

KEEP THE CANDLE BURNING



INSIGHT

The Birthday Ritual

Making a wish and blowing out candles is the definitive memory of birthdays

But for a child with cleft, it can be a source of frustration



OBJECTIVES

- Raise awareness of children with cleft
- Drive sales of cakes to support the mission of Smile Asia
- Create a lasting impression



CAMPAIGN

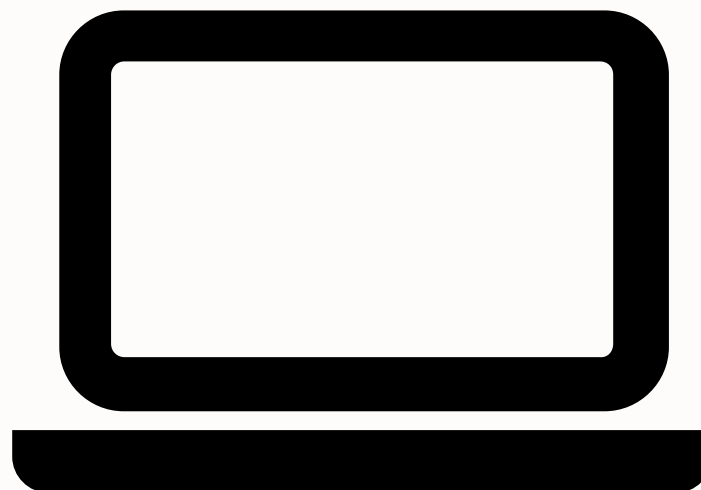
- A twist on the 'birthday cake and candles' ritual
- Share the frustration of children with cleft
- Serve as a rallying call



CHANNELS



FACEBOOK



MICROSITE

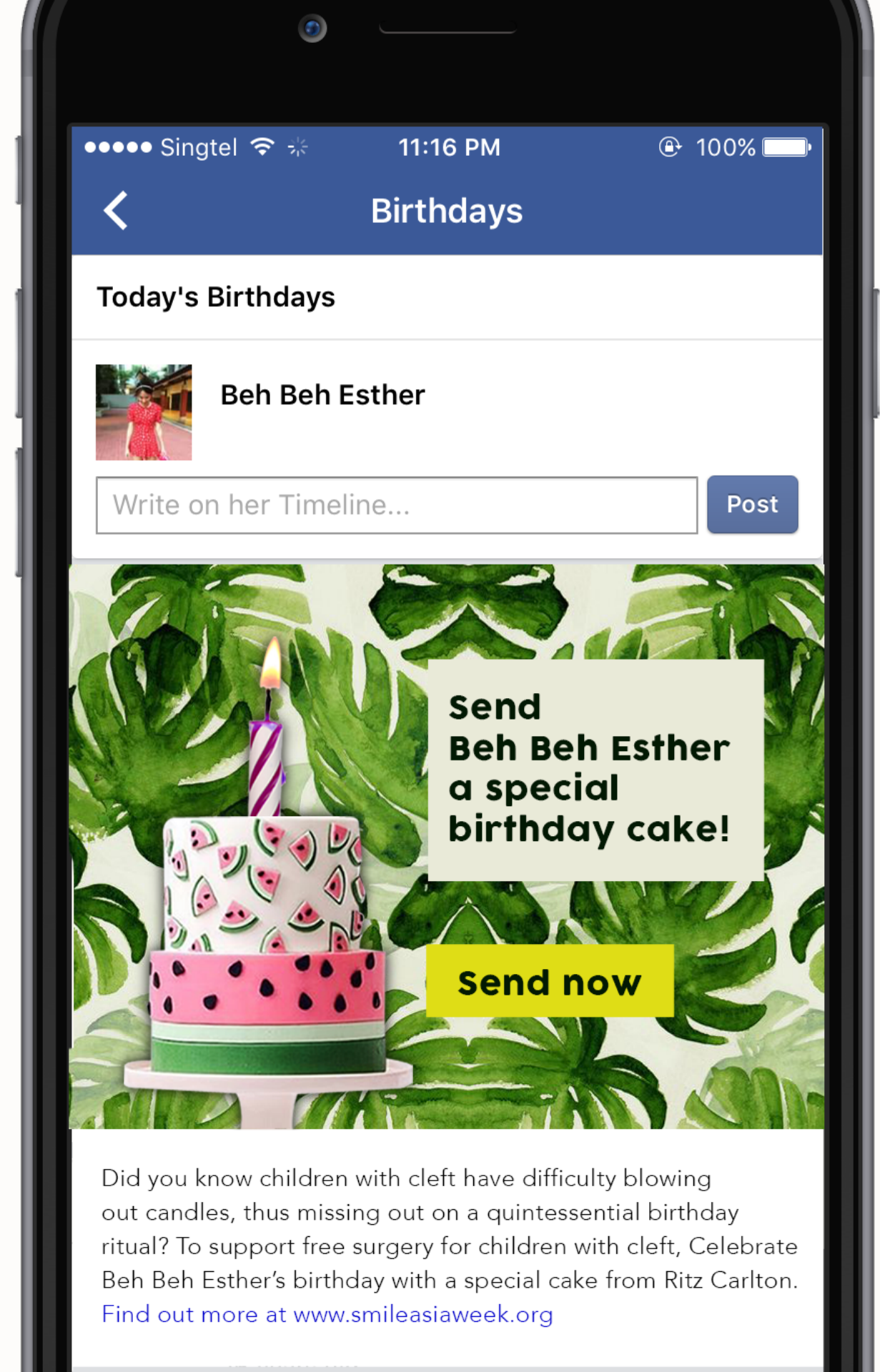


ACTIVATION

FACEBOOK:

SEND A CAKE

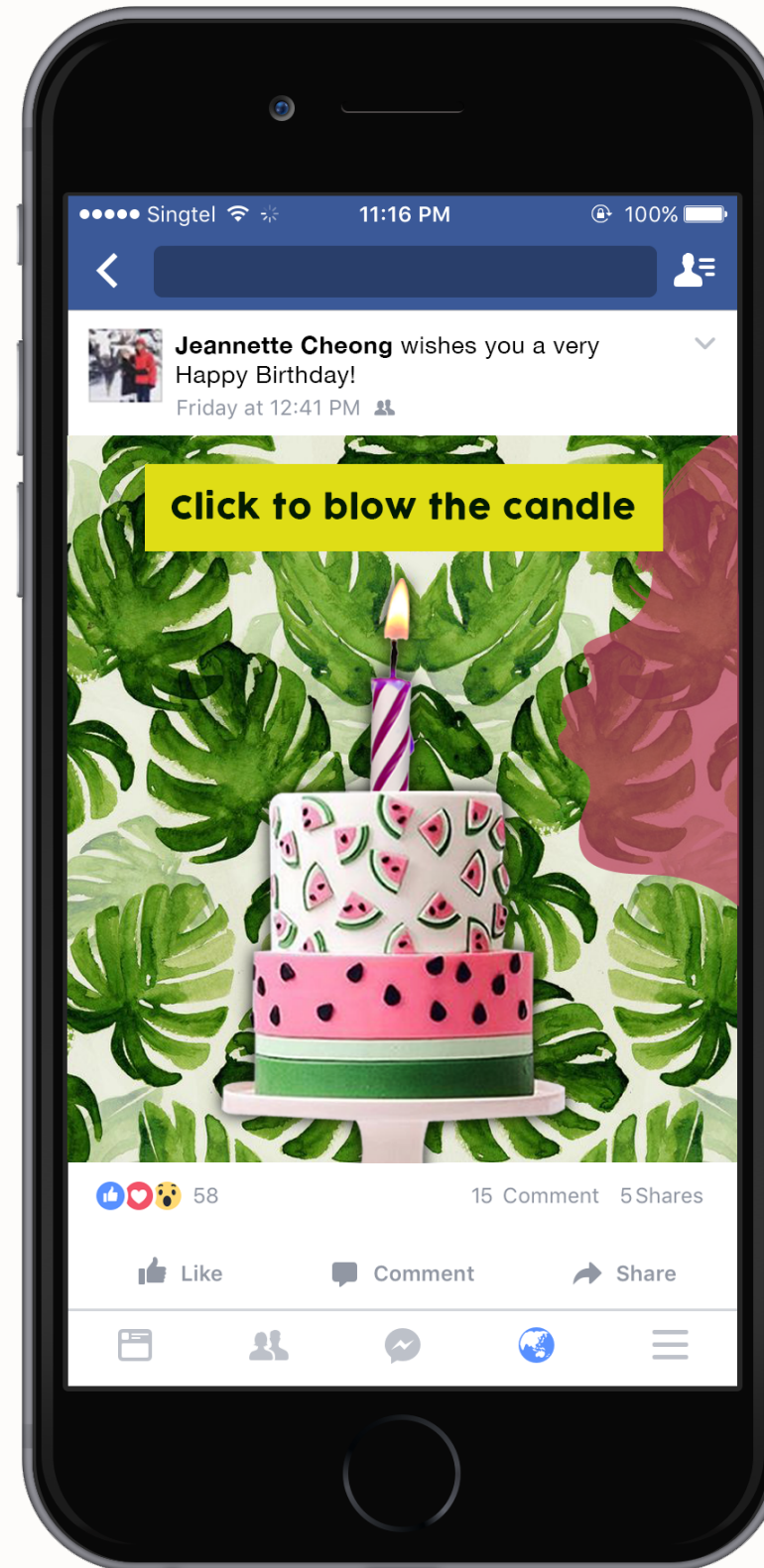
- Facebook Birthday Reminders
- Virtual cake
- Customisable birthday greetings



FACEBOOK:

RECEIVE A CAKE

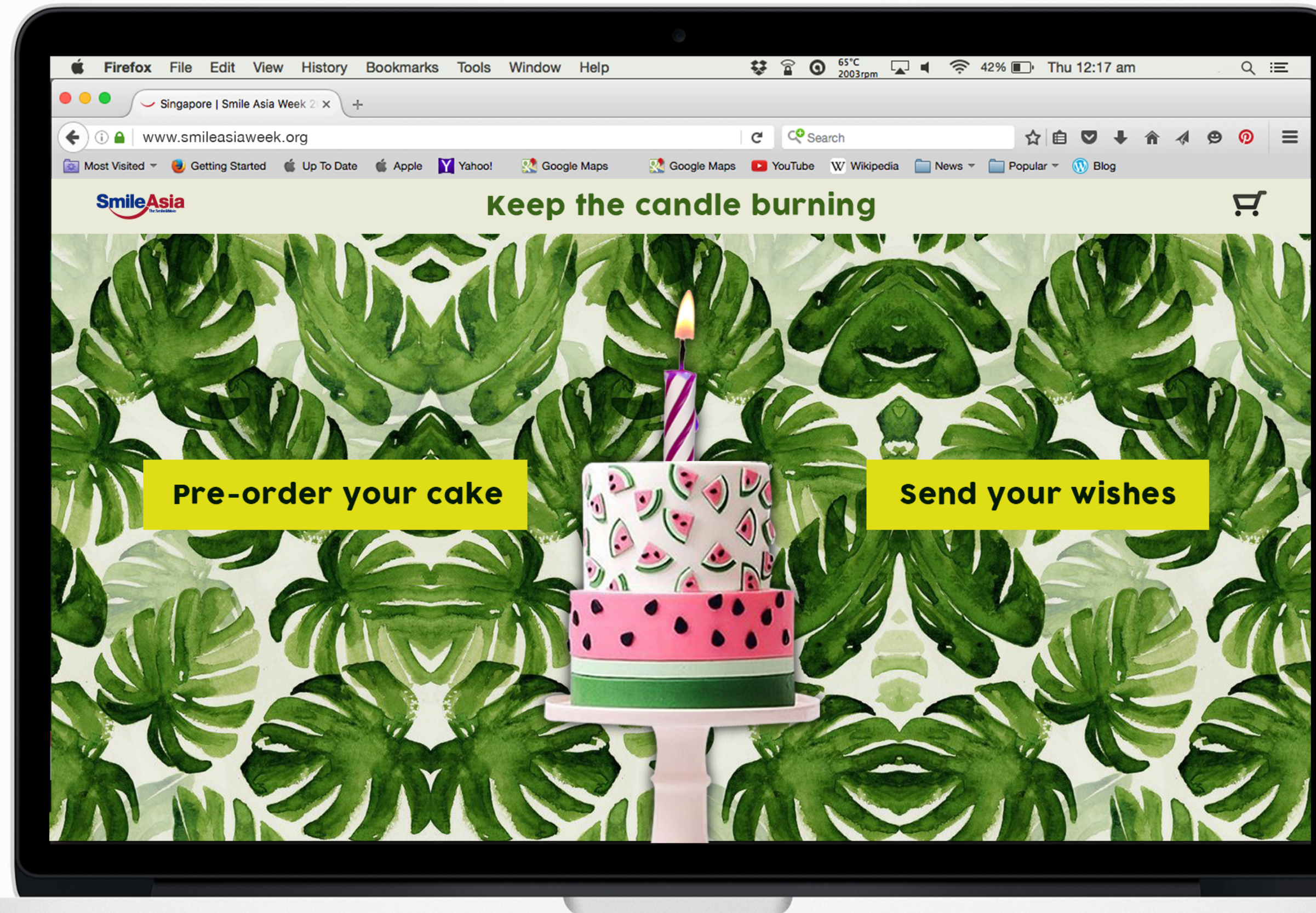
- Customary birthday ritual
- Leave the candles lighted



MICROSITE:

WISHES FOR SMILES

- Alternative avenue to show support
- Words of encouragement to patients and volunteers



ACTIVATION:

RELIGHTING CANDLES

- Given with every purchase of cake
- Share the frustrations of children with cleft



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