heads and their employees:**

- Micro-targeting directly to CEOs and decision makers of our target children-focused companies

- **Intercept political conversation** and run our ads driving to curesearch.org to donate
- All who donate will receive a digital pin as a badge of honor for supporting [#Iwanttobepresident2052](https://twitter.com/Iwanttobepresident2052)



MacBook Air

HIT THE CAMPAIGN TRAIL

In the weeks leading up to the 2020 Election, we will bring **power to the people** by rallying at the headquarters of our target corporations.

We will bring our campaign message directly to the employees with a campaign rally lead by CureSearch and funded entirely by a place anyone would be proud to work: **their company.**

- We will set up voting booths and sell our CureSearch branded pins as a badge of honor for all those who donate to Election 2052. Each pin will act as our **employee donation mechanism** and a badge of honor.
- For added morale, the corporation will promise to match all employee contributions.





RALLYING AFTER THE ELECTION

HOLIDAY:

After presidential candidates take office, there are always doubts on their effectiveness and ability to deliver on their promises. This often manifests as political talk around the holiday table...

- Throughout the holiday season, our partner corporations will match donations both from employees and their family members. We will give employees a fool-proof guide with key 'dinner table' talking points to warm family members into the spirit of giving during the holidays.



CONTINUING RO RALLY IN 2021:

Just like CureSearch, we will validate our promises for the rest of year with proven results, progress in treatment and 'thank you' messages from our candidates. Our employees will know how far their dollars went for #IwanttobePresident2052.

- We will run Twitter conversational ads for employees to showcase the impact of CureSearch to their friends and encourage those friends to ask their companies to enroll.
- On LinkedIn, we will directly target to our loyal employees




WHY IT WORKS



- **Subverts expectation** – Transforms the biggest event in culture into a platform to shift focus to what is truly urgent: The future of our children.
- **True impact** - Targets corporations directly to fund our campaign and allows them to be apart of the biggest conversation in culture.
- **Zigs when others zag** - Intercepts media channels banning political campaign ads to run our positive campaign message
- **Walk the walk** - Clearly communicates results (through stats & patient testimonials) what donations have accomplished for CureSearch



The Media Plan - Goals and Measurement

	Q3	Q4	Q1	Q2	Q3	Q4	Total Media Spend
	<p>Fourth of July</p> <p>Impressions: 15 million</p>	<p>Presidential Election*</p> <p>Impressions: 1.5 million</p>	<p>\$10 per pin donation x 100,000 employee pins purchased = \$1 million employee donations</p> <p>\$1 million corporation match donation + \$1 million employee donations = \$2 million donations</p>				
	<p>Geotargeted Streaming Audio on Spotify</p> <p>Impressions: 50 million = \$1 million donations</p>						<p>\$1 million Spotify</p>
	<p>Geotargeted Social Twitter & LinkedIn</p> <p>Impressions: 100 million = \$2 million donations</p>						<p>\$1 million Twitter</p> <p>\$1 million LinkedIn</p>
<p>TOTAL = \$5 MILLION IN DONATIONS</p>							

Goals:

- Optimizing media KPIs in-market and geotarget
- Awareness of CureSearch

Measurement:

- Engagement via site visits and referrals
- Donations and enrollment of corporations

*Pin production cost baked into CPMs