

The Background



Smile Asia:
Dedicated to
providing surgical
care for Cleft lip
children

Smile Asia Week

15,000 cakes sold
as part of Ritz-
Carlton partnership
campaign

Promotion starts one
month before
Mothers' day event

Sales target met for the
past few years.

High demand of cakes, but
limited supply due to
logistical and manpower
lackings

Objectives And Problems

A black and white photograph of a man wearing a suit, a white shirt, a striped tie, and a fedora hat. He is shouting into a large megaphone that is pointed towards the right. The background is a plain, light-colored wall.

Increase Campaign Awareness

A close-up photograph of a clear glass jar filled with various coins. The jar is partially filled, and the coins are visible through the glass. The background is a soft, out-of-focus light brown.

Raise More Funds

Limited Marketing Budget

- Shift focus to innovative cost effective mediums and organic talkability

Limited Capacity for Cake Production

- Increase funds raised per cake and bring alternate revenue streams

Low ownership among consumers and external stakeholders

- Involve the community more closely, give them a sense of participation they can be proud of

Primary Target Groups

The target groups can be defined as the follows:

Young:

M&F,
Age 15-30,
Students, early Job
entrents
Media Habits:
Social Media
Blogging
Cinema
TV

Mid Aged People

M&F,
Age 35-45,
Mid level Job Holders,
Entrepreneurs
Media Habits:
Social Media
Newspaper
TV
Blogging

Doctors

M&F,
Age 25-50,
Fresh doctors to mid
level experienced
practitioners
Media Habits:
Social Media
Newspaper
TV
Blogging

Pr: A Tale Of Thousand Smiles & Cakes

Smile Asia News

Talk about SmileAsia and their continuous attempt in bringing smiles to cleft patients

Chairty & non profit news portals

THE CHRONICLE OF
PHILANTHROPY



HUFFPOST
IMPACT

Ritz Carlton Stories

Bring out the story of Ritz Carlton Hotel, their team and volunteers behind this initiative

In hotel and hospitality related publications



HOTELIER

Hotel F&B
For Hotel, Resort, and Casino Food & Beverage Operations

Consumer Moments

Share the story and experiences of people who have participated year after year

Channels:

YouTube videos and Facebook posts leading up to the Cake sell



The Cake Sale

Cake Sale

goes live as usual 4 weeks prior to Mothers' Day

Twist

Now you can choose how much you want to pay for the cake (min. \$35)

Benefit

Increased fund raised per cake

Generating more ownership among customers

Promotion Channels

Facebook,
Google Ads,
Ads in local news networks



SmileAsia
The Smile Mission Ltd

***The Cake is \$35
But the smile is priceless***

So that's why this year on Smile Asia Week, you get to choose what you want to pay, because admit it, it was never about the cake. It's about bringing smile to the little ones

Bake For Mom, Cake For Smile

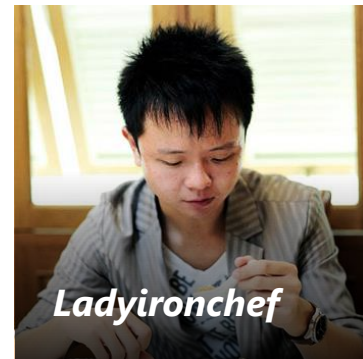
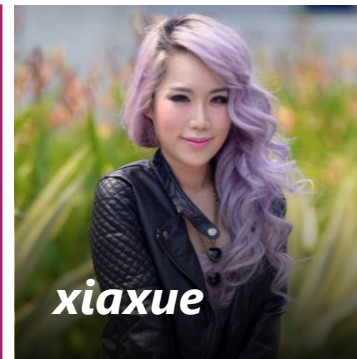


Entry fee
\$100

Social Media
updates

Live stream

On board local social
media influencers and
their feed



Follow Up PR

Successful activation
should follow a press
coverage

National Dailies

New Sites

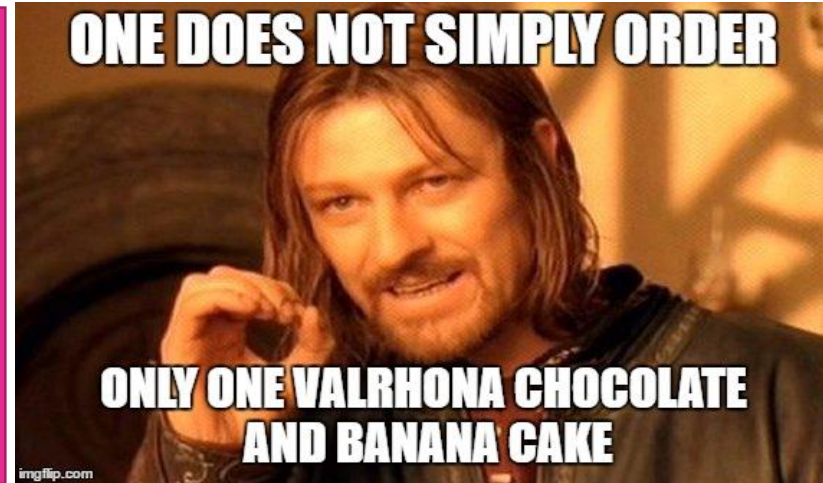
Social media
shares by
participants and
organizers

Youth And Digital

Non branded guerilla campaign that brings the cake's name at the center

Creation of interesting content, memes and pop-culture contents for the fun social media sites

When people search about the cakes, SEO will lead them to the campaign URL



Timeline

Week -5	Week -4	Week -3	Week -2	Week -1	Mothers' Day (T-0)	Week +1	Week +2
PR Campaign							
	The Cake Sale starts	Cake Sale Continues throughout					
				Mothers' Day activation announcement			
					Mothers' Day event		
					Social media feeds		
					Social celebrity feeds		
						Follow Up PR Campaign	

Measuring The Impact

Monitoring hits and views to campaign website through the website analytics

Monitoring social media insights using tools like Socialbakers and Simply Measured

Google Trends Monitoring after each of the campaign activities to measure the impact

