



# 2016 Young Spikes Integrated Competition

Creative Response

## The Business Problem

While receiving strong awareness and donations in the weeks leading up to and during Smile Asia Week, the cause loses traction and stops being on people's radar once the event has passed.

So how do we create constant engagement and continue to raise awareness during and after Smile Asia week?

## The Insight

We're always worried about our smile and there's nothing more mortifying than being caught with food on our face in our teeth.

However for many children in developing countries, their smiles are anything but a cosmetic accessory; with facial deformities hugely affecting their quality of life.



# SMILE FOR GOOD

**SmileAsia**  
The Smile Mission Ltd

## The Idea

To raise awareness and funds for Smile Asia, we want to create a socially driven campaign that turns something that people are embarrassed about into something that they can be proud of.

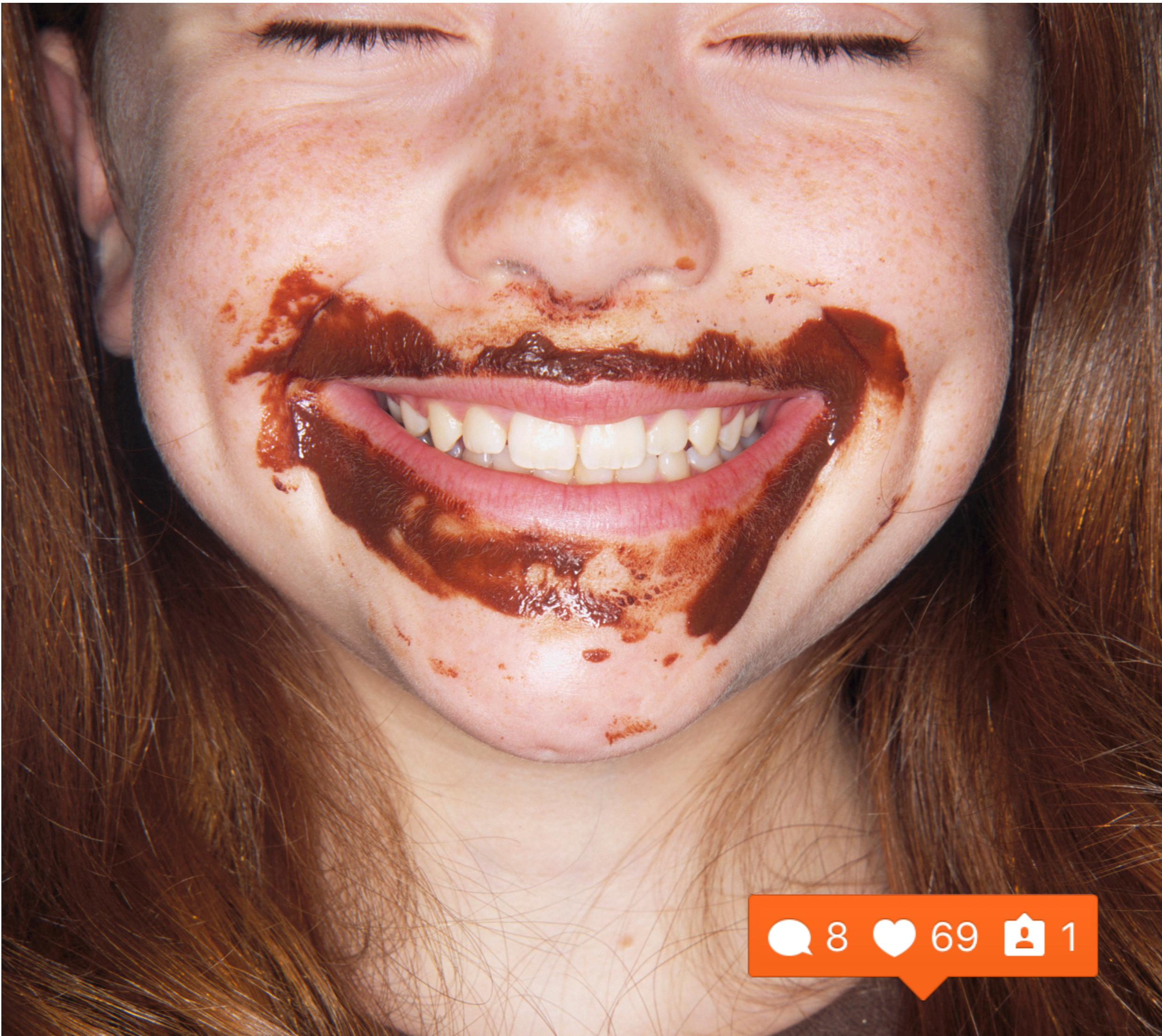
To further promote Smile Asia Week, the cakes and the cause; we want to directly connect the cake with the people's smiles. Similar to the Ice Bucket Challenge and No Makeup Selfie campaigns, people will take a photo of themselves smiling with cake on their face and teeth, something that would generally be considered unattractive and turn it into something that does actual good.

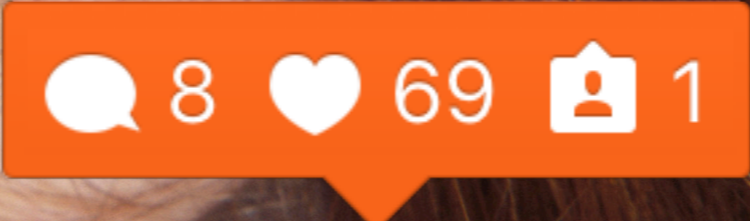
Everyone who posts a photo of themselves with cake in their teeth will become an ambassador for the cause and will spread its reach by nominating their friends to do it too.



# Targeted Comms


To launch, we'll create a simple suite of comms introducing the idea and Smiles Asia's work with a call to action pushing people to the website and social channels to get involved.

Print










## An embarrassing smile you can be proud of.


Support Smile Asia Week and do your part for children with facial deformities by purchasing a limited edition luxury cake from the Ritz Carlton and post a photo with cake on your face to help raise funds for over 500 life-changing surgeries.

Visit [smileasiaweek.org](http://smileasiaweek.org) or search us on social to see how you can make a difference


SMILE FOR GOOD



EDM



## SMILE FOR GOOD




### An embarrassing smile can now do a lot of good.

Support Smile Asia Week and do your part for children with facial deformities by following these three simple steps.


#### Step One

Buy a limited edition luxury cake created by the Ritz Carlton from [smileasiaweek.org](http://smileasiaweek.org)




#### Step Two

Get as much cake on your face as you can, snap it and upload it with #cakesmile.




#### Step Three



Nominate your friends to do the same.



You've now helped Smile Asia fund over 500 life-changing surgeries for disadvantaged children suffering from facial deformities.

Get involved this week and help make a real difference to those who need it the most.





# Influencers

To gain traction and earned media, we'll engage various influencers to start the trend by taking a selfie with cake all over their face and teeth.

They'll nominate their friends to do it as well and post a message caption that explains why their doing it and how to get involved with the hashtags #smileasiaweek #cakesmile #smileforgood.



# PR

From our influencer posts we'll gain earned media through various blogs and news sites. In conjunction with this, we'll create a stunt on a popular news/talk show where an announcer reads a segment about Smile Asia Week with cake on their face and teeth.



# Social

People will then in turn begin to post cake smile selfies of themselves copying and pasting the message while also nominating their friends to do a cake smile selfie.

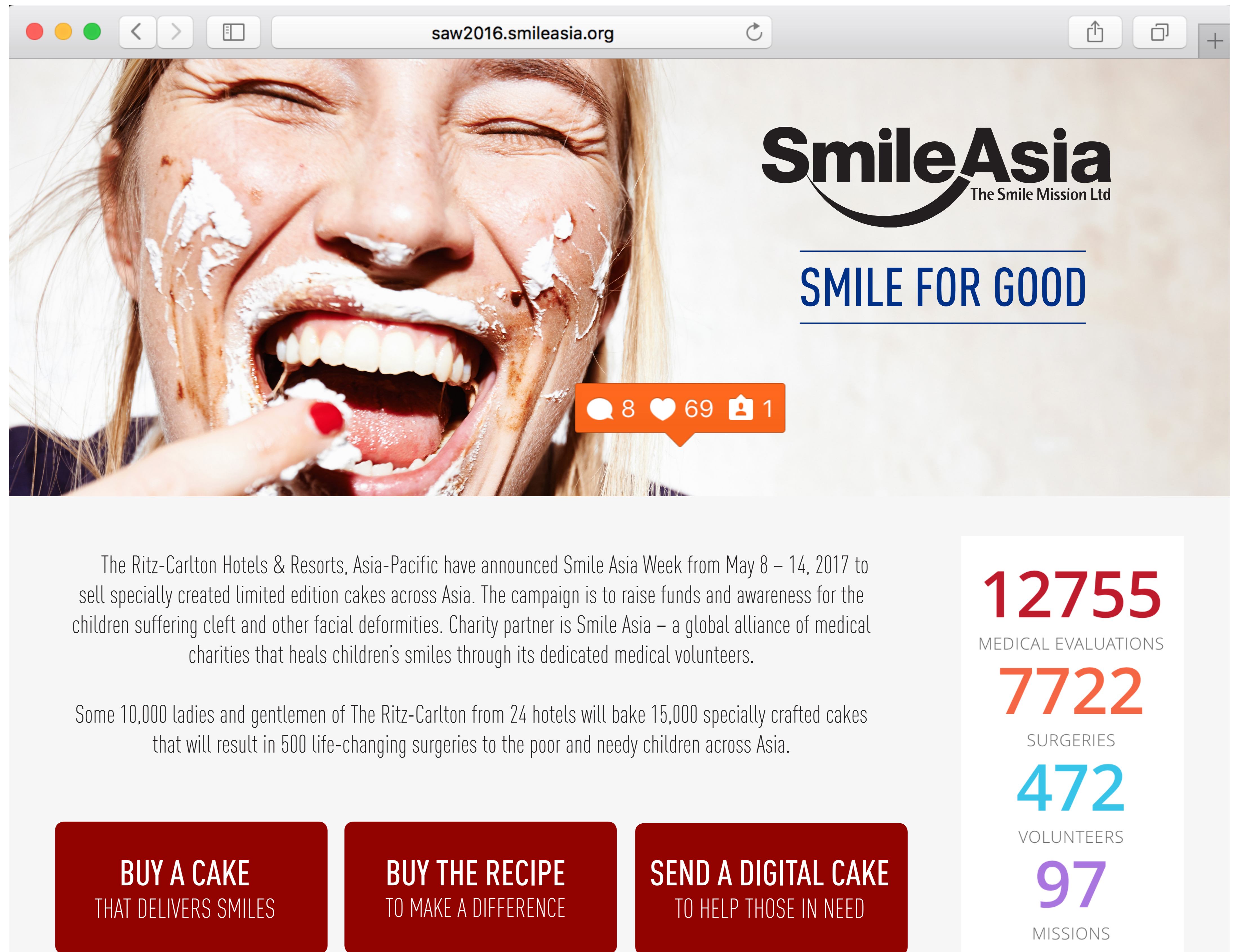
We'll use the hashtags to aggregate and collate all the posts for our campaign's social page.



# Landing Page

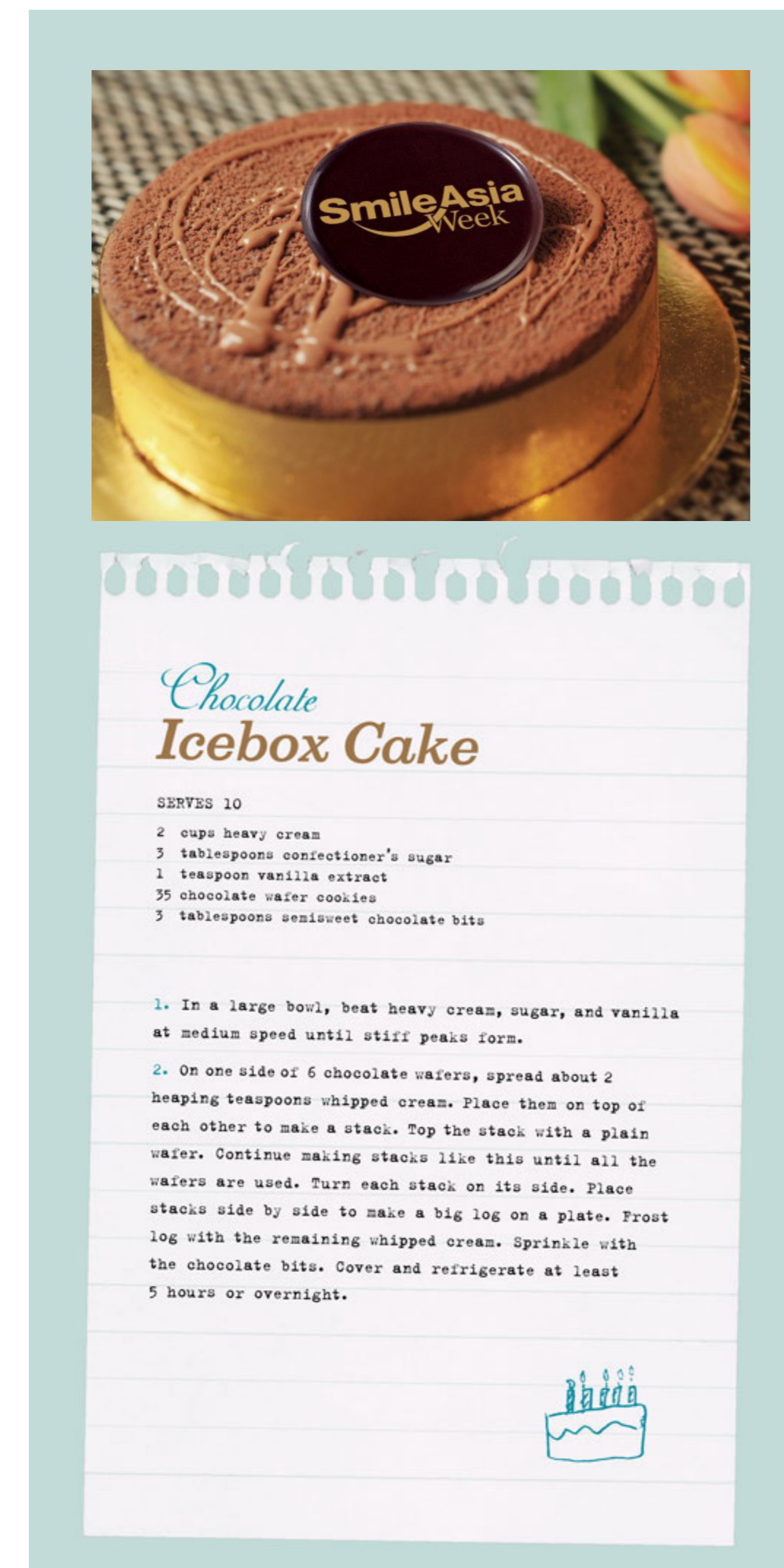
Our landing page will provide visitors with clear information about the cause and will be a portal where they can order cakes from during the week. We'll also create features that allow people to contribute in different ways like sending a virtual cake or purchasing the recipe.

There will be links to our social pages encouraging people to participate, and take the #cakesmile challenge.



# On-going Engagement

Once the cakes are sold out, users can continue to help and donate by purchasing the recipe so they can create their own cake and post a #cakesmile or simply send a virtual cake to a loved one that explains the difference this digital desert is making to many disadvantaged children.





Questions