



GREAT
ORMOND
STREET
HOSPITAL
CHARITY

BEAT^o LEVEL IMPOSSIBLE



 **TEAM 24**
THE HELPIONS

BACKGROUND

Every year, 400,000 children worldwide are diagnosed with cancer. The already grim situation only deteriorates, with childhood cancer constantly being the number-one killer of our little ones.

To tackle this pressing global issue, GOSH is in need of £300 million to build a new Children Cancer Center that will lead the revolutionary childhood cancer research, treatment and care worldwide.

CHALLENGE

Children with some of the hardest-to-treat cancers only have less than a 2% chance of survival.

This "2%" only stays with the heartbreaking parents and the toiled medical crew, while **the general public is unaware of the difficulties that cancer-stricken children are going through.**

We are in an urgent race to appeal to as many people as possible across the world to join the fight and donate to GOSH to save more children's lives.

INSIGHT

Research shows that video gaming is the most popular hobby across all ages globally, as well as the most lucrative entertainment industry.

A major reason is - there's no better medium than video games to **experience a life full of obstacles and overcome its biggest challenges.**

We see the huge potential to raise enough empathy and funding as quickly as possible **through the personal and soul-hitting experiences brought by video games.**

Source: <https://dataprot.net/statistics/gamer-demographics/>

APPROACH

Immersing people in a world where odds of winning are only 2%



GOSH will launch the **HARDEST VIDEO GAME LEVEL** with

LEVEL IMPOSSIBLE

PLAY AGAINST 2%. WIN THE FIGHT AGAINST CANCER.



SOCIAL MEDIA POSTS

To create interest in the campaign, GOSH will break its curated feed photos and videos with a series of striking, video game-inspired static posts that visually encapsulate the heartbreaking stories of kids with hardest-to-treat cancers.

These posts will lead to the GOSH website where potential donors are introduced to the new Children's Cancer Center that will help children with hardest-to-treat cancers survive.

PR ARTICLES

Games from around the world will unveil that they are all taking part in the largest developer alliance in gaming history to support GOSH's fight for improved cancer care and research.

Super Mario teases new 'game-changing level' with GOSH



Genshin Impact joins the biggest video game collab with GOSH

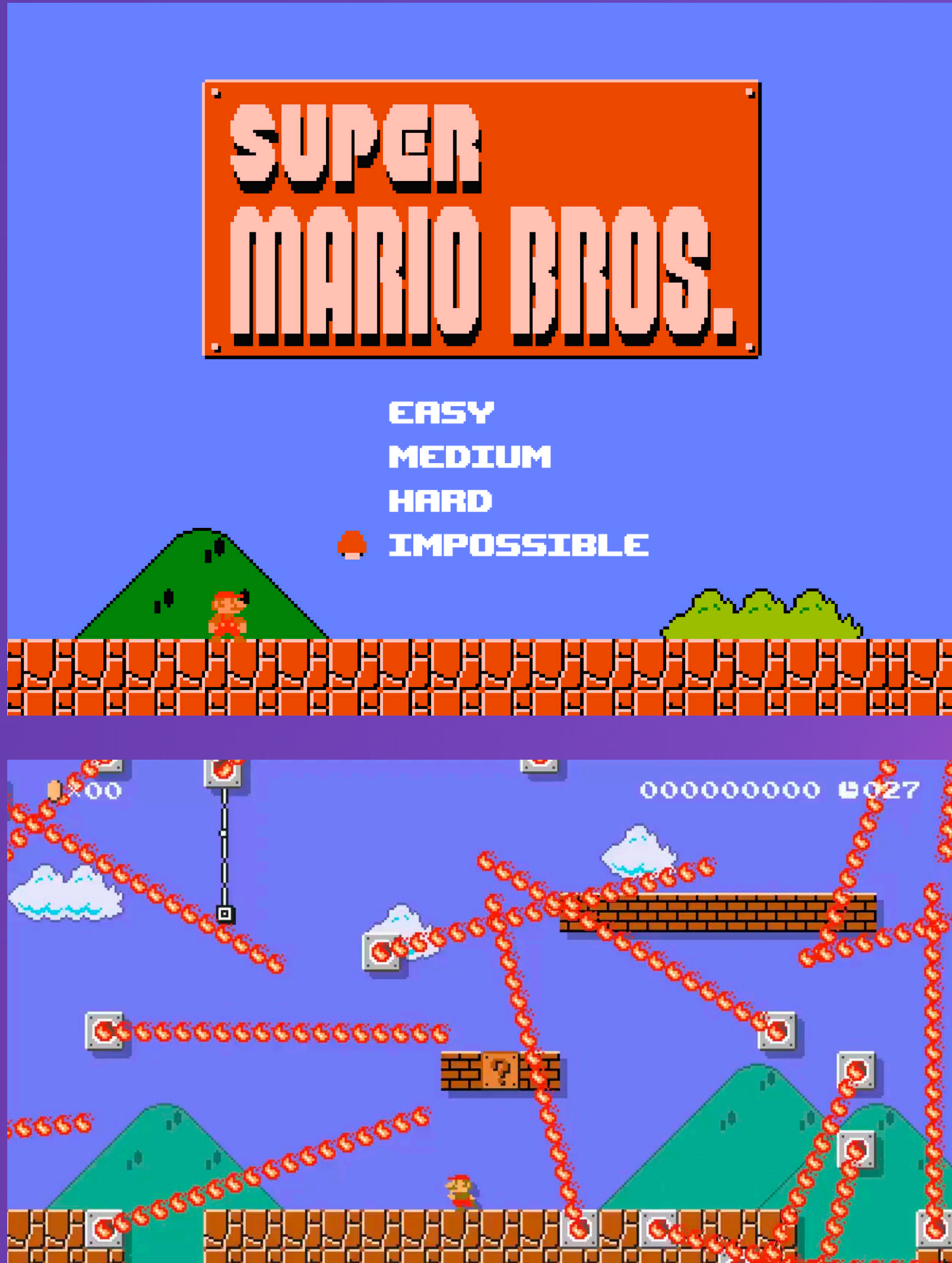


GOSH unites Fortnite and Call of Duty to beat cancer



10 Popular game titles partner with GOSH





** Point of reference, an existing Mario Bros' Mod.

MODS ARE CHANGING THE GAME

“Mods,” or modified games made by fans and developers, are important in gaming culture. It allows players to experience games in new ways outside of what its original creators intended.

For this campaign, we will collaborate with the modding community to create a different kind of mod — one that will inspire empathy and drive gamers to take action.

LEVEL IMPOSSIBLE

Introducing **LEVEL IMPOSSIBLE**, the video game level where the odds of winning is only 2%. With this new feature, players can now experience the impossible odds children with difficult-to-treat childhood cancers face worldwide.

Released on select popular titles in mobile, PC, and console gaming, this level can only be unlocked with a donation. And everytime they lose, they will have to donate any amount to continue playing.

We will also sell GOSH-sponsored items in the game that will help players increase their chances of survival (ex. Life Potions, Immunity Shield, High-Level Health Armor Sets, etc).

POSSIBLE COLLABORATION WITH GAME DEVELOPERS



- SUPER MARIO
- CALL OF DUTY
- PUBG
- THE LEGEND OF ZELDA
- FORTNITE
- STAR WARS SQUADS
- FINAL FANTASY
- LEAGUE OF LEGENDS
- ASSASSIN'S CREED
- CYBERPUNK 2077
- GREED FALL
- GENSHIN IMPACT
- THE WITCHER WILD HUNT



LED OOH

Rankings of the best **LEVEL IMPOSSIBLE** players will be displayed on OOH LED billboards where it can spark interest from the general public.



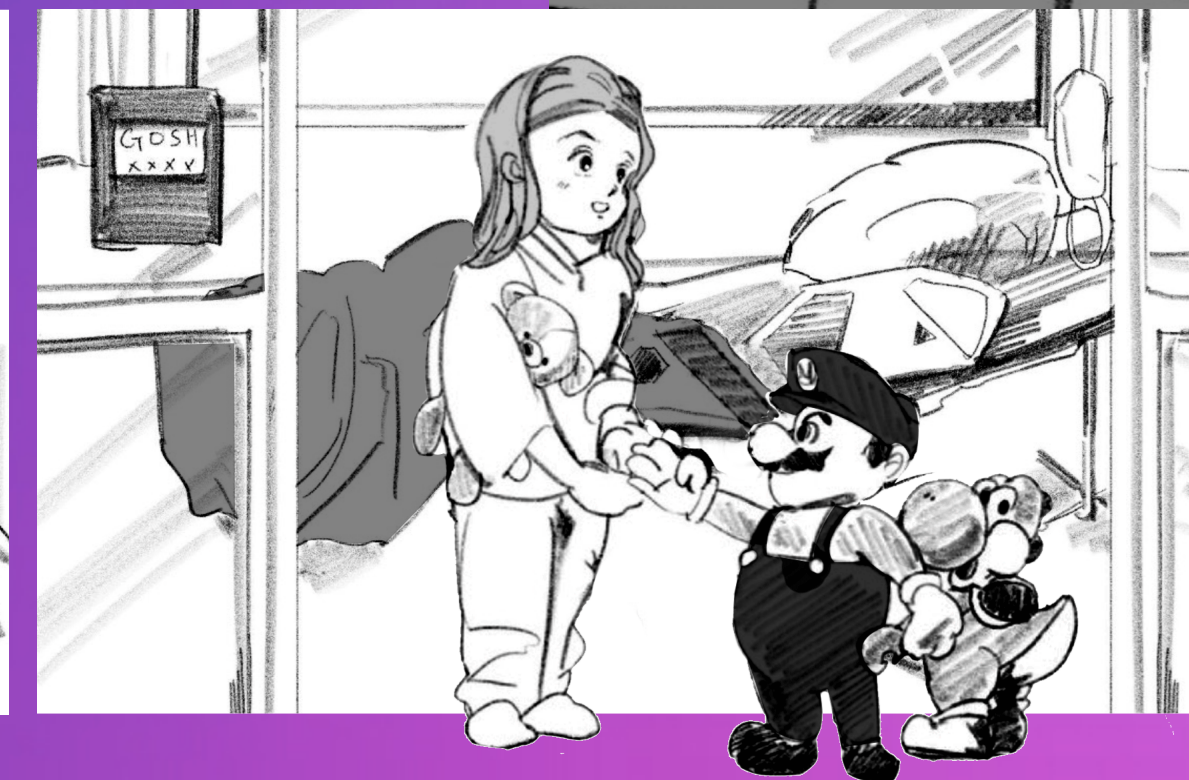
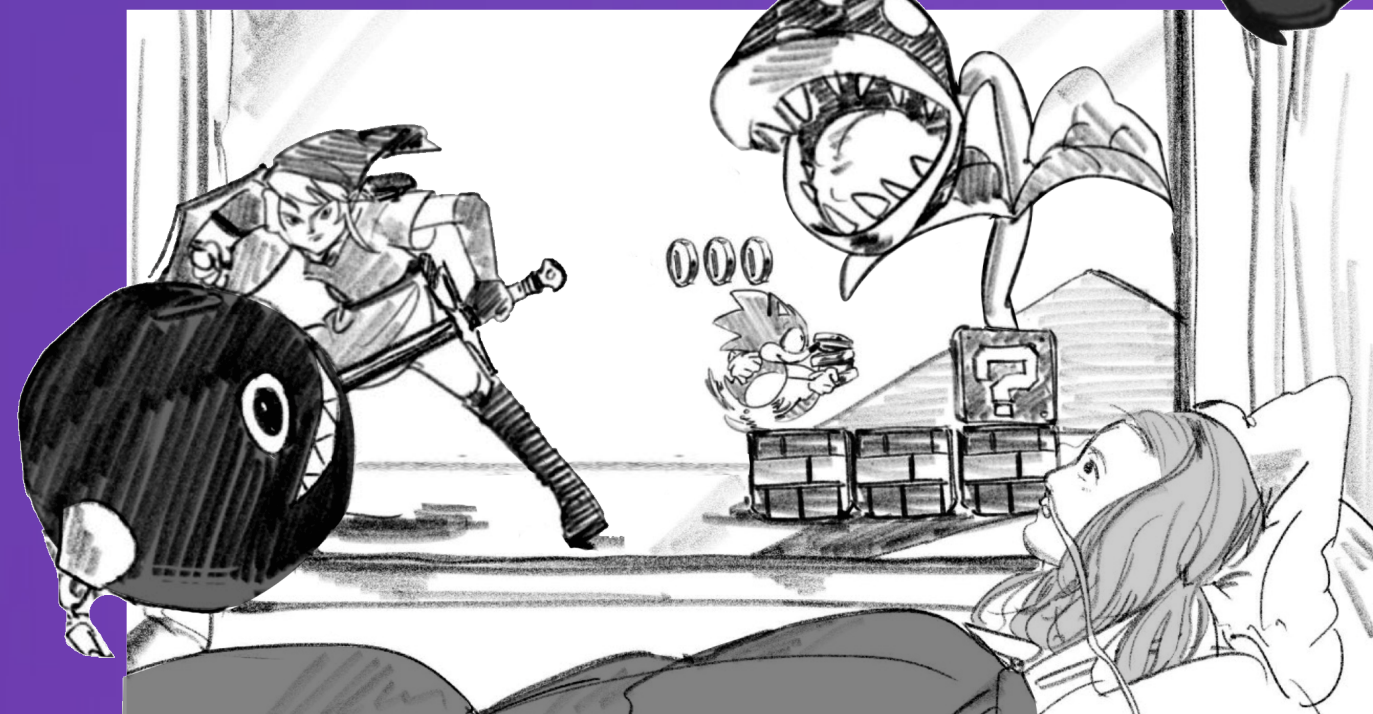
INTERACTIVE OOH

People of all ages can **BEAT LEVEL IMPOSSIBLE** with this outdoor ad with just a swipe from their credit card. They can also take a photo in front of the screen to share their final scores online.

LEVEL POSSIBLE 30s

Following the release of *LEVEL IMPOSSIBLE*, we will launch a 30s film showing all of the games that collaborated with the campaign.

- 1.** A young girl falls asleep on her hospital bed, holding her Nintendo Switch. As she slowly closes her eyes, the Nintendo Switch slips out of her hand and falls to the ground. The impact causes the Nintendo Switch to mysteriously turn on.



- 2.** The next morning, the young girl wakes up. She looks outside and discovers the world has become a game. Big monsters tower over cities, roads turn into obstacles, and iconic characters from different games try to save the city. But the monsters are too strong.

- 3.** In the middle of this chaos, someone taps her shoulder. It's Mario. He extends his hand and offers to guide her through the world outside.

- 4.** She takes his hand and goes through one impossible obstacle to another with him.

- 5.** She opens her eyes. She's back in the cancer ward, getting her treatment for leukemia. She realizes it was all a dream. But then the doctor passes by the ward. She notices he's wearing a red Mario hat. *Maybe it wasn't a dream after all.*



To conclude the campaign, we will launch the **BEAT LEVEL IMPOSSIBLE FUNDRAISING EVENT**—a night dedicated to raising awareness for children with hardest-to-treat cancers, hosted by some of gaming's biggest celebrities.

Players from different countries will compete on who can defeat the impossible levels the fastest, to be broadcasted via Twitch, Youtube, Live Stream, Discord, and other streaming services. Audiences at home can show their support for their idols by donating — and in return, GOSH will gift rare in-game items that can help them win their **LEVEL IMPOSSIBLE**.

STREAMING MEDIA CHANNELS:



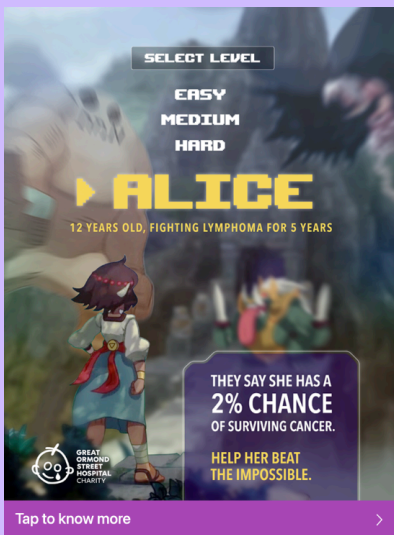







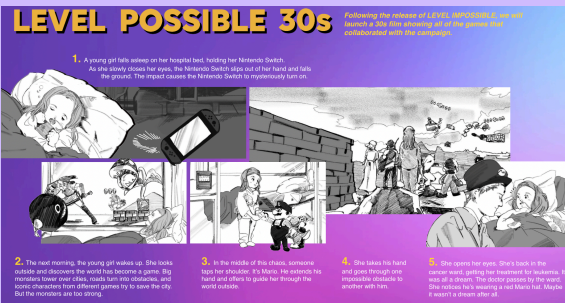
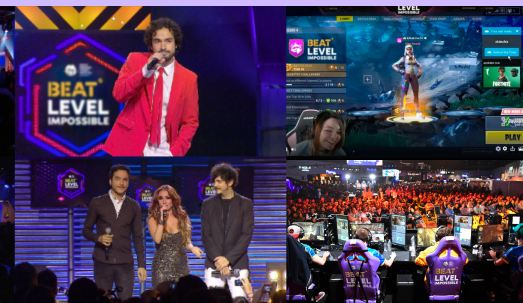








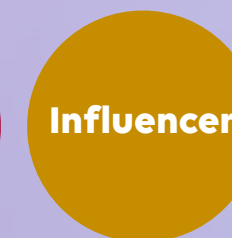



Discord



FACEBOOK GAMING



BEAT⁰ LEVEL IMPOSSIBLE

PHASE	LOADING...	GAME ON!	LEVEL UP
OBJECTIVE	Draw attention and arouse curiosity from the public	Immerse people in the game and trigger repeat donations	Amplify our voice and get more people to donate
ROLLOUT	<ul style="list-style-type: none"> - Social media teaser posts - PR preheat articles     	<ul style="list-style-type: none"> - Beat Level Impossible surprise release - Real-time LED billboard - Interactive AR game   	<ul style="list-style-type: none"> - 30s support film - Livestream fundraising event  
TOUCHPOINT	   	    	  



GREAT ORMOND STREET HOSPITAL CHARITY

BEAT LEVEL IMPOSSIBLE

The video game level that helps kids with hardest-to-treat cancers beat their 2% odds

CHALLENGE

Children with some of the hardest-to-treat cancers only have less than a 2% chance of survival. As this heartbreaking statistic still remain unknown to most people, we will need to appeal to as many people as possible across the world to join the fight and donate to GOSH to save more children's lives.

INSIGHT

There is no better medium than video games — enjoyed by people of all ages across the world — to allow one to experience a life full of obstacles and overcome its biggest challenges.

IDEA

Introducing **LEVEL IMPOSSIBLE, a VIDEO GAME LEVEL that only 2% can win.** It lets players experience the same impossible challenge that children with hardest-to-treat cancers are facing worldwide.



Click to Play

TEASER

We will release a series of game-inspired teaser posts and PR articles to drum up the interest of donors.



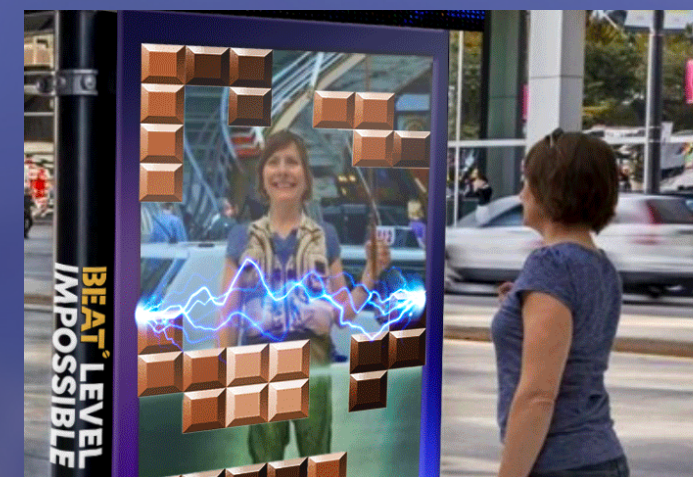
LEVEL IMPOSSIBLE

The level will be integrated in the most popular games in the world. To play, they must donate.



LED OOH

Rankings of players will be placed in the heart of major cities.



PLAYABLE ADS

Other outdoor ads can be played with just a swipe of their credit card.



FUNDRAISING EVENT

We will invite top players to compete against LEVEL IMPOSSIBLE live on Twitch, Discord, and more.

