



/AID Dolls

TEAM 19



GREAT
ORMOND
STREET
HOSPITAL
CHARITY



+ Background

400,000 children globally, and 1,900 in the UK, have cancer diagnoses each year. Although survival rates have substantially increased thanks to research, childhood cancer continues to be the leading cause of death in this age group. Fifty years ago, 40% of children diagnosed with cancer survived. Today, it is close to 80%. However, survival rates do not reflect the reality of what it is like to live with long-term side effects.

+ Challenge

Great Ormond Street Hospital (GOSH) is one of the top children's research hospitals in the world. Its current children's cancer unit welcome up to 400 new patients every year. However, they're now at a crucial tipping point. Revolutionary advances in children's cancer care, research and technology present exciting new possibilities for more effective, kinder treatments and cures for children. But they need a new home to enable this and save more children's lives.

+ The Goal +

GOSH needs to raise £250 million from public donations to build the hospital, and continue helping kids.

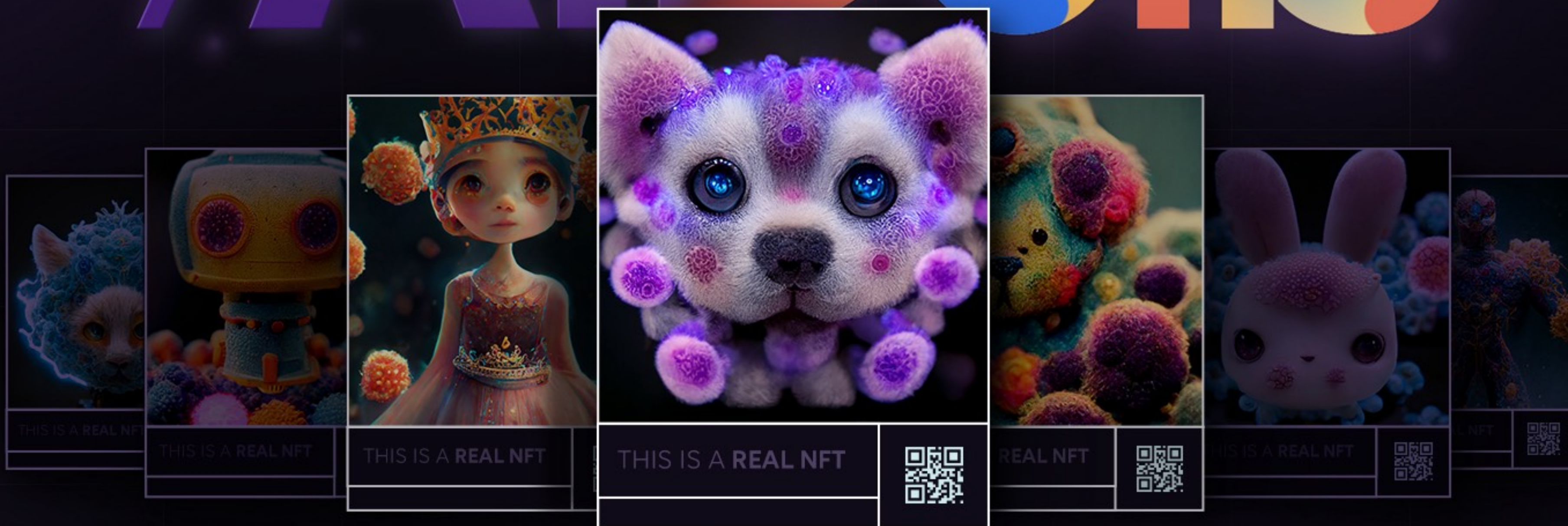


Insight

Children are creative, dreamy and full of imagination, even when they're in a hospital bed. At the same time, despite the fact that cancer is one of the most cruel illnesses in the world, cancer cell images look fluffy and harmless under a microscope. What if we could blend it and materialize their patients' unique minds?



AIDolls



USING AI AND KIDS IMAGINATION TO TRANSFORM CANCER CELLS INTO NFT DOLLS TO BUILD A NEW HOSPITAL



GREAT ORMOND STREET HOSPITAL CHARITY

BUILD IT.
BEAT IT.



How it works⁺

We have to overcome a huge barrier: standing out from the 4,000 ads that are presented to us daily, many of which are also asking for donations. We don't want to be another face in the crowd.

So, we'll transform advertising into art. Or rather, we'll use art to raise awareness for our campaign, capturing media attention.

01 —

It all starts with a controversial contemporary artists, such as the American sculptor Jeff Koons. In a PR activation, he will announce **the first NFT images auction of his career**, created through Artificial Intelligence. It will generate an uproar in the world, because we already have controversies about NFTs, AI programs and contemporary artistic authorship.

02 —

Shortly after the auction, the artist reveals the truth: **the collection was created powered by the imagination and dreams of the children with cancer, in partnership of an AI image generator**. And all the profits will be in fact used to build the hospital. Finally, he'll extend the auction to the rest of the public, under the message "**If you can help build it, you can help beat it**", referring to the building the actual NFT (later into physical toys) or building the real GOSH new hospital.

03 —

When we get the world's attention, we'll announce the **GOSH AIDolls collection**, located in the GOSH own profile at Opensea (The most popular NFT market) so people will be able to buy the NFT's from there. We'll also invite major global retail brands to sell our toys. The campaign ends when we run out of stocks of AIDolls, or reach the fundraising goal.

Other contemporary artists who can join in: _____ Banksy / Damien Hirst / George Condo / Takashi Murakami / Kaws

This way we will be able to impact all three target audiences:



NFTs for City Success:

Strong views on charity giving.
High income. 24-45, mainly pre-family.
User of digital gadgets.



Artwork for Domestic Comfort:

Not strongly driven by charity action. Motivation is to support friend. Over 40, homeowners. Donate via social media.



Dolls for Classic Grandparents:

Always give to charity. 60+ retired grandparents. Buy goods from a charity.

International donations:

Through NFTs and partnerships with major international retail chains, donors from around the world will be able to contribute to the cause.



/AIDolls
Collection

“A PLACE WHERE I CAN BE FRIENDS WITH /a robot”



If Adam can **dream it**, and an AI can **/imagine it**, together we can **BUILD IT**.

Help us build that place where we can keep fighting to **BEAT** the cancer. **Scan the code** to buy this NFT or to see the full gallery.



BUILD IT. BEAT IT.



Key Visual

Using the right prompts in Midjourney **inspired by the imagination of GOSH kids**, we transform cancer cells into **outcome characters** and feature them into microscopic cancer images, based on our insight.

The key visual quotes the **GOSH children's dreams** in order to settle the statement of using their imagination to create these NFT images.

The message is reinforced with a powerful claim that invites people to join the cause.


Closing, we use a CTA message in order to inform that **the NFT image is available to be purchased from the visual itself using a QR code**, and also, letting the door open to discover the full gallery.

Character production with Midjourney platform.



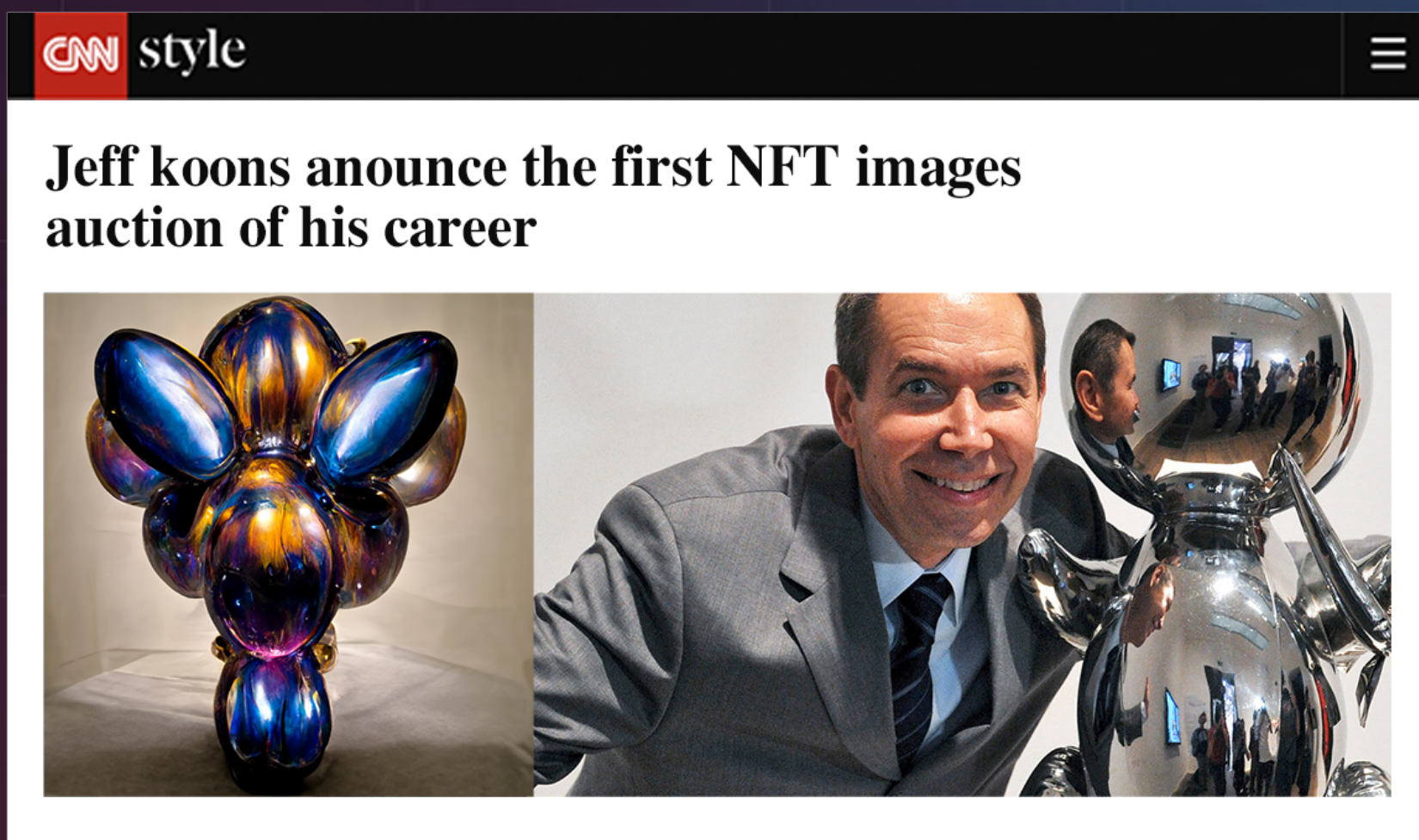
You're viewing older messages

prompt The prompt to imagine

 **/imagine** prompt Cute princess with crown and dress, cancer cells, 8k

PR Activation

PR stunt with Jeff Koons to launch the collection.



Social

We'll announce the AIDolls collection using GOSH owned Social Media channels to cover digital audience.



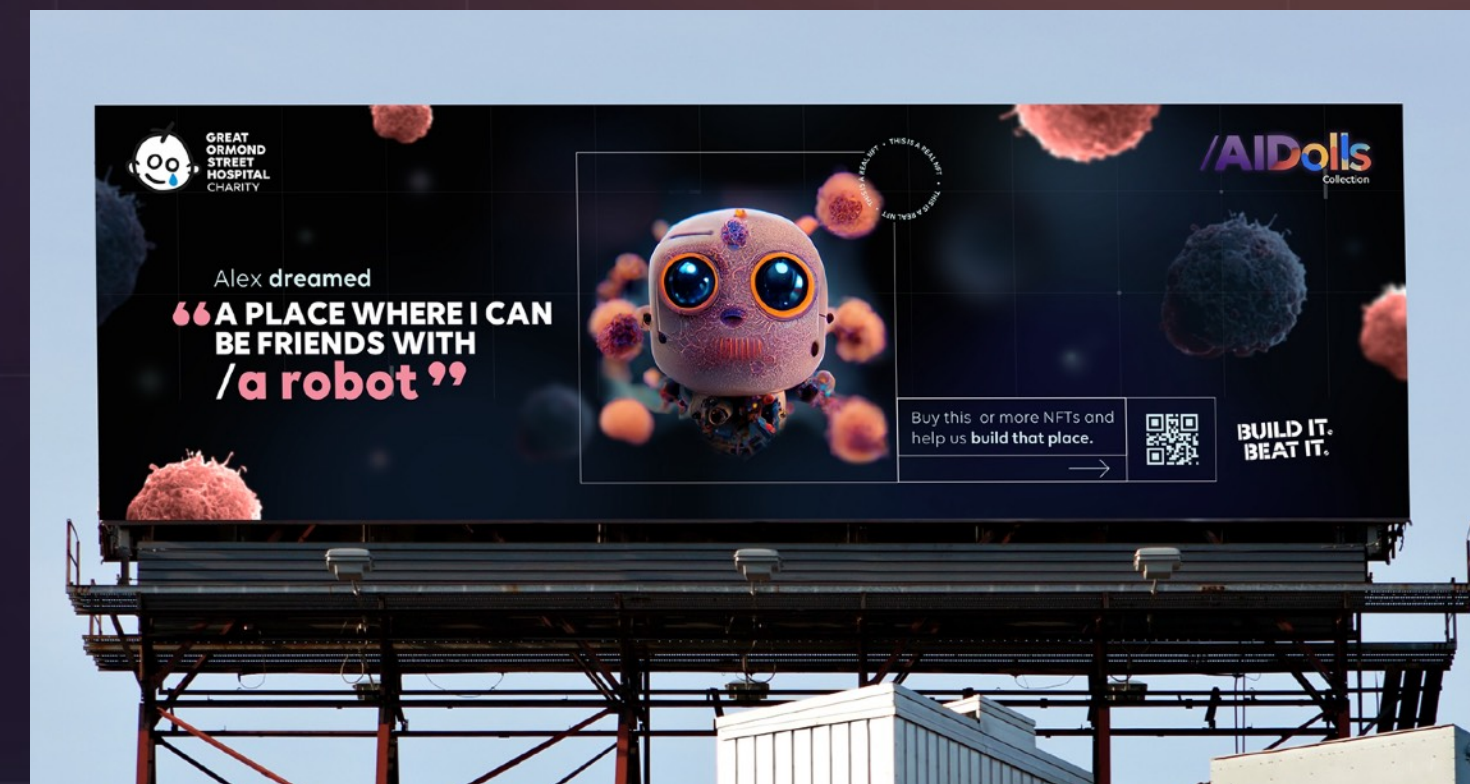
OOH

Traditional OOH channels will be used to reach a more conventional audience.

Bus Stop Billboard



Billboard

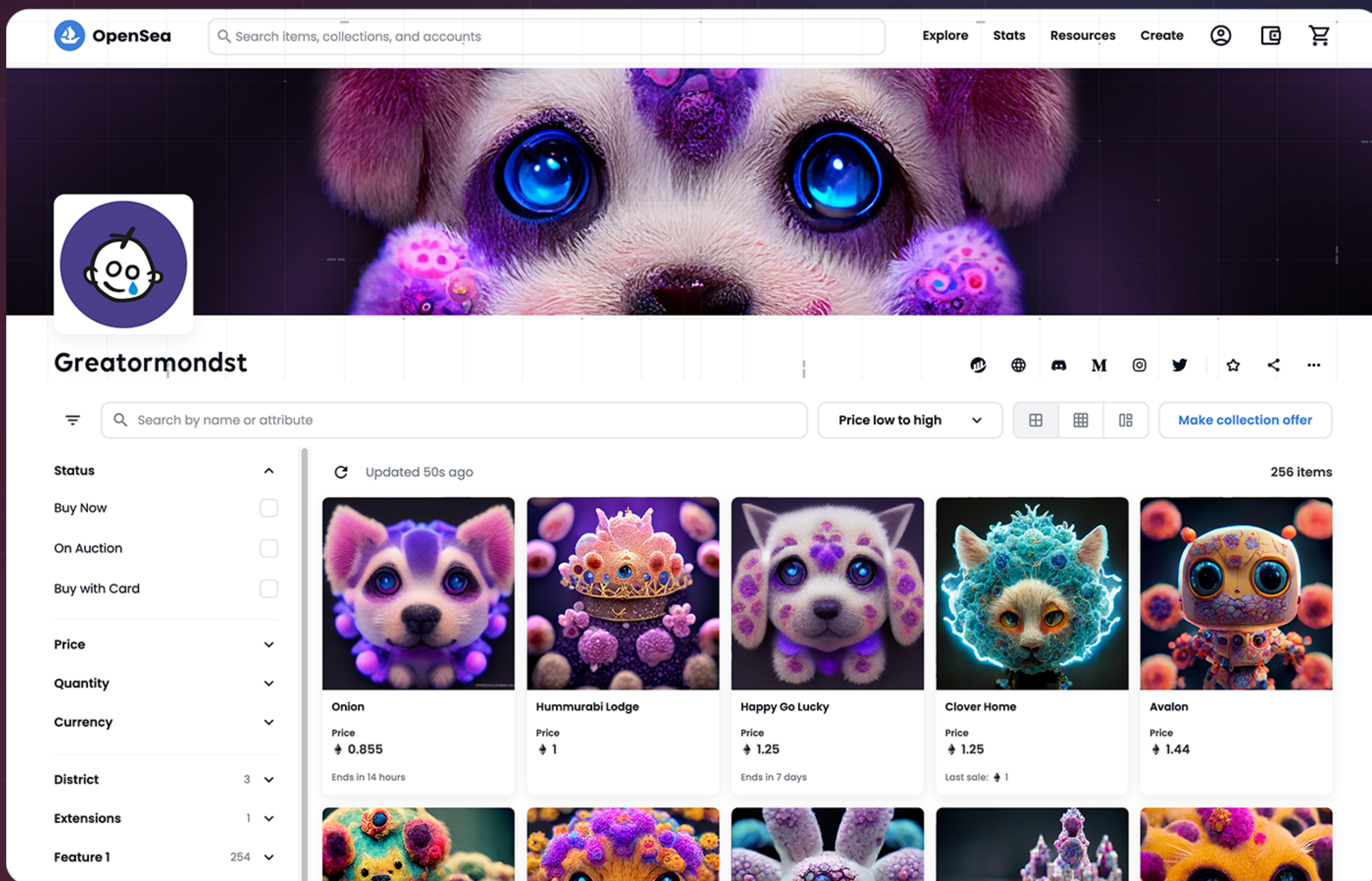


Street Posters



E Commerce

Every AI generated image will be located in the GOSH account at Opensea; the most popular NFT market for people to be able to bid and/or purchase anyone of them.



Dolls

Some of these NFTs will be selected in order to turn them into real dolls, so the part of the population that aren't familiar with NFT markets will be able to buy them. We will partner up with big toys retailers to exhibit the AIDolls for sale, and using their media channels and GOSH owned channels to announce their existence.



The dolls will have a printed QR code in their labels so people can continue donating through them every time they want.

Campaign Stages⁺

01

Auction announcement

A contemporary artist, such as Jeff Koons, announces to the press he has "created" a series of artworks through Artificial Intelligence, and is auctioning them off via NFTs.

02

Auction day

After the auction, the artist will reveal that, in fact, it wasn't he who created the artworks. The real creatives are the GOSH patients, and all amount raised will be donated to new hospital construction.

03

Real artworks

Following with a focus on "City Success" target, we will also make available real, numbered and signed artworks, to be auctioned.

04

e-Commerce

To extend campaign reach, and to talk to "Classic Grandparents" and "Domestic Comfort" audiences, we will launch a virtual store where we'll sell plush AIDolls to anyone who wants to make their donation.

05

Top Retailers

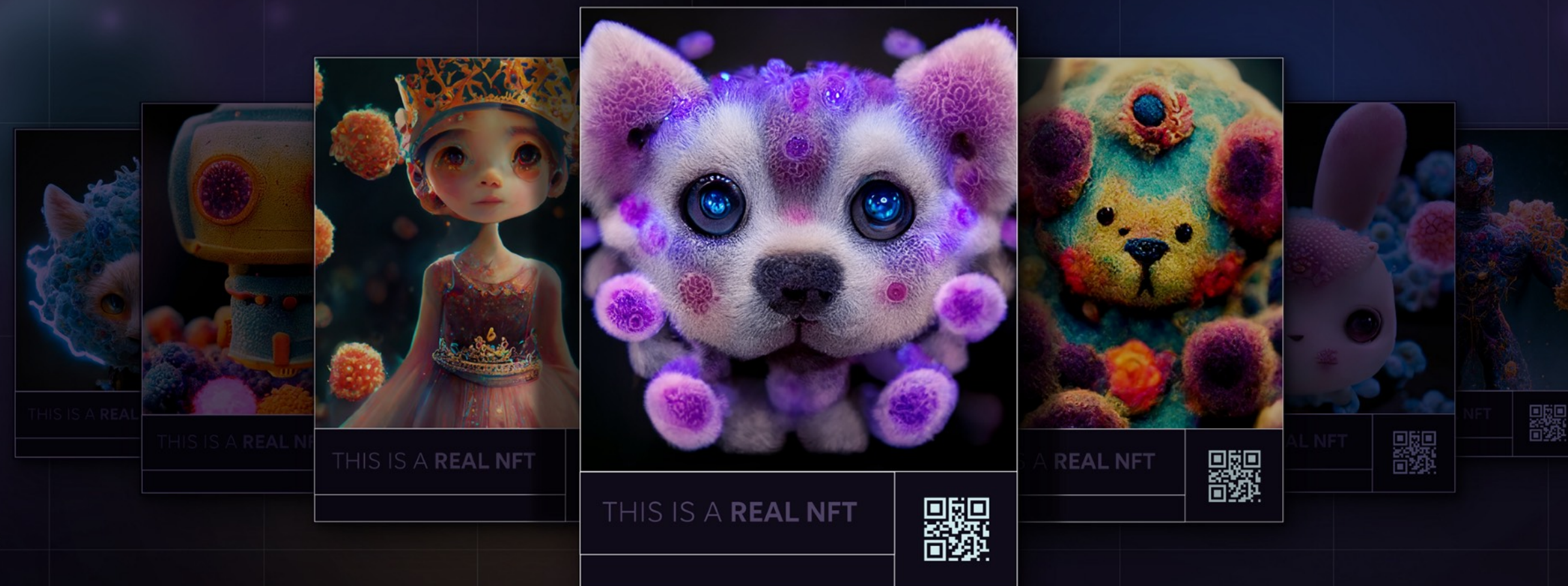
We'll also invite major global retail brands to join the campaign and to sell our toys. The campaign ends when we run out of stocks of AIDolls, which will mean we have reached our fundraising goal.

We could continue replicate this strategy in the future, teaming up with other artists to create new versions of AIDolls, and keep receiving donations.

AIDolls

BUILD IT. BEAT IT.

USING AI AND KIDS IMAGINATION TO TRANSFORM CANCER CELLS INTO NFT DOLLS TO BUILD A NEW HOSPITAL



BACKGROUND

400,000 children globally, and 1,900 in the UK, have cancer diagnoses each year. Although survival rates have substantially increased thanks to research, childhood cancer continues to be the leading cause of death in this age group.

CHALLENGE

Great Ormond Street Hospital (GOSH) is one of the top children's research hospitals in the world. Its current children's cancer unit welcomes up to 400 new patients every year. However, they're now at a crucial tipping point. Revolutionary advances in children's cancer care, research and technology present exciting new possibilities for more effective, kinder treatments and cures for children. **But they need a new home to enable this and save more children's lives. To do that, GOSH needs to raise £250 million from public donations.**

INSIGHTS

Children are creative, dreamy and full of imagination, even when they're in a hospital bed. At the same time, despite the fact that cancer is one of the most cruel illnesses in the world, **cancer cell images look fluffy and harmless under a microscope.** What if we could blend it and materialize their patients' unique minds?

IDEA

Our idea is to use Artificial Intelligence to produce illustrations based on children's imagination and cancer microscopic images. To generate revenue for GOSH's new hospital construction, these illustrations will be converted into a series of characters and images that will be auctioned as Non-Fungible Tokens (NFTs) and dolls.

PR STUNT



PRINT/OOH



SOCIAL MEDIA



E COMMERCE NFT MARKET



AIDOLLS FOR RETAILERS



“ THE POWER OF KIDS' IMAGINATION, COULD BUILD A NEW GOSH HOSPITAL ”

“ KIDS AT GOSH ARE TRANSFORMING CANCER CELLS INTO NFTS TO RAISE FUNDS ”

“ CHILDREN IMAGINATION NEVER HAD BEEN SO POWERFUL ”