



holiday cards | creative presentation 4

Oct 10, 2019

agenda

- overview
- considerations
- creative:
 - Social
 - email 1 individual
 - past purchasers
 - cross sell
 - SL Test: donation focused VS client appreciation focused
 - email 2 corporate
 - Cross Sell & past purchasers
 - SL Test: Urgency VS program benefit
 - email 3 corporate & email 2 individual
 - cross sell & past purchasers
- next steps

overview

objectives

business

generate \$650K in revenue **+12% YOY**

of donors: 3,602 **+18% YOY**

individual

individual revenue: \$360K

individual avg. gift: \$107

corporate

corporate revenue: \$281K

corporate avg. gift: \$775

boxed-card

boxed-card revenue: \$9K

boxed-card avg. gift: \$14.99

objectives

communication

get: people & corporations in the GTA and surrounding areas

to: give a SickKids holiday card

by: showcasing it as a great way to get your holiday card shopping done while also supporting the children and patients at SickKids

considerations

considerations

- All emails are in the SickKids Design System Template.
- MDP email templates (EM1 Individual & EM2 Corporate) will be provided once copy is finalized.
- Social posts will be shared through separately.
- Countdown for EM3 will be an incremental cost of \$525*.
- The team recos keeping email 3 the same for corporate and individuals - if aligned, the estimate will be revised to reflect one less email.

creative

digital/social

300x250 Standard Banners

Digital banner Amazon
Retail focused Print Cards

FRAME 1



FRAME 2



GIF

300x250 Standard Banners

Digital banner Amazon

Donation focused Print Cards

FRAME 1



FRAME 2



GIF

300z250 Standard Banners

Digital banner Amazon

Retail focused eCards

FRAME 1



FRAME 2



**eCard will be animated the entire time mimicking same animation of the real one. Ex: snowmen will be moving left to right*

300x250 Standard Banners

Digital banner Amazon
Donation focused eCards

FRAME 1




FRAME 2



**eCard will be animated the entire time mimicking same animation of the real one. Ex: heart will be pulsing in and out*

Corporate


LinkedIn Social Post
Retail focused Print Cards




The Hospital for Sick Children
55,936 followers
3d

[+ Follow](#) ⋮




This year send your holiday wishes with a little extra warmth. Buy SickKids Holiday Cards and warm the hearts of your contacts and our patients alike.






 **BUY HOLIDAY CARDS
THAT GIVE BACK**

SickKids Holiday Cards are impactful and affordable.

Order SickKids Holiday Cards today!
sickkids.ca

   266 · 8 Comments

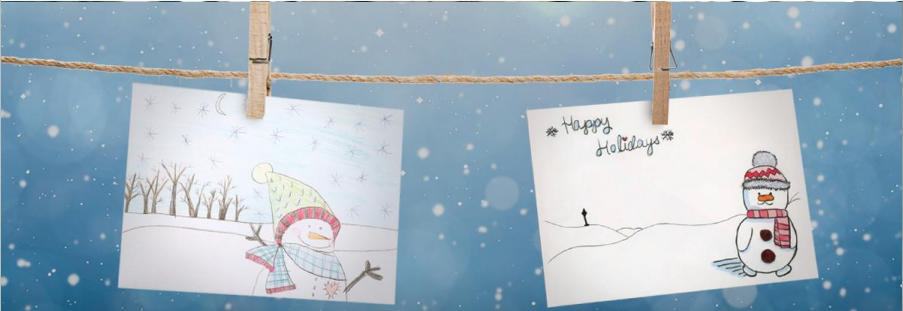
 Like  Comment  Share

Corporate

LinkedIn Social Post Donation focused Print Cards

The Hospital for Sick Children + Follow ...
55,936 followers
3d

Send your clients and colleagues something special: A SickKids Holiday Card that supports patients in need.



SickKids **GIVE CARDS THAT SHOW YOU CARE**

Support our patients with SickKids Holiday Cards.

Order SickKids Holiday Cards today!
sickkids.ca

266 · 8 Comments

Like Comment Share

email

EM2 Corporate

Cross Sell & Past Purchases

Urgency Focused

SL: Order your Holiday cards by December 16th

PT: Time's running out to send extra holiday cheer.

Benefit Focused

SL: Make an impact with SickKids Holiday Cards

PT: Send a card that shows clients and colleagues you care.



**IT'S THE THOUGHT
THAT COUNTS.
ESPECIALLY TO GRACE.**

THERE'S STILL TIME TO ORDER YOUR
SICKKIDS HOLIDAY CARDS.

[Name], the holiday season is just around the corner. SickKids Holiday Cards are the perfect way to help provide much needed comfort to patients and families like Grace's during the holiday season. This year send a card that makes an impact with your contacts and our patients alike.

[SHOP NOW](#)

MADE WITH CARE TO SHOW YOU CARE.

This card was designed by 11 year old Grace to share her gratitude and positive spirit with you this holiday. View all our patient-designed cards below.



[SHOP PATIENT CARDS](#)

**IT'S NOT TOO EARLY TO CROSS
GIVING OFF YOUR LIST.**

Order by December 16th to get your print cards delivered by December 24th. Plus, receive a tax receipt for your donation.

[ORDER NOW](#)

P.S. If you had an account with us you will need to [create a new account](#) on the new site.

SickKids

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SickKids Foundation
525 University Ave., Suite 835
Toronto, Ontario Canada
M5G 2L3

This email was sent by Cossette Communications Inc.
on behalf of SickKids Foundation.

ANIMATED

MDP: EM2 Corporate

Cross Sell & Past Purchases

Urgency Focused

SL: Order your Holiday cards by December 16th

PT: Time's running out to send extra holiday cheer.

Benefit Focused

SL: Make an impact with SickKids Holiday Cards

PT: Send a card that shows clients and colleagues you care



**IT'S THE THOUGHT
THAT COUNTS.
ESPECIALLY TO GRACE.**

**THERE'S STILL TIME TO ORDER YOUR
SICKKIDS HOLIDAY CARDS.**

[Name], as a monthly donor, you have already given us your generous support throughout the year. With the holiday season just around the corner, SickKids Holiday Cards are the perfect way to help provide much-needed comfort to patients and families like Grace's during the holiday season. Last year, you may have received Grace's card. Now this year, you have the opportunity to send a card that makes an impact with your contacts and our patients alike.

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This email was sent by Cossette Communications Inc.
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EM1 Individual



Past Purchasers

SL: New cards. New site. Same holiday cheer

PT: Send a SickKids Holiday Card this season.

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HOLIDAY CHEER MAKES EVERYONE FEEL BETTER.

MORE CARD DESIGNS AND A NEW WEBSITE FOR EASY ORDERING.

[Name], thank you for purchasing cards from us in the past. This year we have some exciting new ways to extend your warm wishes to your loved ones. We've made ordering easier, with a new website and new cards to choose from to get your holiday sentiments just right.


[SHOP NOW](#)

EVERY CARD MAKES AN IMPACT.

Cards are \$2 plus a donation. Each card helps provide the quality care our SickKids families are counting on this season. Last year, nearly 300 sick children spent Christmas Day at SickKids. This year help us make the holidays warmer for them.

Order by December 16th to get your print cards delivered by December 24th.

[SHOP CARDS](#)



NEW DESIGNS BY PATIENTS LIKE GRACE.

In 2011, at just 2 years old, Grace was admitted to SickKids with a rare condition known as brittle bone disorder. Through ongoing bone growth treatments, and multiple surgeries, her physical condition and quality of life have significantly improved. Share her artwork and positive spirit with your loved ones this holiday by purchasing this card designed by Grace.

[SHOP CARDS](#)

P.S. If you had an account with us you will need to create a new account on the new site.

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EM1 Individual

Cross Sell

ANIMATED

Donation Focused

SL: Send SickKids Holiday cards to show you care

PT: Give from the heart this holiday season.

Retail Focused

SL: Buy SickKids Holiday Cards for your loved ones.

PT: Send warmer holiday wishes with SickKids cards

cossette | **SickKids®**

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**IT'S THE THOUGHT THAT
COUNTS, ESPECIALLY
TO OUR PATIENTS.**

**OUR HOLIDAY CARDS SUPPORT
FAMILIES AT SICKKIDS.**

[Name], the holiday season is almost here. This year extend warm wishes to your loved ones with cards that help support those spending the holidays at SickKids. Without your help we wouldn't be able to provide the incredible care that touches more than 400,000 patients and families each year.

[SHOP NOW](#)

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Retail Focused

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IT'S THE THOUGHT THAT COUNTS, ESPECIALLY TO OUR PATIENTS.

OUR HOLIDAY CARDS SUPPORT FAMILIES AT SICKKIDS.

[Name], as a monthly donor, you've already given us your generous support throughout the year. Now the holiday season is almost here. This year extend warm wishes to your loved ones with cards that help support those spending the holidays at SickKids. Without your help we wouldn't be able to provide the incredible care that touches more than 400,000 patients and families each year.

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[SHOP CARDS](#)



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In 2011, at just 2 years old, Grace was admitted to SickKids with a rare condition known as brittle bone disorder. Through ongoing bone growth treatments, and multiple surgeries, her physical condition and quality of life have significantly improved. You may have received Grace's card last year. Now you have the opportunity to share her artwork and positive spirit with your loved ones! This holiday, spread cheer by purchasing this card designed by Grace.

[GRACE'S CARD](#)

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This email was sent by Cossette Communications Inc. on behalf of SickKids Foundation.

EM3 Corporate & EM2 Individual



All Segments

ANIMATED

SL: Don't miss your chance to order SickKids Holiday Cards

PT: Order your SickKids Holiday Cards today.

Trouble viewing this email? [View in web browser](#)



DON'T MISS YOUR CHANCE TO BUY SICKKIDS HOLIDAY CARDS.


ORDER YOUR CARDS TODAY.

[Company Name/Name], there's still time to send cheer that makes everyone feel better. Send your holiday wishes plus a donation with a SickKids Holiday Card. Our patients and families are counting on you.

Order by **December 16th** to get your print cards delivered by **December 24th**. Or choose eCards anytime.

[SHOP NOW](#)

SEND AN eCARD INSTEAD



There's always time to send your warm wishes with an animated ecard.

[ORDER NOW](#)

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next steps

next steps

Email 2-3 creative development

Creative feedback #2: **Sept 25**

Creative to SKF #3 (send to family for approval) : **Sept 30**

Creative feedback #3: **Oct 3**

Revised creative to SKF: **Oct 8**

Creative final approval: **Oct 11**

Emails to development: **Oct 15**

Deploy EM2 Corp : **Nov 12**

Deploy EM1 Ind: **Nov 19**

Deploy Em2 Ind: **Dec 3**

Deploy EM3 Corp: **Dec 11**

Social creative development (Amazon & LinkedIn)

Creative to SKF: **Oct 2**

Creative feedback #2: **Oct 4**

Revised creative to SKF: **Oct 8**

Final approval **Oct 10**

Ship LinkedIn to OMD: **Oct 9 EOD**

LinkedIn approval/feedback Oct 10-11

LinkedIn social assets live **October 15**

Ship Amazon to OMD: **Nov 8**

Amazon approval/feedback Nov 11- Nov 15

Amazon asset live: **Nov 19**

thank you