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unicef  | for every child

Walgreens

**GET A SHOT
GIVE A SHOT®**

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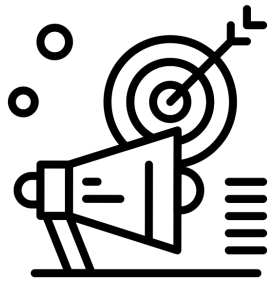


Project Sunshine will focus on the sizable baby product market in the U.S. Through *Sunshine*, expectant parents will support global childhood health programs with the purchases they make to prepare for their babies. The initiative will raise funds by attracting corporate partners who will donate a portion of their sales and engage customers in the cause.

Sunshine is the working title for the initiative, the name and visuals will be determined through a robust audience research and branding process.

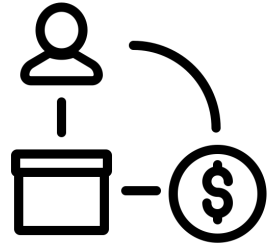


Preliminary Research



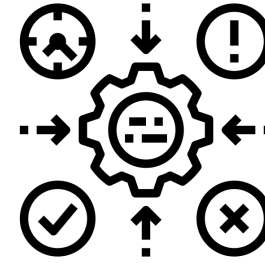
Audience

- ☀️ Profitable and influential
- ☀️ Receptive but keep it simple
- ☀️ Responds to authentic influencers



Business Model

- ☀️ Targeted approach, low overhead
- ☀️ Create it jointly with industry
- ☀️ Strong brand & audience reach will draw corporate partners



Context

- ☀️ Understand change in operating environment
- ☀️ Go beyond statistics and scientists to tell the child health story
- ☀️ Create links with non-pharma corporates

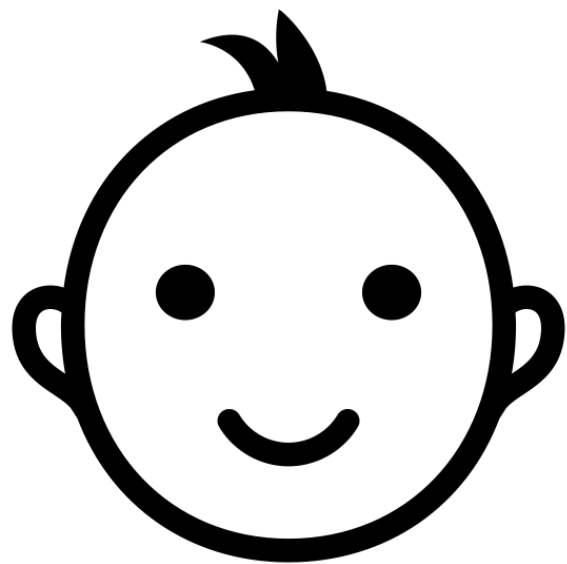


“When pregnant, you are actually establishing spending behaviors and brand loyalty that continue as you raise your child over the subsequent decades. The customer lifetime value of expectant parents cannot be underestimated.”

-Dayna Sargen

Brand Marketing Director, NewsCredix





\$65.4 billion

Spent Annually on **Baby Products** in the U.S.



How Project Sunshine Works

Who

Families & Gift Givers



Take Action

- Create baby registries
- Purchase *Sunshine* products
- Round Up the Sunshine
- Add SKUs to registry that support child health



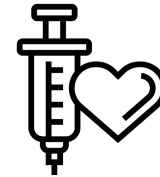
Outcome

- **Influence** – other families through social media & those who buy for them through registries
- **Money** – for vaccines
- Audience **familiarity and favorability** on global child health issues

Corporate Partners



- Promotion and outreach on *Sunshine*
- Contribute funds
- Create ways for customers to support child health



- **Influence** – consumers, other corporate partners, policymakers
- **Money** – for vaccines

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- Develop business model & administrative infrastructure
- Cultivate and recruit corporate partners
- Influencer cultivation & content creation
- Monitor and communicate results



- **Corporate engagement** child health issues
- **Engagement** of new audiences
- Audience-centered **outreach** on child health
- Audience **research**
- **Funds** for child health

