TASK

RAISING AWARENESS OF THE <LOVE WHO YOU ARE> CAMPAIGN
INCREASING FINANCIAL SUPPORT FOR THE LOTUS FLOWER FUND

WITH LIMITED BUDGET AND HUMAN CAPITAL

YOUNG LIONS COMPETITIONS

the lotus FLOWER

TEAM 1990

CHALLENGE

TWO DISPERATE WORLDS

YOUNG SOCIALLY ACTIVE PERSON

FEMALE REFUGEES

NOT MY STORY
NO BENEFIT FROM DONATION

TARGET

MILLENNIALS

&

GEN. Z

- AUTHENTICITY IS KEY
- ACT FOR VALUE
- DIGITAL NATIVES

(Mckinsey & Company, 2018)

STRATEGY

GALVANIZING OUR TARGET TO TAKE ACTION

- MY STORY, MY BENEFIT
- CONSUMING FOR GOOD
- UTILIZING E-COMMERCE

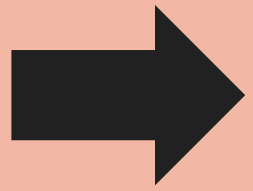
INSIGHT

DONATION

THEIR STORY

HELP SOMEONE

ONE-SIDED



SHOPPING

MY STORY

LOVE YOURSELF

INTER-RELATED

BIG IDEA

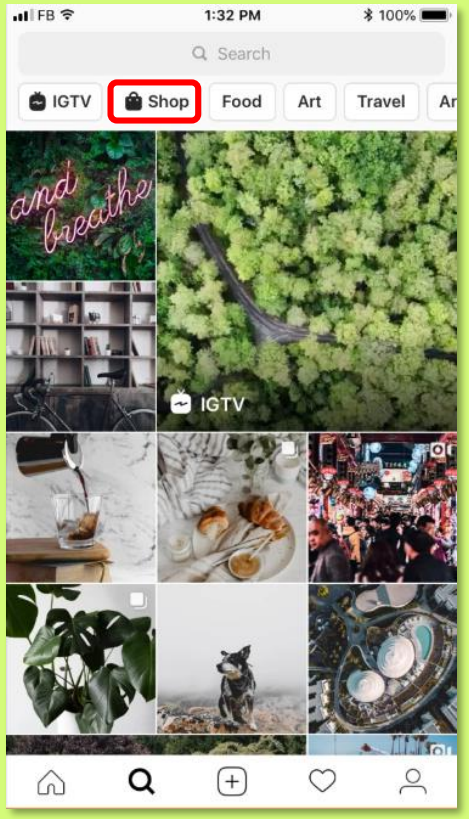
WHAT MONEY CAN BUY

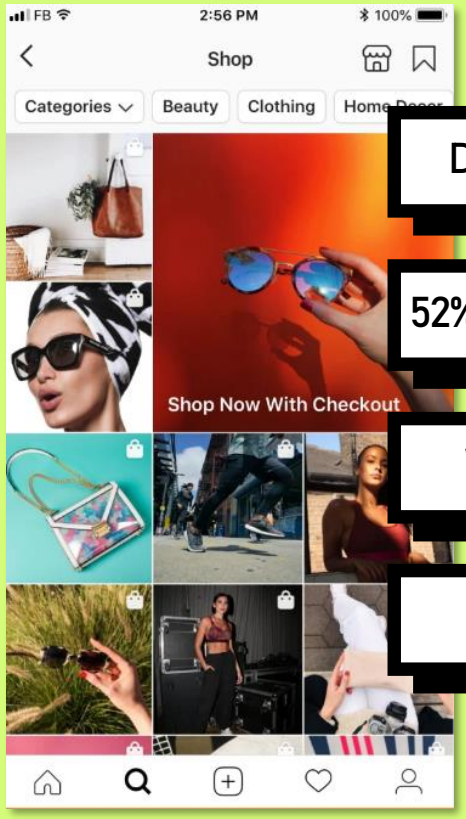
#LOVEWHOYOUARE

We will sell the value people want in order to “Love who you are”
Shop for yourself, and someone in need

MEDIA

INSTAGRAM SHOP





DETAILED TARGETING

52% of USERS are FEMALE

WEBSITE TRAFFIC ↑

SALES ↑

(Facebook Business, 2019)

CAMPAIGN PERIOD

July 2019 – December 2019
(6 months)

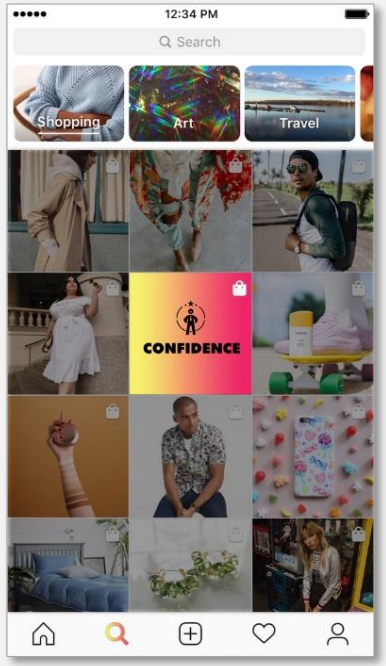
CAMPAIGN BUDGET

USD 2,000/month X 6 months
= USD 12,000

EXECUTION

WHAT MONEY CAN BUY

#LOVEWHOYOUARE



ATTENTION

'Confidence', 'Courage', 'Dream', 'Hope' are featured in Instagram explore

INTEREST

Details of the product lead to the 'shop now' button

PURCHASE

Leads to the product landing page of the Lotus Flower merchandise

DELIVERY

Buyer: Confidence to love oneself
Refugees: Confidence driven from funding

SHARE

Buyers share the merchandise becoming ambassadors of the campaign

EXPECTATION

REACH 1+ — **220,000** of Millennials & GENZ Combined

# of BUYERS (Donators) — **22,000** 2100% increase

# of Followers — **18,000** 700% increase

# of Social Buzz — **11,000** contents shared

In Thousands

	Worldwide Population	GENZ	MILLENNIAL	INSTAGRAM USERS	FEMALE	INSTAGRAM SHOPPERS	LOTUS FLOWER POST VIEWERS	BUY	SHARE
%	100%	32%	31%	48%	52%	20%	0.1%	10%	50%
# of people	7,000,000	2,240,000	2,170,000	2,116,800	1,100,736	220,147	220	22	11

(Bloomberg, 2018)

SUMMARY

DONATION REDEFINED

BENEFIT FOR ALL

REASON TO SHARE

CLIENT	THE LOTUS FLOWER
BRAND	LOVE WHO YOU ARE
INSIGHT	DONATION → SHOPPING
BIG IDEA	WHAT MONEY CAN BUY Shop for yourself, and someone in need
PRODUCTS	DREAM/HOPE/CONFIDENCE/COURAGE
MEDIA	INSTAGRAM SHOP
EXECUTION	SELLING VALUES TO LOVE ONESELF AND DELIVERING MERCHANDISE AS SOLIDARITIY TO WOMEN EMPOWERMENT

“ TRUE LOVE FIRST BEGINS WITH LOVING MYSELF ”

- BTS, Sep. 2018 UN SPEECH “SPEAK YOURSELF” -