



For every parcel that you successfully receive, you can help a child refugee get to safety.

## How does it work?

Christmas is prime time for online shopping, which gives us the opportunity to create donation prompts through existing spending behaviours. We will partner with Hermes - the courier that delivers for millennial-friendly retailers like ASOS - to launch a donation program which encourages online shoppers to add a 'plus one' to their delivery. By doing so, they can help a child refugee travel to a safer place every time they get a parcel delivered.

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**We draw comparisons between parcel and delivery routes to create empathy**

Once the parcel is received, we will send a personalised email which narrates the story behind what it took for the parcel to be safely and swiftly delivered, so that they get a perspective of how long and difficult a child refugee's journey is comparatively.

The email will end with a CTA which converts the miles the parcels have travelled, into a monetary value our audience can donate to get a child refugee the same distance away from the danger zone.

**We translate every contribution into tangible impact to reward and incentivise**

We will send regular updates to give our millennial audience a sense of instant gratification - making them aware that every donation they've made has directly contributed to getting child refugees closer to safety.

The updates are scalable to feature either a one donor, one child refugee approach, or a community goal approach if logistics prove to be difficult.

**We make donating easy and seamless to encourage a habit**

Hermes works with millennial brands that commit to corporate social responsibility, which gives us the opportunity to embed our CTA as a delivery option directly on their websites.

By making donation process as hassle free as possible, we can empower our audience to form a habit of donating and encourage them to double the good when they are shopping for Christmas presents.

## How do we spread the campaign?

We will work with lifestyle and fashion influencers to uncover the story behind this campaign. Since they are known to create unboxing or haul videos where they share newly bought items or things that arrive in the mail, they are the perfect candidates to deliver the campaign message.

**The Biggest Unboxing Haul!!!**  
Estee Lalonde @esteelalonde

**Shop for good this Xmas! Yes you can do good just by online shopping and choosing #plusone delivery! #inkinbio**  
theannaedit

**Sammi Maria @samanthamaria**

**Officially #sorrynotsorry for the biggest Xmas shop on @ASOS today cause I opted in for #plusone delivery - a new way to donate to @safepassageuk. Once my parcel arrives safely, I can help a child refugee get closer to safety too! bit.ly/2LJXy0a**

As an example, we can stage a stunt where our influencer receives an abused box with goods in poor condition to shed light on what unsupervised, unsafe, long distance traveling looks like. Through the video, viewers will be surprised to learn about the pressing issue of child refugees and be motivated to help.