

A cake can help children with cleft lips



It's a piece of cake!

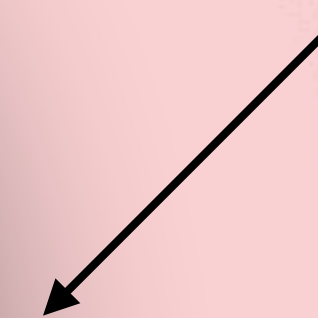


Character

Insight 1 : A piece of cake looks like cleft lips.

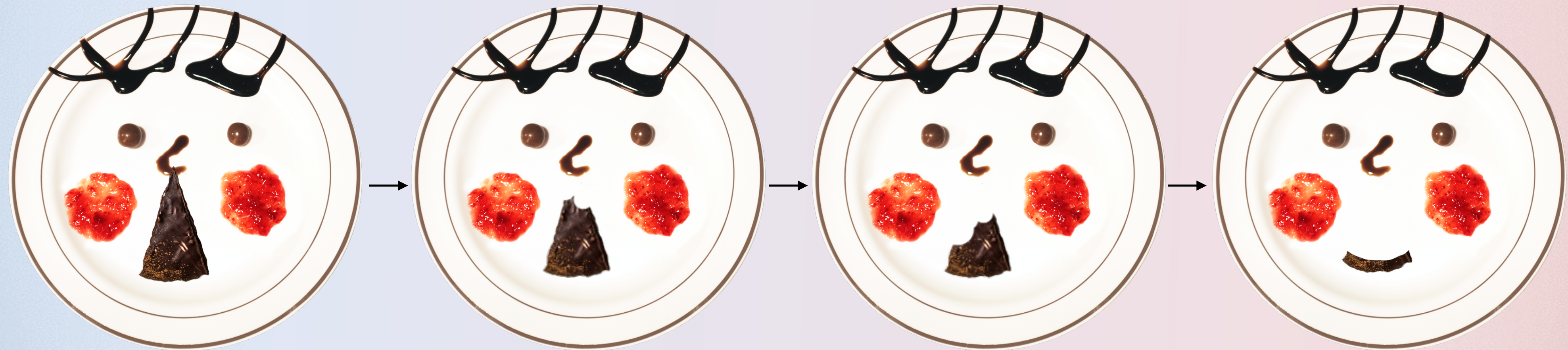


Character



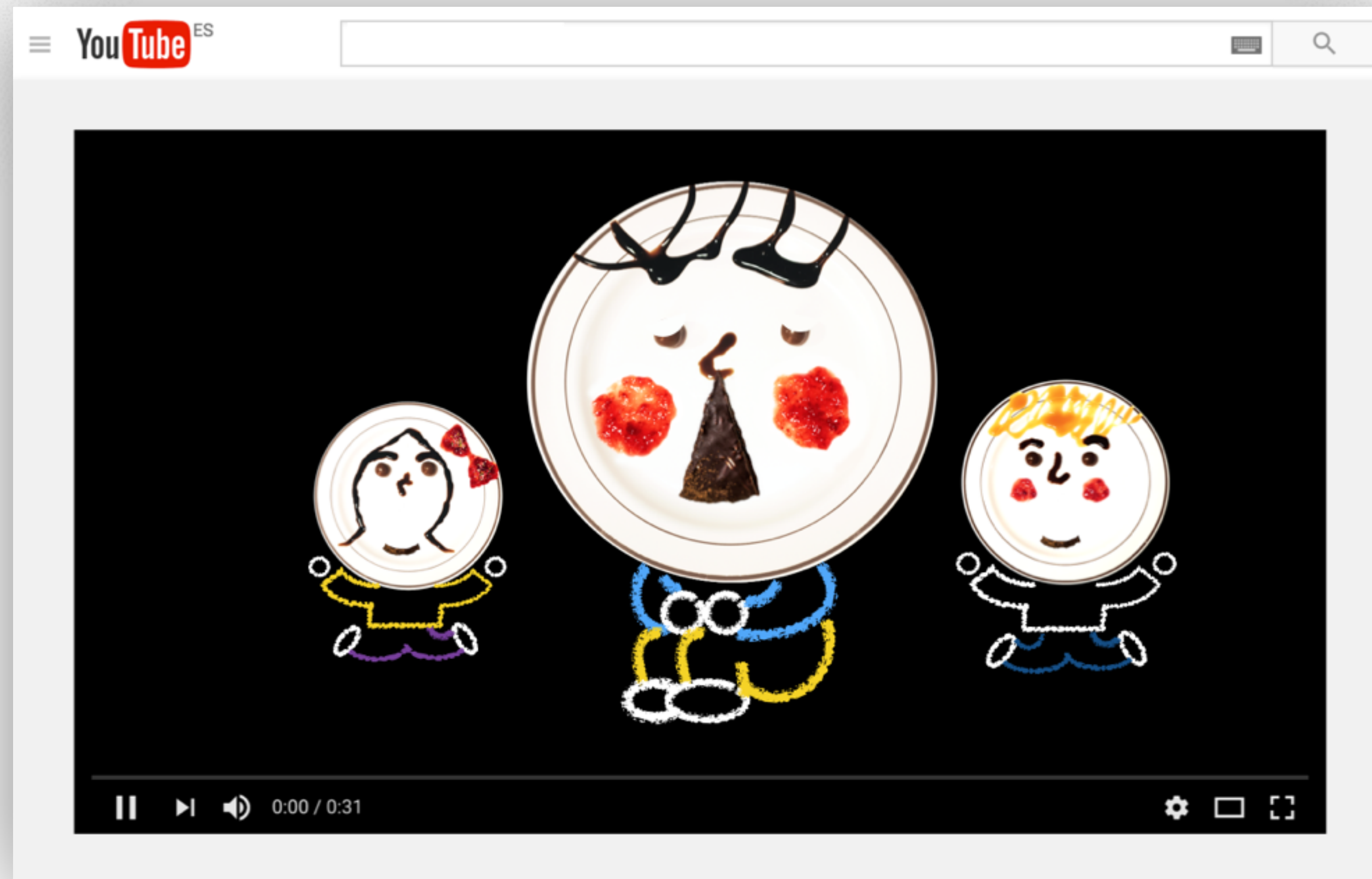
Insight 2 : After eating a piece of cake, only a little piece left looks like smiling lips.
So we made a character which can symbolize this campaign.

Your Piece of Cake Makes Me Smile



To increase the awareness, we made an interactive experience promotion:
by eating a piece of virtual cake, people can make the character to smile.

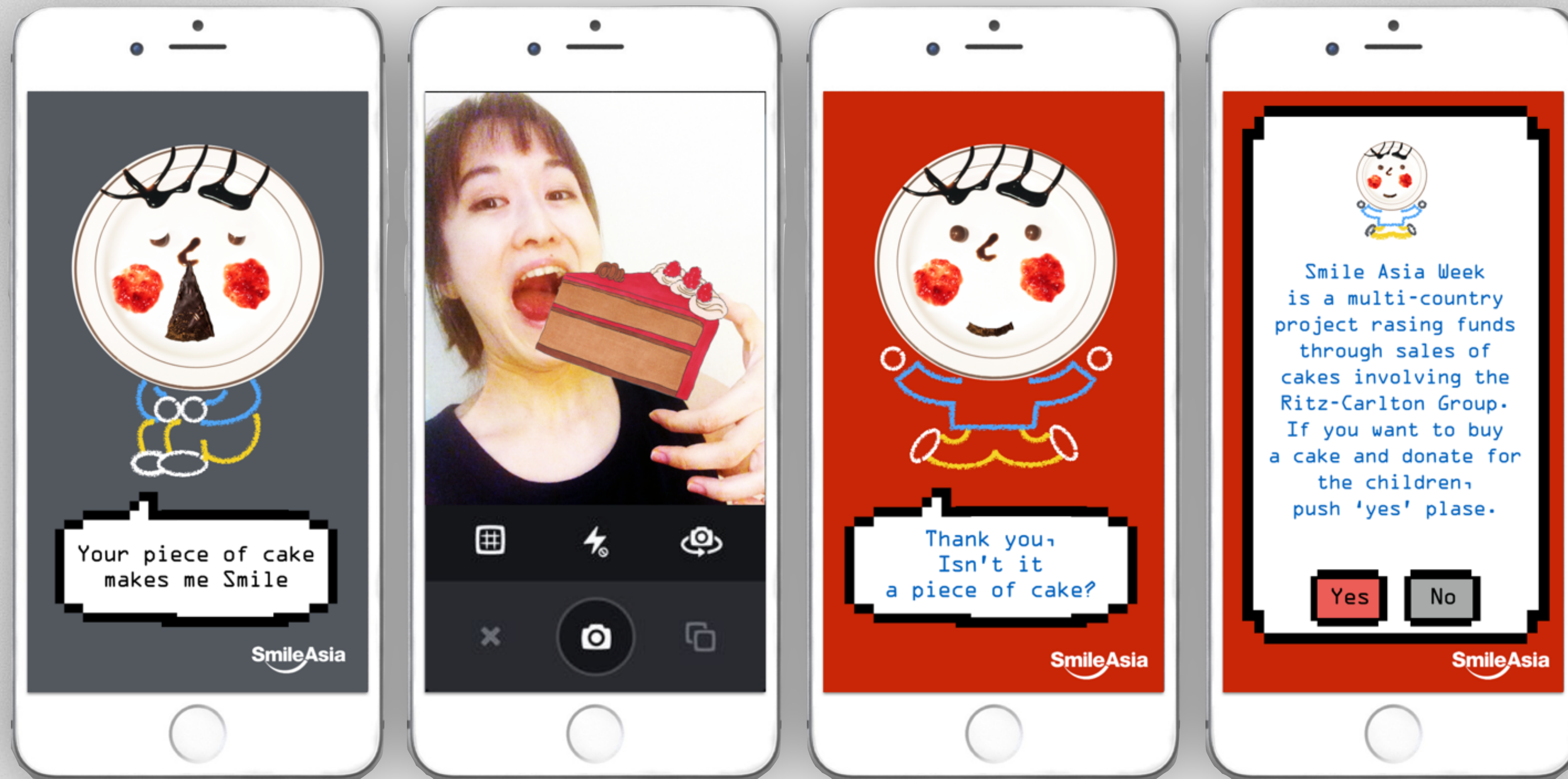
Step 01_Teasing : short online animation



This teaser animation is for making people get to know the character's story and notice the following promotion.

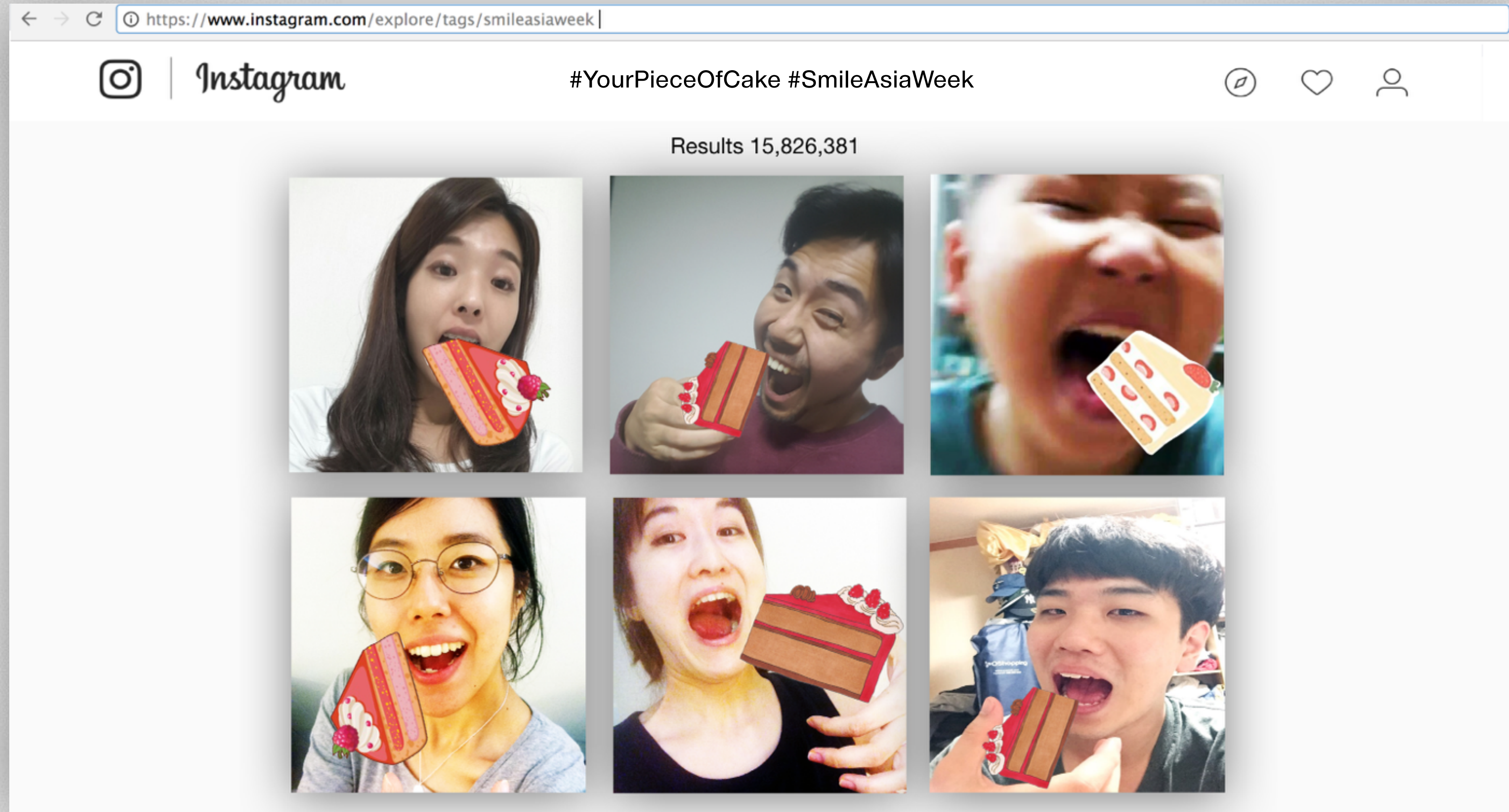
Not to make people with cleft feel bad, tone and manner is gonna be friendly and fairytale-like: as the character being alone, people gathered to be friend with him.

Step 02_Main Promotion_Engaging : App



Main promotion(gamification applied) is combination of two channels: Application & OOH.
The first one is a photo-taking application with which you can take a picture of eating a piece of virtual cake.
Then, the character with cake lips becomes to smile.
Also you can get the information about Smile Asian week and buy the real cake from Ritz-Carlton.

Step 02_Main Promotion_Spreading : Social Media



After taking a photo with an application, people share the photos on social media with #YourPieceOfCake #SmileAsiaWeek

And the number of the photos they upload is counted for OOH interaction.

Step 02_Main Promotion_Issue Making : OOH



Through OOH, the character with cake lips shows up.

Interactive gamification: The more people upload the photos of eating a piece of cake through application, the sooner this character becomes smiling.

Step 03_Smile Asia Week : OOH



During the Smile Asia Week, all the cakes might be sold-out.

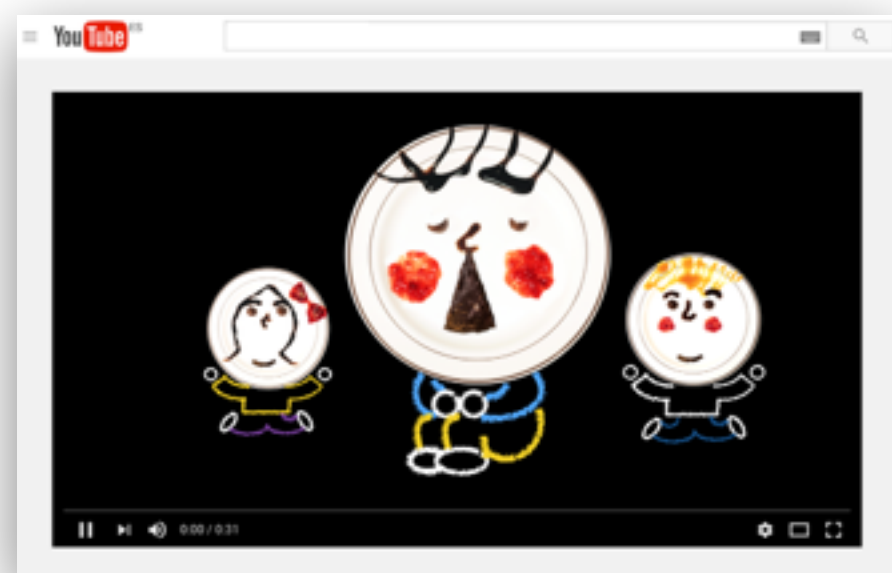
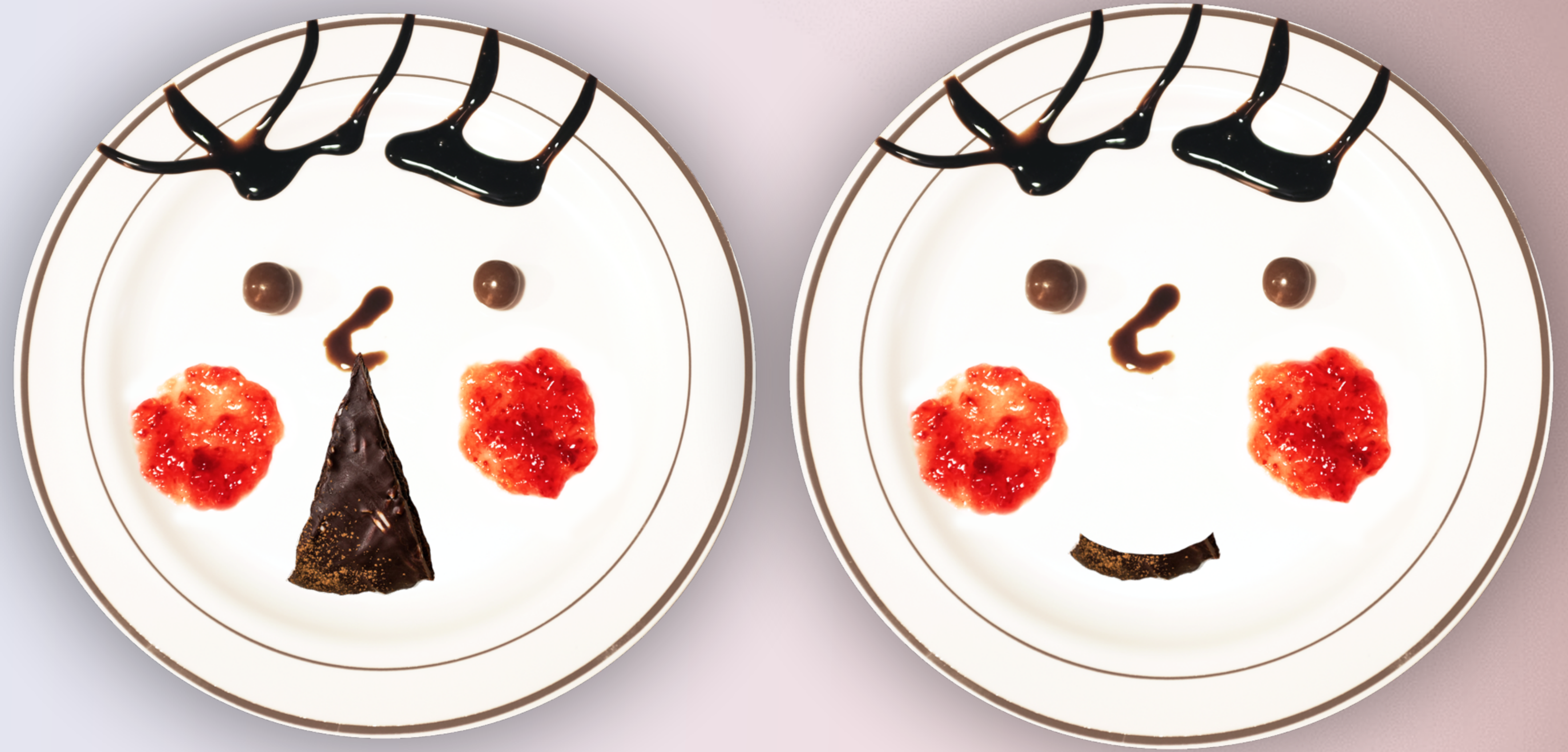
Likewise, character on OOH is smiling with happy face. As the campaign has successfully achieved its goal, many children with cleft would be given surgery: through OOH, the character smiling with friends is giving gratitude message to all the people in Singapore.

Summary

Your Piece Of Cake Makes Me Smile

As the number of people eating a piece of virtual cake through an application increases, people can experience of helping the character with cleft on the billboard can beautifully smile.

SmileAsia



1. Teasing: Viral Video



2. Main Promotion (Gamification) :

Engaging:App / Spreading:Social Media / Issue Making:OOH



3. Smile Asia Week: OOH