

The Jack & Jill Foundation is overlooked.

With low brand awareness and a restrictive donation model, Jack & Jill must adapt to sustain their company.

Currently, Share the Wow! asks for a total of \$1,500 per family, however, this is challenging to obtain.

Instead, we would like to propose smaller donation opportunities through a variety of touchpoints. Doing so will increase the target's 2017 donations by 5% by end of 2018.

Allow us to show you how...

M-103-048



Jack & Jill
Late Stage Cancer
FOUNDATION™

We're going after the Young & Generous

AGE 25-49

FAMILY VALUES

81% wish they had
more time to spend
with their family

63% have children under
the age of 18

55% enjoy entertaining
relatives & friends

CHARITABLE TRAITS

90% have volunteered
with a charity in the
last year

79% researched
charities before
donating

Transparency
is of upmost concern

Insight: Our sense of taste and smell evoke powerful memories allowing us feel socially connected to those around us.



75% of emotions are triggered by smell



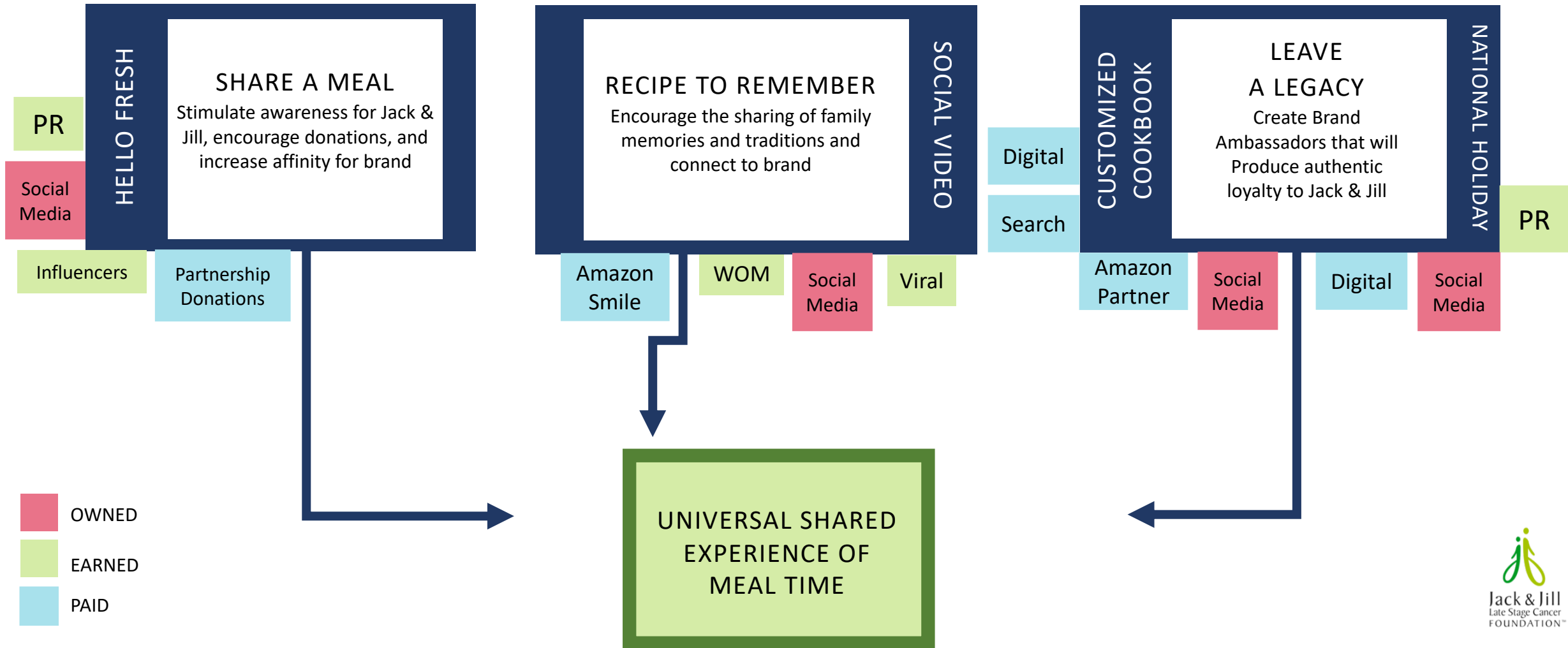
38% enjoy cooking for fun



87% try to eat dinner with their family every night

Strategy: Create warm family moments through the shared experience of meal time.

Campaign Touchpoints



Hello Fresh Partnership

As shown through Kayla's preparation of family dinner



Kayla loves to cook for her family, as meal time is a cherished tradition in which stories and accomplishments are discussed. She's turned to ordering from a meal kit delivery service, Hello Fresh, to ease the burden of grocery shopping amongst her busy schedule.

As she opens her box, she notices one of the recipe cards is different than usual. It details the Wow! Experience and states that a portion of her proceeds will be donated to the Jack & Jill Foundation. She reads the family recipe of Momma's Mac & Cheese, admiring the story of the family's Wisconsin lifestyle. The family photo shows the family on their farm with their pet goats.

Kayla smiles, feeling proud that her order will contribute to this family's happiness. She is also eager to feed her family the new recipe, as she knows Mac and Cheese is her daughters' favorite.

Later that night, after the dishes are done, she explores Jack & Jill's website and makes an additional donation.

Measure of Success: \$1.1MM ROI based on built in consumer donations per 800,000 HelloFresh subscribers

Customized Cookbook

Brought to life through Steve's online shopping trip for the Wow! Cook Book

Steve Simmon is looking for a birthday gift for his wife, Stacy. She's an avid baker, always making fresh brownies for their kids, Sara and Sam, for when they return from school. Often, Sara and Sam try to surprise their mother by baking for her, but it doesn't turn out quite like their mom's.

Steve searches for something meaningful. He remembers how everyone loves to be in the kitchen together. He stumbles across a customizable cookbook from the Jack & Jill Foundation, containing recipes from Wow! families across the country. He customizes the character's appearances and names in the book, so that the whole family is a part of the story: The Simmon's Wow! cook book is now complete.

Steve presents the book to his wife for her birthday. She loves how the book teaches her kids how to bake on their own. She can't wait to indulge in new recipes. When she learns that the book benefits the Jack & Jill Foundation, she posts a photo of their fresh baked brownies and her family on her Facebook page. Her friends ask her how they can purchase the book and Stacy is pleased to share.



Measure of Success: \$350K ROI for total purchase of initial manufacturing of 20,000 cook books

Social Video

Visualized through Quinn's quest to make her Dad's lasagna



Quinn's father makes the best lasagna in New York. She thinks she can too, so she's prepped the kitchen, gathered ingredients and is even wearing a chef's hat. We plan to film her process, but little does Quinn know that her dad is watching from behind the scenes.

Quinn's cooking doesn't look right. She stays optimistic, sure that her dad will love it regardless.

Quinn's dad laughs as she tries to recreate his recipe. We capture his reactions on camera. When Quinn ultimately gives up, her dad reveals his presence and they eat her creation together. Other children are also cooking their parent's recipes as we cut in between the shared moments.

We compile the footage into a social video to push out through Facebook. Targeting Young Families like Quinn's will cause the video to trend, especially on our nationally declared Holiday: The Wow! Day on August 23 to honor founder, Jill Albert's birthday.

Families across the country will see the the Jack & Jill Foundation supports the sharing of meal time. A direct link to the website is featured alongside the video content to encourage donations. As the video made America smile, we will also prompt the addition of the Jack & Jill Foundation to their Amazon Smile account for continued contribution.

Measure of Success: 23K accumulated clicks generating \$20K ROI from direct link to donation opportunity

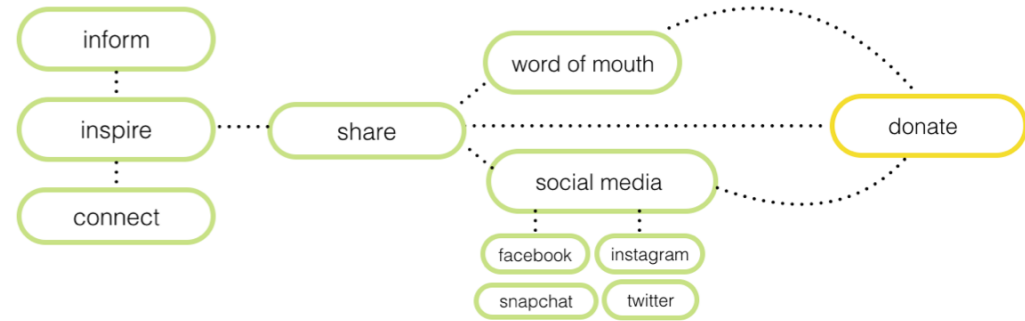
Media Plan

	JULY	AUG	SEPT	OCT	NOV	DEC	Total
National Day							\$4,500
HelloFresh							\$1,000,000
Social							\$1,032,200
Amazon Smile							\$0
Shutterfly							\$50,000
							\$2,086,700

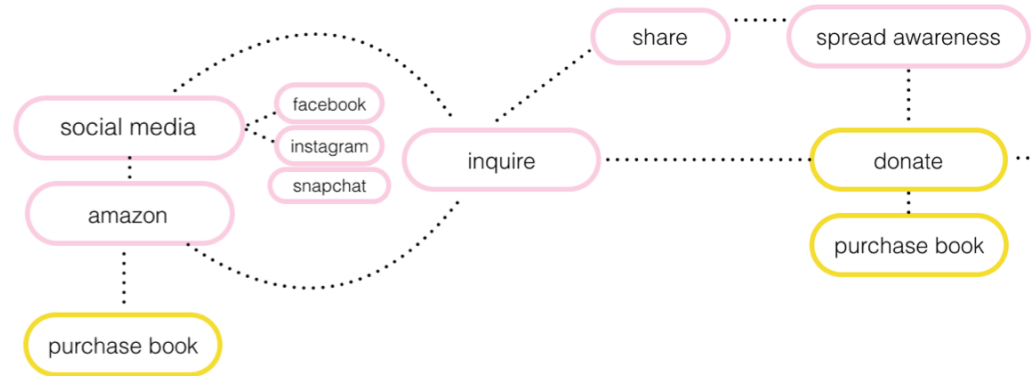
Consumer Journey

To recap, our integrated media plan will take advantage of paid, earned, and owned media contributing to the overall business goal: sustainability for the Jack & Jill Late Stage Cancer Foundation.

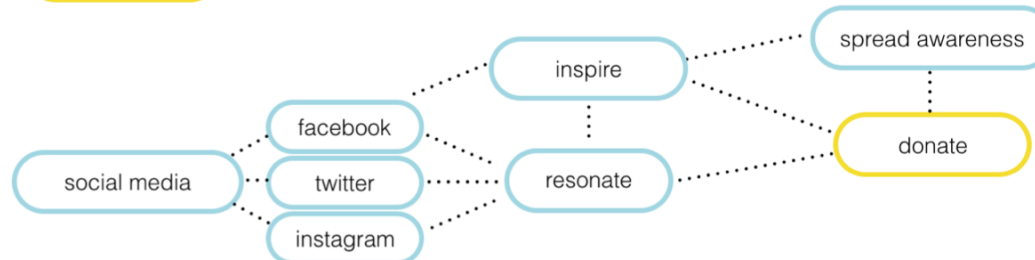
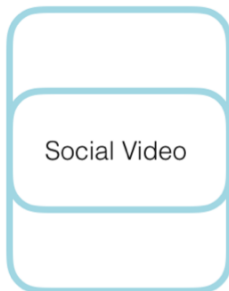
Baking It



Serving It



Sharing It



Sustainable Growth



Hungry for more?

The ROI calculated on the right maximizes your \$3MM budget and exceeds the 5% donation goal upon 2017's contributions.

Our campaign proposition stimulates exposure to lift brand awareness, ROI on your 3MM investment, and a sustainable, interactive plan for donations. The future of the Jack & Jill Foundation is rooted in the present: targeting Young & Generous families (Age 25-49) will create brand loyal advocates for future generations to come.



HelloFresh	\$1,120,000
Social	\$20,033
Amazon Smile	\$1,561,219
Shutterfly	\$350,000
National Day	\$308,000