



GAME CHANGE

BY TWENTY BRICKS





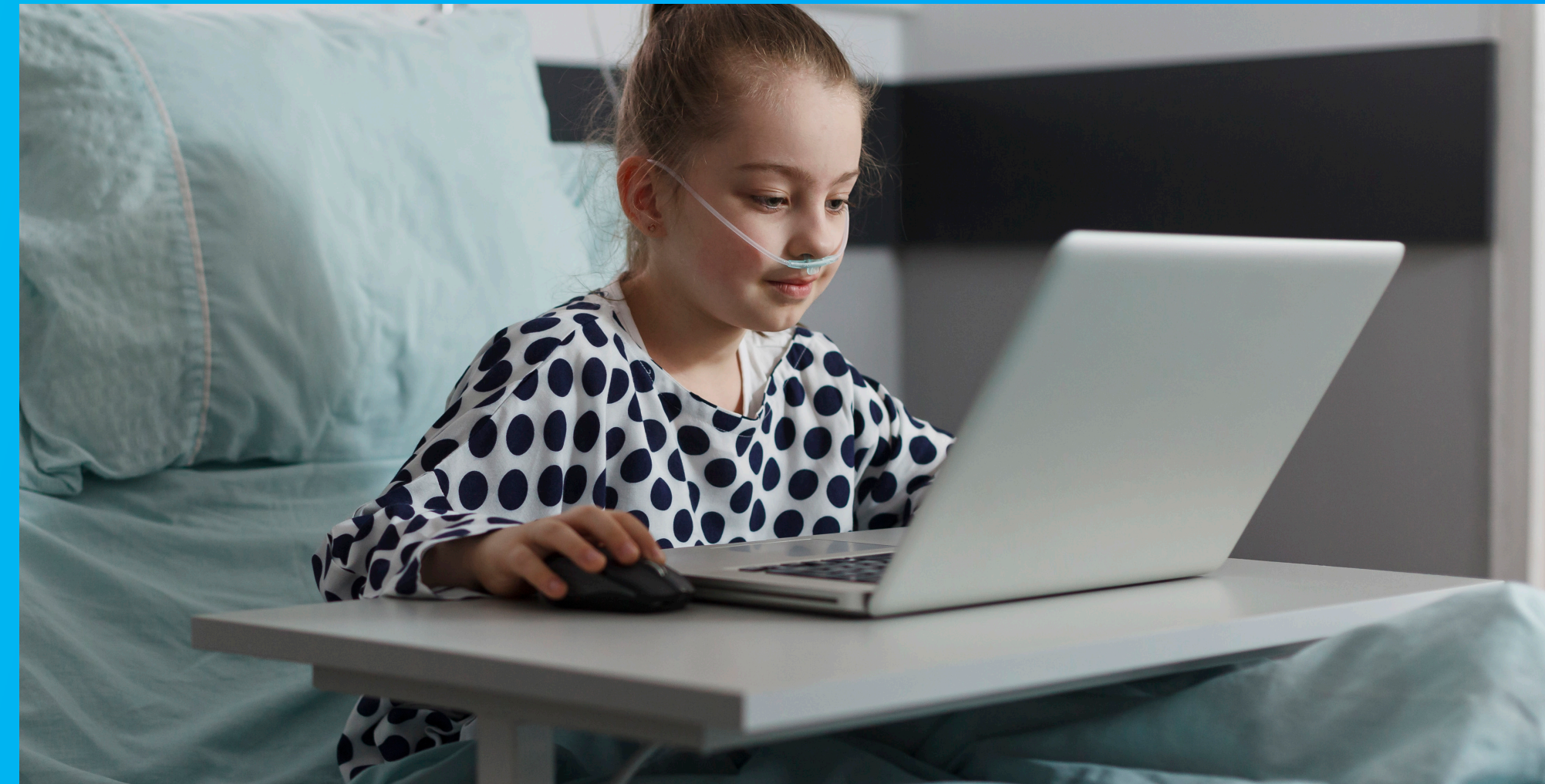
Objective

Create a cross media pop culture campaign that raises donations to build the new children's cancer center in the London Borough of Camden.

Context



To drive donations in the City Success audience segment, we needed to find a way to make the donating process fun, easy, and engaging. We want to extend the reach of each child, family, and friend that have been touched by cancer and connect everyone digitally around the world. To fundraise at scale, we decided to start where they are already spending money and hack their purchase pattern to turn donations into a simple opt-in process in exchange for a reward.



Every year, 1,900 children in the UK (and 400,000 children worldwide) are diagnosed with cancer. And each of those kids are surrounded with loving support from family and friends. Nowadays the way we connect and share time is gaming, also for patients because it gives them support to recover in many ways.

(Source: Gamers Outreach Foundation)

And that's where gaming comes in.

3.24

billion gamers

across the world

(Source: Statista)

The average gamer is

34

years old,

owns a house, and
has children

(Source: ESA)

50%

of Europeans

play video games

(Source: Interactive Software Federation of Europe)

\$339

billions

in market value by 2027

(Source: Mordor Intelligence)

There is also a passionate gaming community that believes in using the platform for the greater good. Charity streams, fundraising campaigns, and gaming events have become a powerhouse for raising money for charitable causes.

(Source: Washington Post)

GAME CHANGE

Turning unused in-game currency into donations.

Fall Guys outfit inspired by the clothes worn by the GOSH runners.

Fortnite skin inspired by a hoodie many children wear in the hospital.

Minecraft skin inspired by the clothes one of the girls wore on the day she rang the bell announcing she was cancer free.



INSIGHT

Everyone is a gamer, from playing Candy Crush while on a bus to battling in the League of Legends tournaments. In hospitals, gaming is a key part of recovery, providing social and emotional support for hospitalized children and their families. We can tap into the gaming community to bring everyone together for a great cause.

As gaming took over the world, in-app purchases became the main mean for developers to get money from gamers, with a little caveat: in almost every game, the amount of game currency you can buy is more than what each item or powerup costs.

For example, you want a skin that costs \$8.50, but you can only get \$10 in in-game currency, and nothing costs just \$1.50.

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(Source: Washington Post)

IDEA

Let's turn the spare change from every single in-app purchase in every game into a donation.

HOW?

By creating new special edition game items that are available for the remainder of the purchases in limited quantities.

THE GOSH COLLECTION

The items will be different in each game, but they will always have three elements in common:

- 01 They will align with the brand's confident tone, positive message, and the heart of children's voices They will be overpowered.
- 02 They will show personal support for GOSHs mission to 'Build it. Beat it.'
- 03 They will incentivize game developers to offer as an incremental purchase along with a regular item

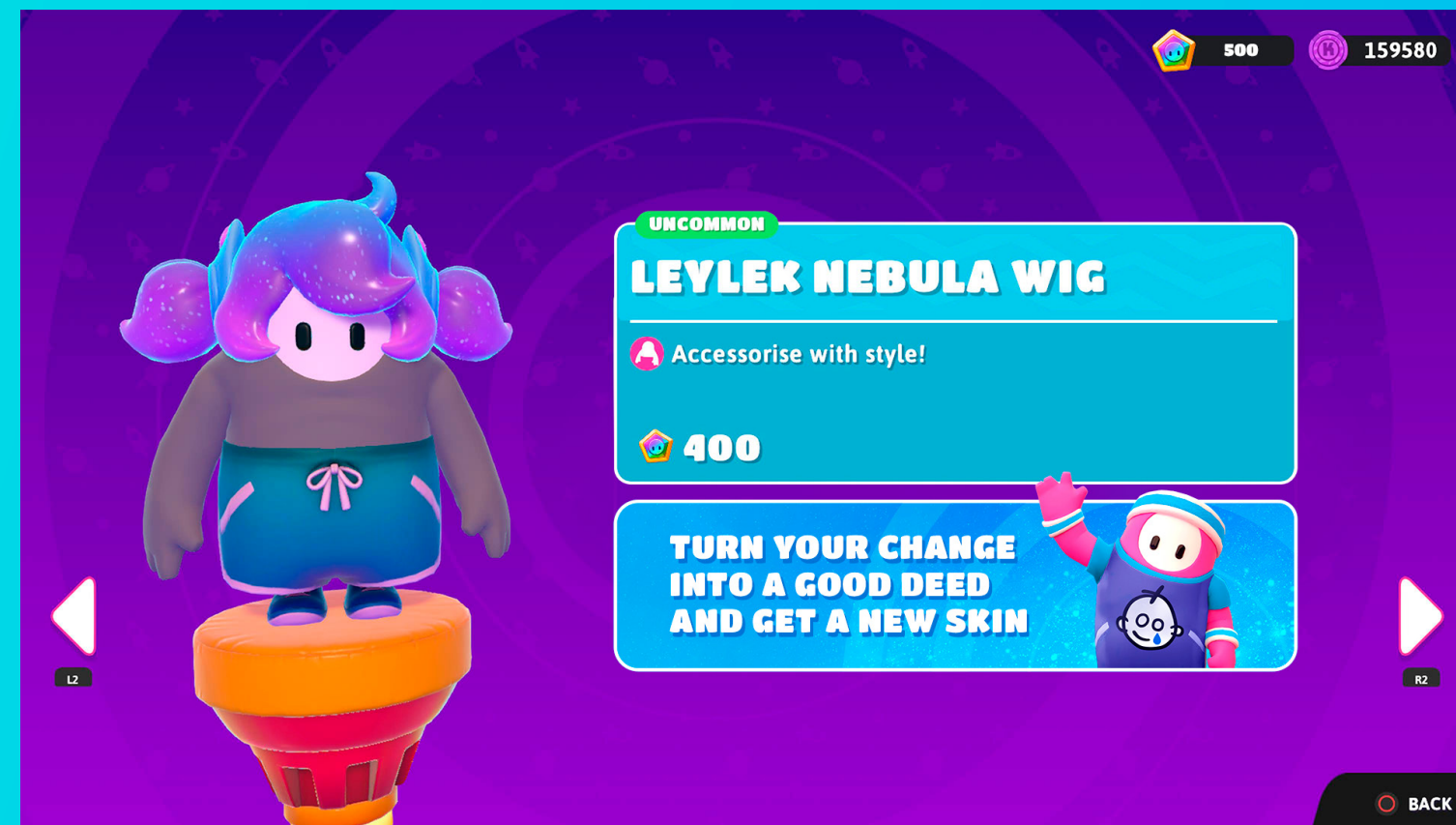
EXECUTION

We'll partner with developers to create each item collection for their games. Users will be able to buy them for themselves, gift them to other users, and buy them as digital codes to use for someone else.

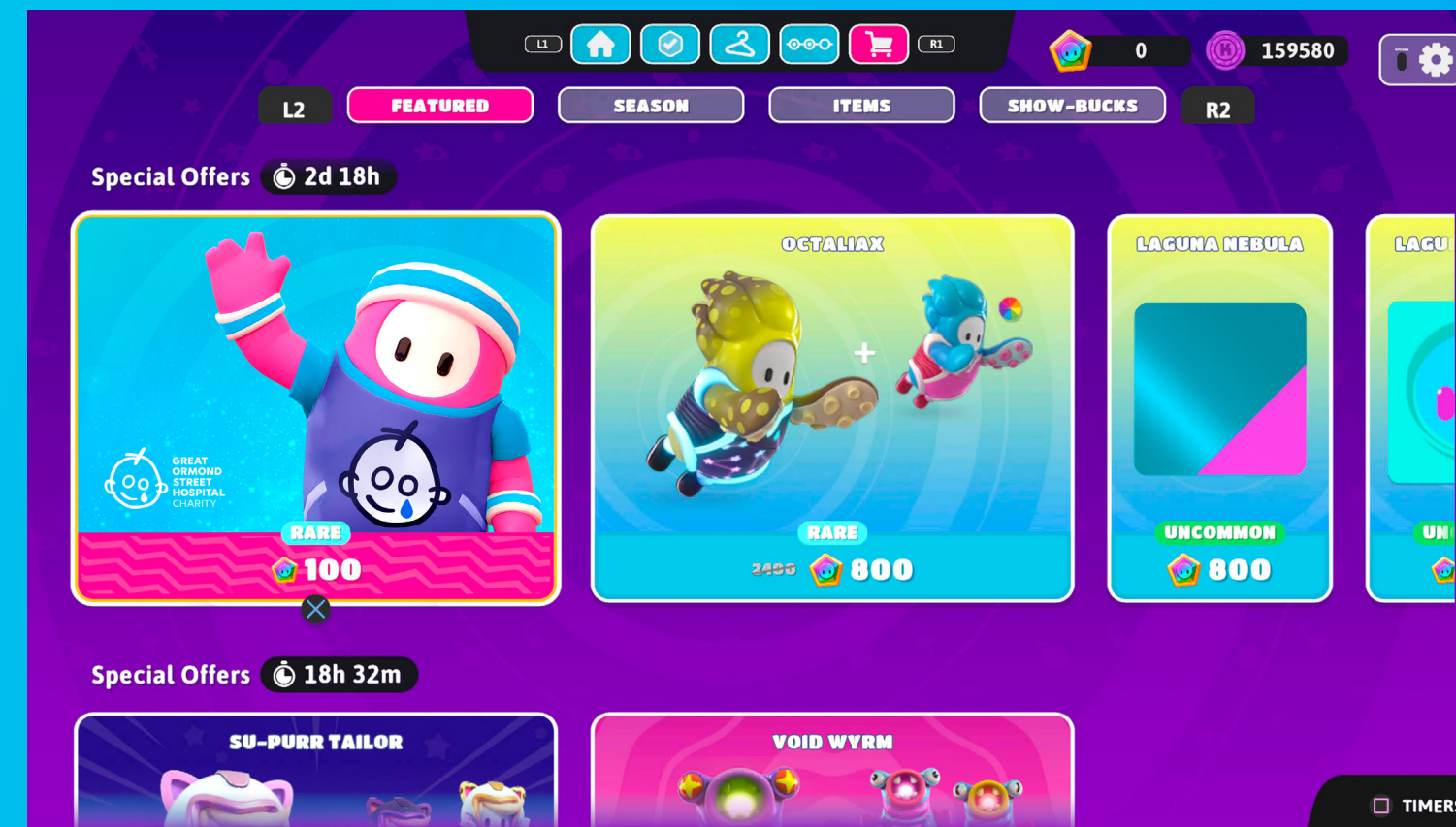
Host gaming events throughout the year and across local markets to bring communities together to raise awareness and donations.

Leverage owned social media platforms across Facebook, Instagram, TikTok, Snap, and YouTube.

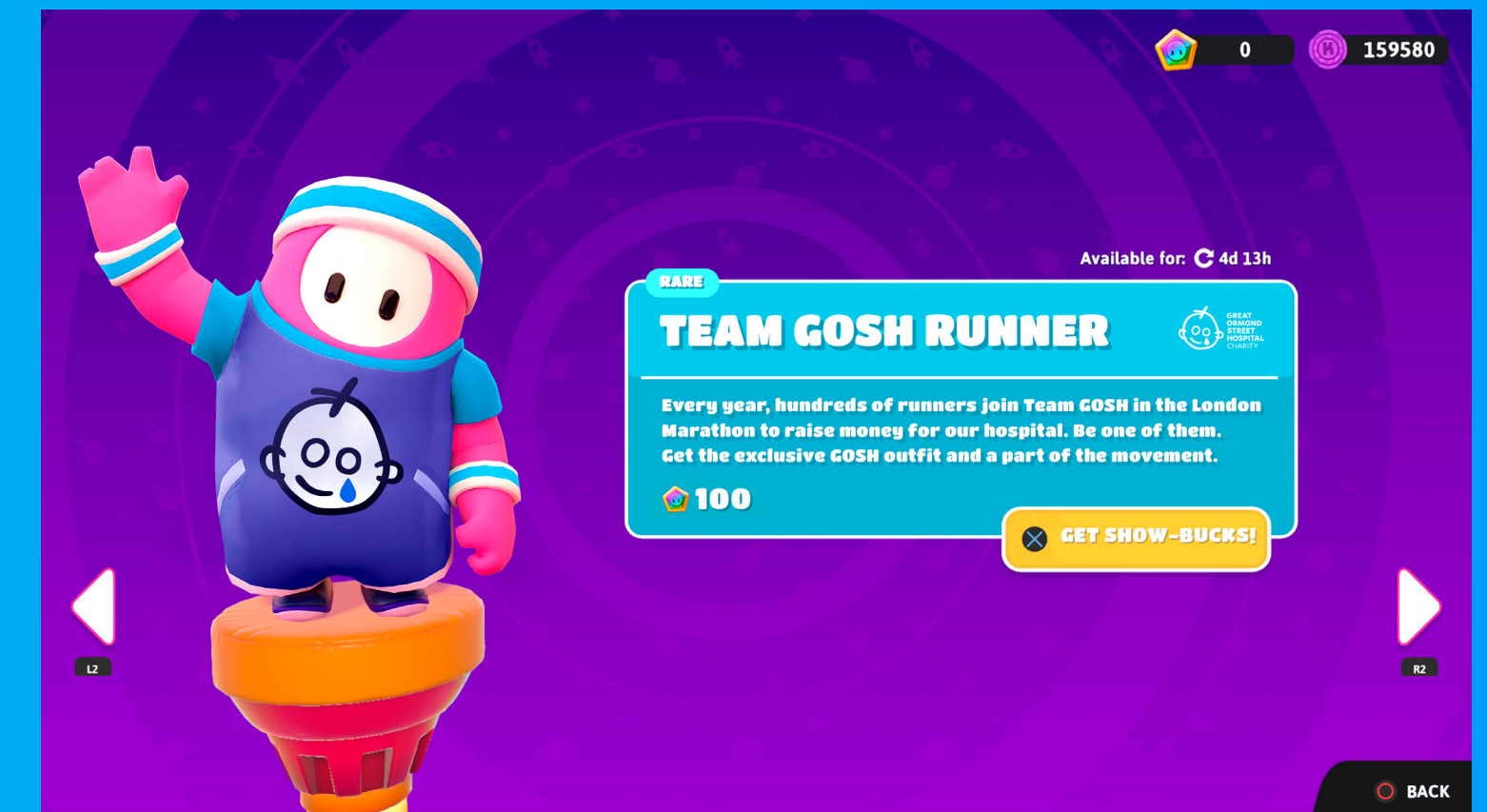
How the campaign will work in-game:



The items will be available for purchase as an extra with regular purchases.



The campaign will be highlighted inside the in-game stores.



They will be inspired by GOSH, and we will tell the story behind every item in their in-store description.

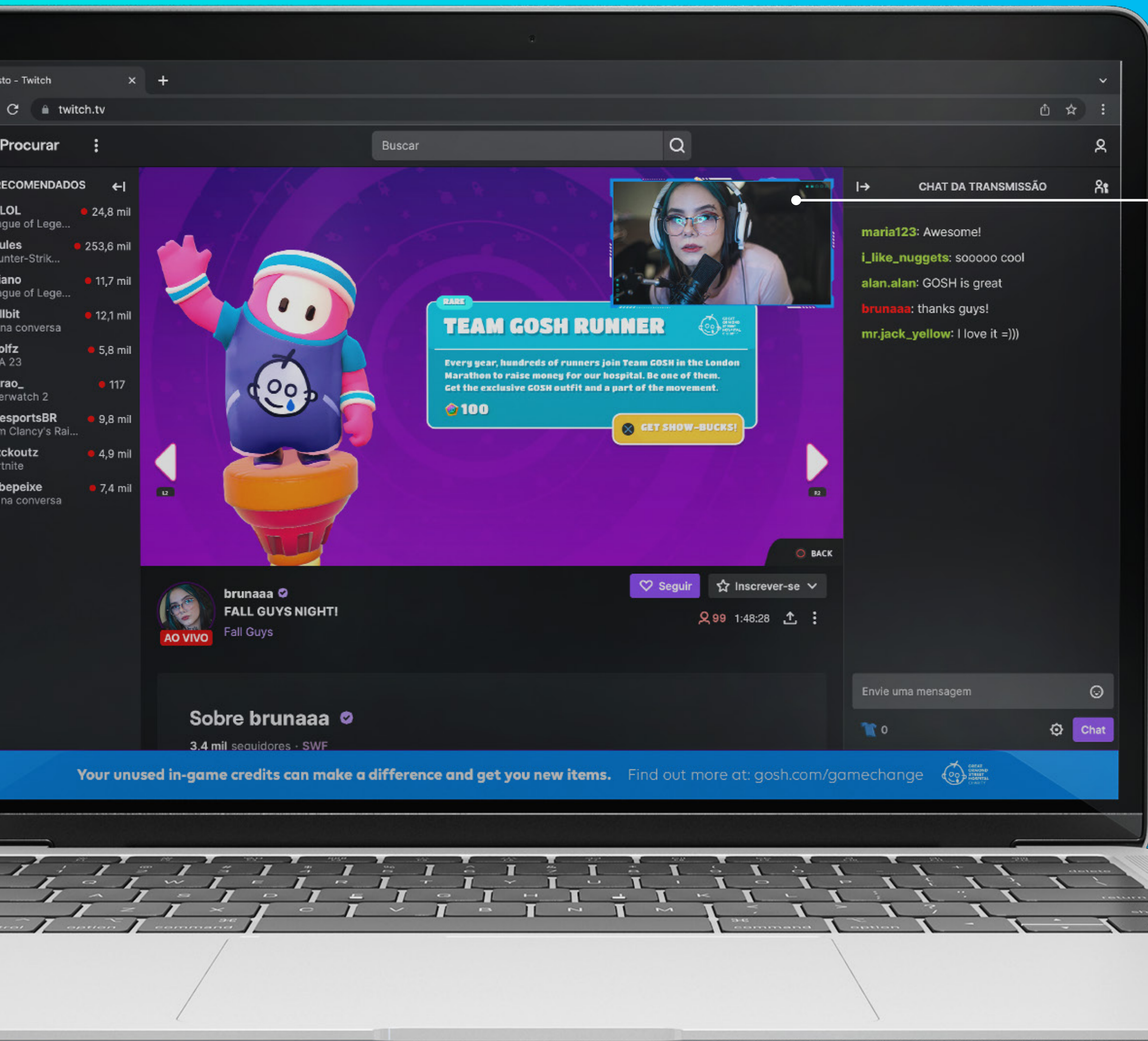
People will have access
by different ways:



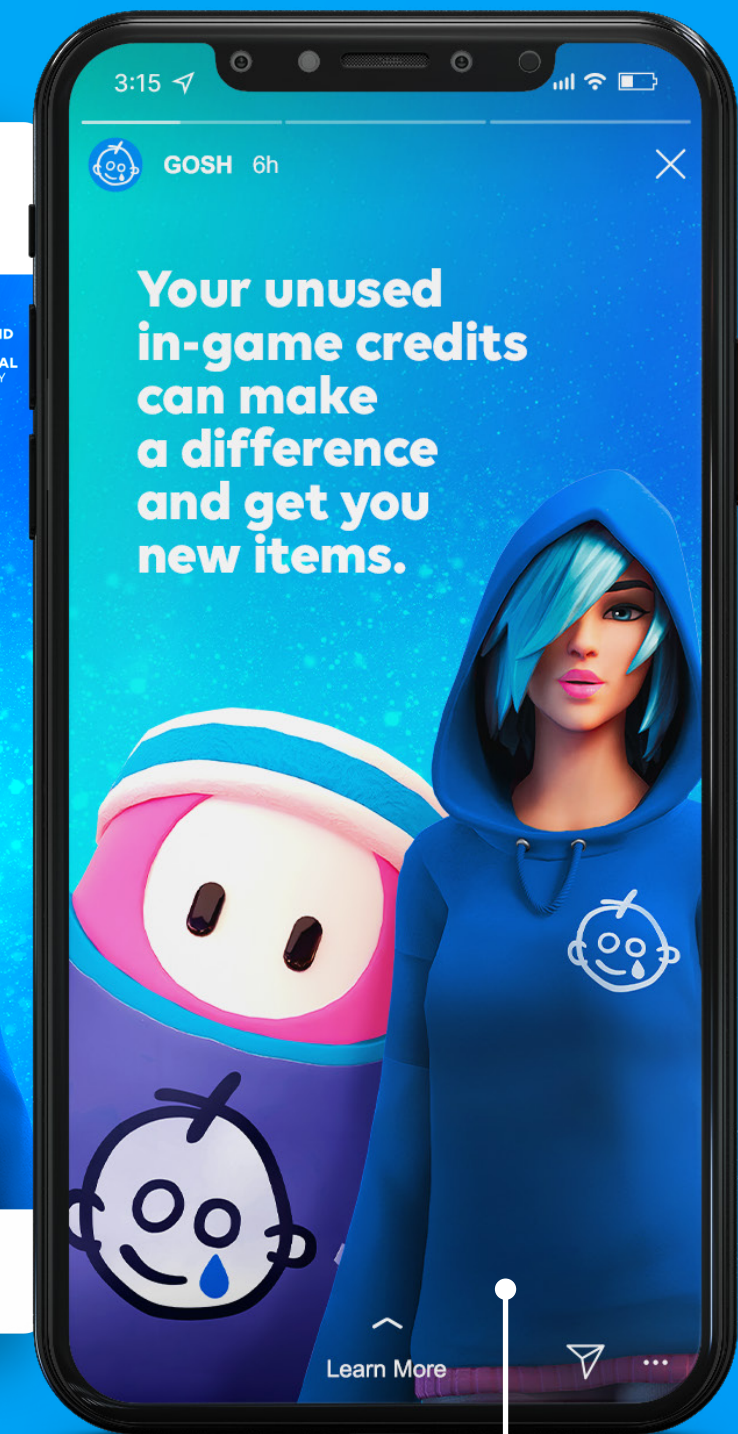
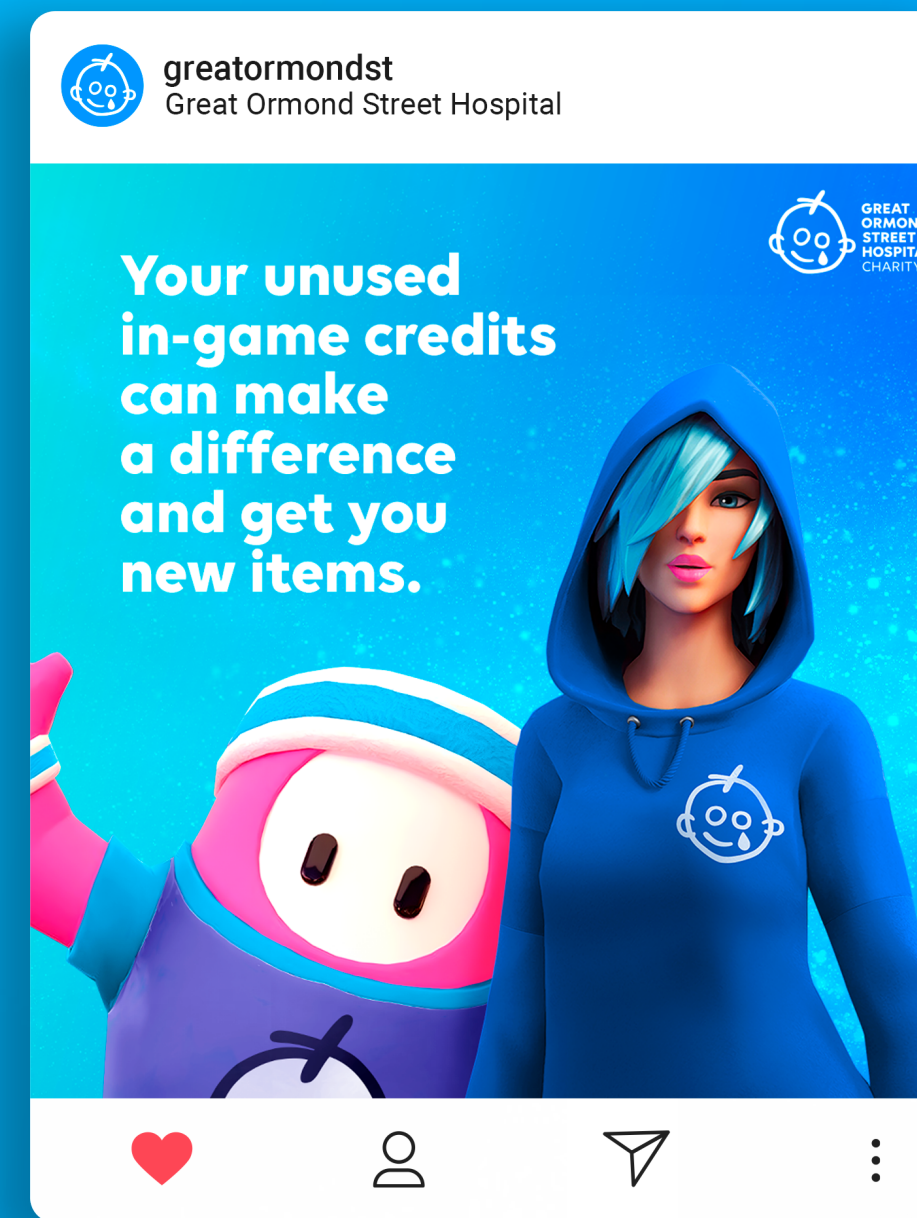
Gift cards
and e-cards
to send
as a gift

OOH campaign





Gaming influencers as ambassadors



Social media campaign

A woman and a man are looking at a smartphone together. The woman is on the left, smiling, and the man is on the right, looking at the phone. The background is a solid blue color.

Campaign launch

Christmas is the perfect time of the year to launch our campaign. That will bring not only a good time for everyone, but also the sense of belonging as people take part in the building of the new children's cancer center in the London Borough of Camden.

THANKS!

