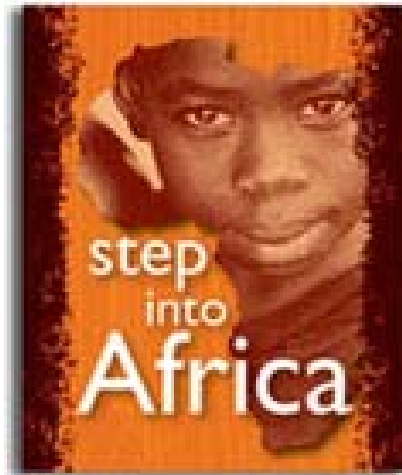


World Vision Experience: AIDS



A Replicable Model for
Unprecedented Financial ROI



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Agenda

- World Vision's Challenge
- Program Overview
- Results
- How to Replicate the Model In and Outside of the Non Profit Sector



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World Vision's Challenge

Surface Objectives...

- Defeat the stigma of AIDS by 2010 (*Translated: Raise awareness for children with AIDS in Africa*)
- Help solidify Church partnerships
- Fund raise



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World Vision's Challenge

Behind Closed Doors...

- Prioritize our objectives – what does the internal success actually hinge on
- Generate financial ROI that will rival direct marketing (anywhere from 3-1 to 8-1)
- Create a partnership to deflect costs and make this ROI feasible



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Goal: 3-1 Financial ROI

Three Keys To Success

- Need to Bring the Cause to Life
- Need to Find a Partner to Deflect the Costs
- Need to Define a Realistic Ask



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Bring the Cause to Life



Bring the Cause to Life



To Note with the Creative

Strategy: Extremely slow throughput

- 45 seconds between attendees; 20 minute interaction

Result: Increase sponsorship percentage; Decrease # Attendees

Strategy: One person per life lane stage

Result: Individual journey

Strategy: Four sense immersion (Sight, sound, touch, smell) – *the stamp*

Result: First person conversion

Strategy: The transition – the experience to the ask; In some cases leveraging Pastor from each Church

Result: Transition the attendee from a theoretical experience to real and actionable

Strategy: The 'Ask' is part of the Experience

Result: You have to consciously decide not to donate before your experience ends



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Partner to Deflect the Costs

What We Needed in a Partner:

- National Reach (Top down buy in)
- An Audience in every market
- A Local/Regional Network to find Evangelists in Each Market



Major Line Items:

Venue Fees

Staff Fees

Marketing/Attendance



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Define the Ask



Define the Ask



Results (1st Six Months)

- 15 Churches Visited (75 Event Days)
- Over 31,000 visitors walked through the 20 minute experience
- 3,436 Sponsorships generated to date (\$35/month commitment)
- \$2,164,680 Estimated funds raised to date (assuming 18 month commitment)
- Over \$300,000 merchandise and cash gifts donated
- Hillary Clinton, Jenna Bush, Rick and Kay Warren, among others have walked through and discussed the experience publicly
- More than 100 stories in print and broadcast media (covered by #1 Daily Newspaper and TV Station in almost every market)

Total Funds Raised to Date: \$2,464,680



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How to Replicate the ROI

Focus on your **APA**:

Actionable Creative

Strategic **P**artner

Define the **A**sk



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Actionable Creative

Go out with strategic, actionable creative. Consider these points:

- Change the perspective **from** “How do I create an experience that brings the brand to life?” **to** “How do I create an experience that achieves my call to action?”
- Weigh the value of # attendees vs. the quality of interaction
 - Make your determinant the # of consumers that **fulfill on the program’s objectives** – *not just show up*
- Make your actual event a launching pad to a viral campaign and support with ancillary events
- Give your attendees the tools to evangelize the campaign



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A Strategic Partner

Find a partner that benefits from your experience and can share the cost of your major line items:

- Major Line Items (Venues, Staff, and Marketing Support)
- Explore targeted networks, not just mass intercept locations (NASCAR, fairs/festivals, etc.)
- Think about who truly benefits by hosting the experience and can provide the big three (space, people, and a network to market to)?
 - Cause – Aligned non-profit organization, YMCA, JCC, Retail (Wal-Mart, Sears, etc.), the city
 - Sports – Retail (Champs), Health Club, etc.
 - Tech – Retail (Best Buy), Schools, Media Network (Programming), Who Benefits from the New Technology?



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The Ask

Reduce the clutter of the ask:

- One Central Ask – your entire experience is built around
 - Drive online? Purchase onsite? Drive to retail? Tell one friend?
- Incorporate the Ask into the Experience
 - Make the ‘Ask’ a part of the conclusion. Incorporate it into the script
- Don’t offer the “easy way out”
 - If you are trying to sell a \$150 product, don’t offer the product or a sweepstakes to win the product at the same time
- Be scientific with your results (adjust after every event) – tinker with the timing, length of experience, ask, etc.



Thank You!

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