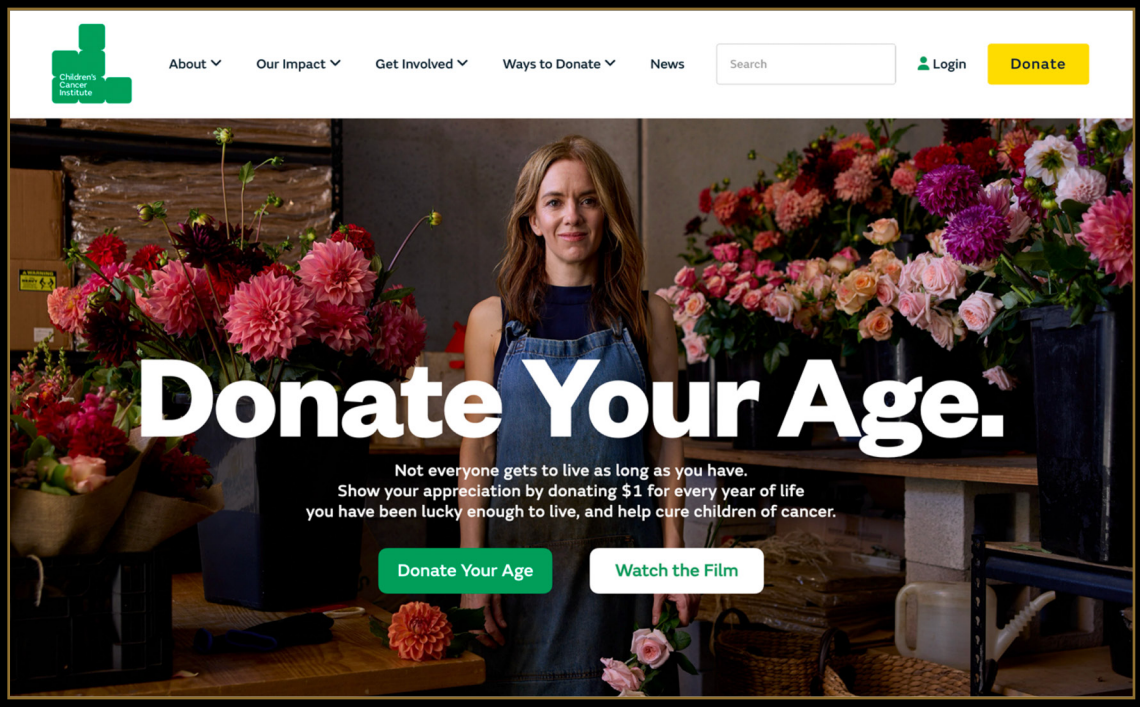
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2026
Case Study



Entry ID Number
1382

Agencies
Orphan + Zenith Media

Client
Children's Cancer Institute

Title
From Guilt Trip to Giving:
How Gratitude For Age Unlocked
New Donors For Children's
Cancer Institute

Category
B11b. Insight & Strategic Thinking - campaigns under $1 million

Author
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Q1. EXECUTIVE SUMMARY & WHY DOES THIS CASE DESERVE AN AWARD?

Children's Cancer Institute (CCI) is Australia's only independent medical research institute wholly dedicated to curing childhood cancer. But in a country with more than 59,000 registered charities, it faced a major challenge: recruiting new donors to unlock lifetime donor value, in a crowded, financially pressured market. *(1)*

In Australia, active donor bases are shrinking, and single-gift donor recruitment has fallen by 27% over five years. *(2)* Yet lifetime value – including eventual gifts in wills – still depends on that first donation. Donate once and there's a 30% chance of donating twice; donate three times and 70% are likely to donate for life. *(3)*

New donors are lifeblood.

Our challenge was to nudge that first gift in a way that cut through charity clutter, avoided guilt-driven fatigue, made the amount obvious, and removed friction from the act of giving.

In a world-first, we asked Australians to donate their age. To donate $1 for every year of life they've been lucky enough to live. If you're 24, donate $24. If you're 56, donate $56. And so on.

Donate Your Age (DYA) transformed fundraising into an act of gratitude. And by linking the donation amount to a person's age, we made the ask understandable and created a more personal connection to the cause.

Donors gave thanks with extraordinary grace like this anonymous donor:

"*My son died of neuroblastoma at age 6.*
My husband of bowel cancer aged 59,
So grateful to be 67 years old."

Over the judging period, results were outstanding. And, we believe, justify our case for Effie.

On a very small budget and in a tough economy, DYA raised over $200,000 or an estimated 4:1 SROI.

The platform became CCI's best-performing digital acquisition campaign ever, with a much lower cost-per-acquisition of $84, compared to $148 for Christmas and $190 for Tax the year previous. To date, the platform has acquired 2000 new donors, which means 75% of all new donors have come from DYA between April 2025 – March 2026.

Ultimately – and arguably even more crucial – DYA now functions as an always-on, scalable growth engine, delivering income today while building tomorrow's donor base and future bequests.

Footnotes

1. *Institute of Company Directors Australia, 2025*
2. *Australian Charities & Not For Profits Commission, 2025*
3. *Donor retention analysis for NFPs: Dataro, 2024; Keela, 2026.*

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Q2. WHAT WAS THE STRATEGIC COMMUNICATIONS CHALLENGE?

Children's Cancer Institute (CCI) faced a strategic communications challenge at the intersection of extreme category clutter, rising acquisition costs and a structurally shrinking donor base.

One Among Many

Australia has 59,000 registered charities, including hundreds of cancer organisations and dozens focused solely on children. *(1)* More than 1,000 children are diagnosed with cancer each year and three young lives are lost every week. (*2)* Yet despite being the country's only independent medical research institute devoted exclusively to childhood cancer, CCI competes for attention and funding like any other charity – effectively a needle in a haystack. *(3)*

An Unforgiving Environment

The broader environment was unforgiving. Donor fatigue and cost-of-living pressures were driving up acquisition costs and depressing response.*(4)* Traditional channels such as direct mail and face-to-face "chuggers" were declining in effectiveness just as digital channels became more crowded, more expensive and more algorithmically driven.*(5)* At the same time, charities were under mounting pressure to be more transparent and accountable, particularly from younger audiences wary of where their money goes. *(6)*

A More Sophisticated Objective

Within this context, the strategic task was not simply to "raise more money". It was to reverse a structural decline in first-time giving by building a scalable, digital-first acquisition platform that could:

- Cut through a saturated content environment
- Attract new and younger donors without alienating older supporters
- Make the first gift feel personally meaningful rather than transactional or guilt-laden
- Lay foundations for repeat giving and long-term value, including gifts in wills.

In a year when CCI raised $85 million *(6)* largely from major gifts, events and established programs, this challenge was specifically about the smallest gifts: everyday donations from ordinary Australians that underpin CCI's financial independence and resilience. *(7)*

The Need For A Unique Idea

CCI needed a simple, distinctive idea that could convert passive awareness into that crucial first act of giving at a sustainable acquisition cost, and keep working in an always-on, overcrowded digital world. The communications challenge was to design that idea – and prove it could systematically turn fleeting digital attention into enduring supporter relationships in one of the harshest fundraising climates charities have ever faced. *(8)*

Footnotes

1. *Australian Charities & NFPs Commission (ACNC)*
2. *Children's Cancer Institute Impact Report, 2025*
3. *CCI has zero spontaneous awareness, source: Zenith Brand Tracker Research*
4. *Across the developed world—including Australia, the UK, and North America—the proportion of people regularly giving to charity is on a steady, multi-year decline. In the last decade, the share of Australian taxpayers claiming tax-deductible donations has steadily fallen from 35.1% to 27.8%. (Sources: Stanford Social Innovation Review, 2026 & Australian Centre for Philanthropy & Nonprofit Studies, 2025)*
5. *Digital Donor Acquisition, Ntegrity, 2025*
6. *ABC News, 2024 & Institute of Community Directors Australia, 2025*
7. *We can think of it as cash flow in an ordinary business – Source: 'The Power of Small Donations', Mercy Ships Australia, 2026*
8. *Fundraisers face squeeze as donor pool shrinks, Institute of Community Directors Australia, 2026*

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Q3. WHAT WERE YOUR OBJECTIVES? State specific goals.

Our objectives were as follows:

Business Objectives

- Acquire 500 new donors
- Lower donor average age, from 55 to 49 or under
- Secure $75,000 for critical childhood cancer research aiming to improve survival rates and reduce treatment side effects for all high-risk patients.
- Support long-term vision by maintaining prompted brand awareness and support *A Life Should Be Long* brand platform to ensure brand consistency

Marketing Objectives

- Match Cost of Acquisition to previous lowest cost of $147 per donor
- Help digital natives identify with and donate to CCI including those who had no previous experience or association with childhood cancer
- Maintain prompted brand awareness and capture a sense of distinct brand, specifically in terms of perceived impact

Campaign Objectives

- Stand out in a crowded charity landscape with a simple, unique, and memorable concept, avoiding generic donation requests.
- Grow ROAS benchmark of 0.7 by 25% to 0.9 & CTR benchmark of 1.5% by 25% to 1.9%
- Foster empathy across new donors in a way that doesn't rely on classic ghoulish charity troupes - elicit brand distinction *and* active consideration.

Footnotes

1. *In 2024, CCI spent between $147 and $190, for Christmas & Tax campaigns respectively, to acquire new donors*
2. ***Competitive charities** include Cure Cancer; Kids Cancer Project; Cure Brain Cancer Foundation; Starlight Foundation; Cancer Council NSW and Australia; Leukaemia Foundation; Kids Cancer Foundation Australia; Sydney Children's Hospital Foundation; Save The Children Foundation; Red Kite; Smith Family; Red Cross; Bandage Bear; National Breast Cancer Foundation. These **other research institutes** also ask for donations to cancer research: Garvan Institute of Medical Research, Murdoch Institute, Australian Cancer Research Foundation, Chris O'Brien Life House, Centenary Institute, Melanoma Institute Australia, The Westmead Institute for Medical Research*

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Q4. WHAT WAS YOUR STRATEGY AND HOW DID YOU GET THERE?

We had to win in people's digital feeds – fast, crowded spaces where "another sad charity ad" would be ignored. We needed a simple, emotionally resonant idea that made sense whether someone had experience or understanding of childhood cancer or not.

Conventional Tropes Wouldn't Help

Our research showed that people who had experience or understanding of childhood cancer instinctively understood CCI's value and were far more open to giving. *(1)* Those without that experience were inevitably less engaged, and conventional tropes – graphic imagery, guilt and obligation – risked rejection or fatigue.

Behavioural Science

Behavioural science offered a way forward. We needed an affect heuristic: a fast, intuitive shortcut that let people "feel" the importance of a cause without needing detailed knowledge. *(2)* If relevance drove acquisition, we asked what universal lens could instantly connect anyone to the tragedy of a child's life cut short?

We found that lens in age.

Building from CCI's platform, "A Life Should Be Long", we wanted to reframe support for childhood cancer research around the privilege of life. Specifically, if every year lived is a gift, then age itself is a reason for gratitude.

With *gratitude for life* in our sights, we set out our ask:

Behavioural objective

Use a simple, intuitive mechanic to nudge first-time and repeat giving. Inspire people's gut instinct to participate with a donation.

Digital-native targeting

Be always-on in social and digital channels, focusing on those who have not donated to CCI recently, with an emphasis on younger adults while remaining inclusive of older donors.

Low-friction participation

Make acting on any idea as easy as understanding it: a single clear ask with minimal choices and a seamless path from impression to completed donation.

Optimum Conditions

By tying our cause to donors' own lives, we suggested that we'd create the best conditions to convert, secure that crucial first gift, and materially increase chances of their giving again.

Footnotes

1. *Orphan Depth Interviews, 2025*
2. *Daniel Kahneman, Thinking Fast & Slow, 2011.*

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Q5. HOW WAS YOUR STRATEGY BROUGHT TO LIFE?

Donate Your Age (DYA) brought the strategy to life as a simple, digital-first, direct-response platform and designed from the website out for fast, emotional uptake.

Reframe Age As Something To Be Grateful For

Creatively, DYA reframed getting older as a privilege, not a complaint. It invited Australians to feel grateful for every year they'd lived, and to express that gratitude by donating $1 for every year of their age: $24 if you were 24, $56 if you were 56, and so on. A donation became a personal ritual of thanks that directly helped children with cancer have the chance to live long lives too.

Because everyone's age is different, the ask was inherently personalised. Each gift felt self-relevant and unique. In a category where charity CTAs blur together, DYA removed the common "how much should I give?" barrier by hard-wiring the answer – your age – and placing the donor's own life story at the centre of the proposition.

DYA sat within CCI's existing brand platform, '*A Life Should Be Long*', which dramatises the lifetime of possibilities lost when a child dies of cancer. The belief that every child deserves the chance to grow up and grow older dovetailed naturally with the idea of celebrating your own age.

In execution, DYA operated as both a branded direct response mechanic and a behavioural-economics-driven design, built to remove friction and thrive in short-attention digital environments as an always-on acquisition engine.

Key Behavioural Levers

Key *nudge* components included:

Anchoring and personalisation:

Age functioned as a personalised suggested amount, using anchoring bias to simplify decision-making and reduce choice overload. *(1)*

Affect heuristic:

A fast, intuitive link between your age, gratitude and helping kids with cancer, expressed in a single, memorable line: Donate Your Age. *(2)*

Low friction:

Creative assets were optimised for scrollable feeds with a single clear CTA, minimal form fields and a seamless path from impression to payment. *(3)*

Integrated and Simple

The same simple mechanic ran consistently across formats and channels, making it easy for anyone, of any age, to see themselves in the idea, act immediately and share it – turning donors into visible social proof for their own network too.

Footnotes

1. *Thinking Fast & Slow, Daniel Kahneman, 2011*
2. *Ante, 2011*
3. *Ante, 2011*

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PRINT / OOH

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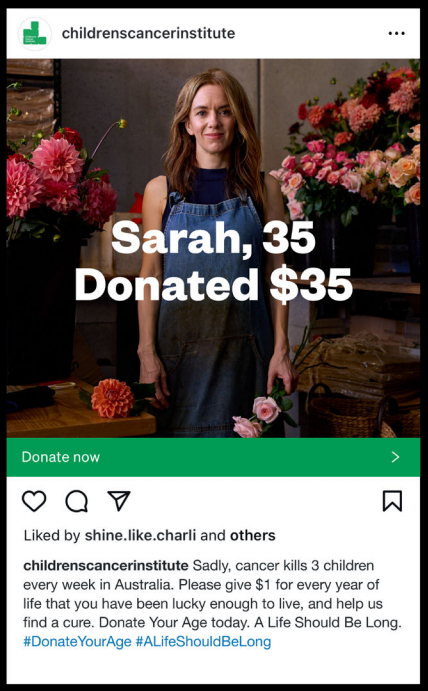


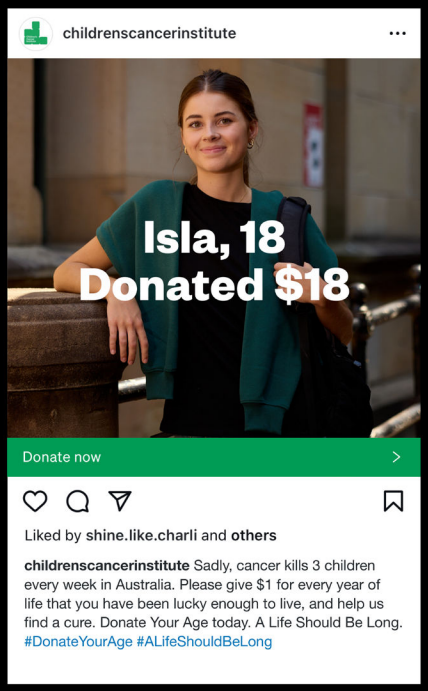
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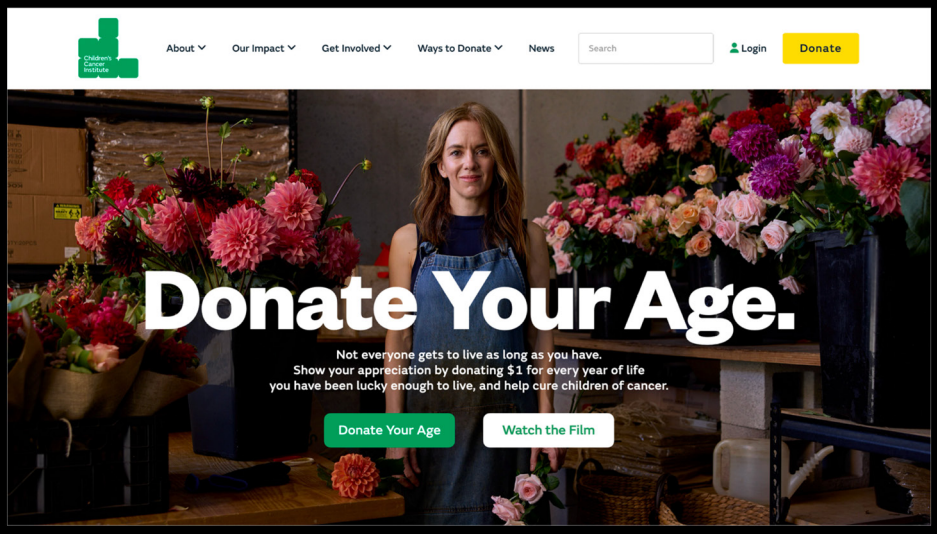
OOH

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SOCIAL MEDIA



WEBSITE

On the website, hundreds of people who donated their age, left personal messages too. Here are just a few examples:

"Have been truly blessed to reach 24 years. I hope this helps give many others the same blessing."
- Holly, 24, Donated $24

"We wish that all chidlren are healthy and live their best lives. From Mai (38) and little Izzy (2)."
- Mai, Donated $40

"My son died of neuroblastoma at age 6. My husband of bowel cancer aged 59. So grateful to be 67 years old."
- Anonymous, Donated $67

"This is a donation from our Year 12 cohort. All their ages added together."
- Robyn Wilkie, Donated $650

"Donating double my age because I want kids with cancer to live long, happy lives."
- Glenn, 64, Donated $128

"An amount of $270 from the Southern Blinds & Awnings Team. All of our ages combined."
- Southern Blinds & Awnings, Donated $270

WEBSITE

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Q6. HOW DO YOU KNOW THAT YOUR CAMPAIGN WAS SUCCESSFUL?

Between April 1st 2025 and March 31st 2026 DYA delivered the following:

Superseding Business Objectives

- We acquired **2000 new donors**, versus a target of 500, representing 75% of total donors acquired.
- The average age of donor **reduced from 55 to 45 years** versus a target of 49
- We secured over **$202,000** for critical childhood cancer research versus a $75,000 target
- We **integrated 'A Life Should Be Long'** brand platform into all marketing touch points and maintained a prompted brand awareness of **19% as per objective** *(1)*

Superseding Marketing Objectives from April 2025 - March 2026

- We hit **$84.30 for cost per acquisition**, far below the previous CCI benchmark of $147. *(2*)
- We **nudged 1473** digital natives into donation for the first time - many of them would have not had a strong association with or understanding of CCI given our low brand awareness *(3)*
- **37% of Australians believed that CCI was 'impactful'** as well as caring (40%), compassionate (38%) and supportive (38%). *(4)*
- **Likability and distinctiveness combined to create a sense of originality, appeal and genuine personal connection** as highlighted in C*hart 1 from Ideally Campaign Research - All Adults:*

Superseding Campaign Objectives

- **DYA stood out. 70% of new donors for CCI came through DYA.** And donors who seem more more likely to donate again, than other donors.*(5)*
- **ROAS grew by 81% to 1.63** vs our target of 25% at 0.9 and our **CTR grew by 63% to 2.47%** versus our target of 25% at 1.9%. *(6)*
- **We fostered empathy** by delivering a campaign that **beat *all* Ideally campaign benchmarks** to provide a platform fulfilling the twin benefit of brand distinction *and* active consideration (purchase intent) as per these slides in *Charts 2 & 3 from Ideally Campaign Research - All Adults:*

Digging Deeper

'[DYA's] biggest advantage was not only broad appeal, but its ability to translate distinctiveness into stated donation intent... the idea functions especially well as an action-oriented fundraising message [and] a branding asset .' (7) Post exposure, the campaign primed and activated Australians - see *Chart 5 from Ideally Campaign Research, All Adults:*

Significantly, those somewhat or wholly unfamiliar with CCI still took away an above average sense of distinction and likability as shown in *Chart 5 from Ideally Campaign Research:*

And, while purchase intent (i.e. consideration) is below Ideally's benchmark, it remains far healthier than the 65% of donors who overlook charities when they are unfamiliar with them in the first place. *(8)*

Finally, in market, see *Chart 6* for people's commentary that highlights the extent of donor grace and overall involvement with the DYA platform.

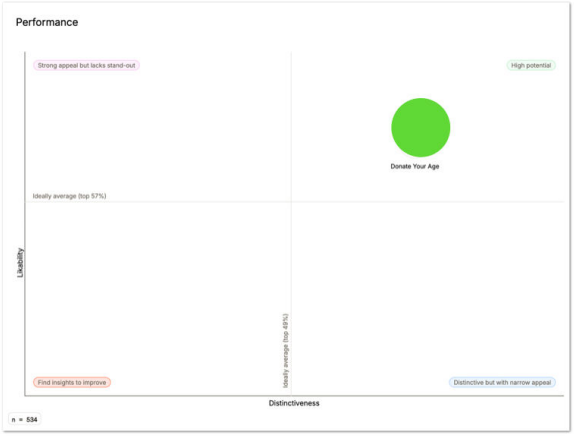
Footnotes

1. *CCI Data & Zenith Brand Tracker Research, 2025-6*
2. *In 2024, CCI spent between $147 and $190 to recruit new donors at Christmas & Tax time, respectively*
3. *Ideally campaign research from May 2026 confirms the strength of DYA for all adults, including the sizable population unfamiliar with CCI or its cause.*
4. *Zenith Brand Tracker Research 2025-6*
5. *CCI Data 2025-6*
6. *Zenith Data 2025-6*
7. *Overall positive sentiment indicated the extent to which all ages grasped the idea quickly, were generally motivated by it, readily understood the cause and brand fit - Ideally Campaign Research, 2026*
8. *Uniting Church, Australia, 2023.*

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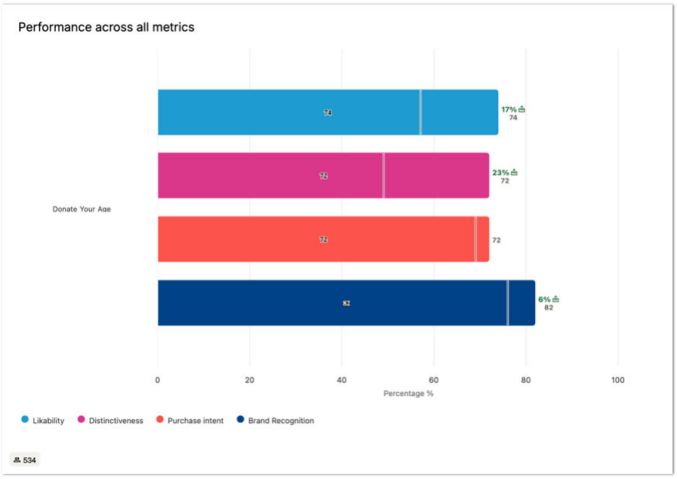
Likability & Distinctiveness Combine

Source: Ideally Campaign Research for Donate Your Age



Beating all benchmarks

Source: Ideally Campaign Research for Donate Your Age



Top 2 Box Agreement

Source: Ideally Campaign Research for Donate Your Age

Likability

Firstly, which of the following best describes how you feel about the idea?

30% I love it
44% I like it
57% Ideally average

Distinctiveness

Compared to other ideas in the charity category, do you think this idea is ...

37% Very unique - I've never seen anything like it
36% Quite unique
49% Ideally average

Consideration

After seeing this idea, how likely are you to donate to the "Donate Your Age" campaign, or Children's Cancer Institute?

27% Definitely
45% Maybe
69% Ideally average

Brand Recognition

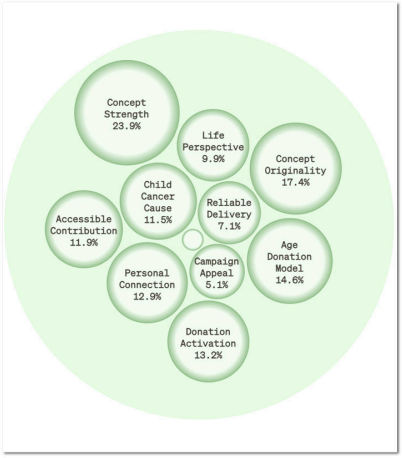
And did you recognise that this idea was from Children's Cancer Institute?

32% Yes, it could only be for Children's Cancer Institute
50% Yes, it was quite good at making me know it was from Children's Cancer Institute
76% Ideally average

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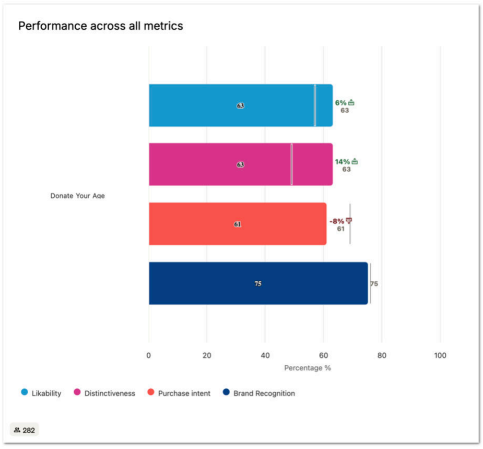
Strong Campaign & Brand Response

Source: Ideally Campaign Research for Donate Your Age



Still Engaging for Unfamiliars

Source: Ideally Campaign Research for Donate Your Age



Donor Messages

'My son died of neuroblastoma at age 6. My husband of bowel cancer aged 59. So grateful to be 67 years old.'
- Anonymous, donated $67

'I have been truly blessed to reach 24 years. I hope this helps give many others the same blessing.'
- Holly, 24, donated $24

'This is a donation from our Year 12 student cohort. All their ages added together.'
Robyn Wilkie, donated $650

'We wish that all children are healthy and live their best lives. From Mai (38) and Little Izzy (2).'
Mai donated $40.

'An amount of $270 is from the Southern Blinds & Awnings Team. All of our ages combined.'
Southern Blinds & Awnings, donated $270

'Donating double my age because I want kids with cancer to love long happy lives.'
Glen, 64, donated $128

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Q7. WAS THE CAMPAIGN A GOOD INVESTMENT?

DYA was a good investment on multiple levels: financial, clinical and long-term strategic.

On pure fundraising performance, it delivered both strong revenue and valuable new relationships.

The campaign raised $202,000 and recruited 2000 new donors, with high engagement throughout.

Factoring in hard costs (production: $10,000; digital media: $124,000), DYA generated a not-for-profit ROI of 1.3:1, a solid return in a difficult fundraising climate. *(1)*

When viewed through CCI's operating model, the direct impact of that $202,000 becomes far more meaningful.

CCI's Impact Report shows that 84% of every donated dollar directly funds its core mission. *(2)* For DYA, this equates to $169,680 in direct clinical research impact after fundraising and administration costs.

Benchmarking against CCI program costs, $202,000 can fund, for example:

- Up to 8 children to receive a full ZERO clinical journey, including genomic sequencing, tumour profiling and tailored treatment recommendations. *(3)*
- A cancer researcher's salary plus laboratory overheads for an entire year (circa $140,000).
- Approximately 1,290 DNA sequencing tests to identify leukaemia markers and monitor minimal residual disease.

Beyond immediate research outputs, DYA also creates substantial broader social and economic value. *(4)*

Independent studies show that every $1 invested in effective childhood cancer treatments can generate between $3.17 and $5 of social value (Rare Cancers Australia, Redkite, Camp Quality). *(4)* While CCI has not formally calculated its own SROI, its ZERO program has already enrolled over 2,000 children and improved outcomes for many with high-risk cancers, supporting a conservative inferred SROI of 4:1. *(5)*

Applying this to DYA's direct impact portion (84% of funds), the campaign's $202,000 translates into an estimated $678,720 in social value:

$202,000 × 84% × 4 = **$678,720.**

Finally, the campaign's true value extends beyond the initial dollars raised.

The 2,000 donors acquired through DYA are not one-off transactions; they represent a pipeline of future value. Today's first-time givers are tomorrow's repeat donors and, potentially, future bequestors. By delivering a strong immediate return and building a base of emotionally engaged supporters, DYA has created a durable asset for CCI—making it a sound, forward-looking investment as well as an effective fundraising campaign.

Footnotes

1. *ROI = Net Donation Value After Business Costs /Total Cost of Investment x 100 i.e. $164,000 / $134,000 x 100 = 125.37 / 100 = 1.3*
2. *Children's Cancer Institute, Impact Report, 2025*
3. *CCI's website declares, 'Zero is a world-leading precision medicine program for children with cancer which brings together leading clinicians and researchers around Australia and internationally, embracing research-driven clinical care to achieve better outcomes for children with cancer, now and into the future.'*
4. *'The Social Return on Investment (SROI) framework is a principles-based methodology used to measure, manage, and account for the broader social, environmental, and economic value generated by an organization, program, or policy. It goes beyond traditional financial reporting by assigning monetary values (financial proxies) to outcomes that do not typically have a market price, providing a ratio of benefits to investment.' Source: Social Value International, 2026*
5. *They are all Australian based charities: www.rarecancers.org.au; www.redkite.org.au; www.campquality.org.au*

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Q8. DEMONSTRATE THAT THE RESULT WAS NOT DUE TO OTHER FACTORS

To assess whether other factors could explain CCI's most successful digital acquisition campaign to date, we've examined brand, category and market context.

CCI was not well-known or heavily advertised prior to DYA. Tracking research shows unprompted awareness at effectively zero and prompted awareness at just 19% among Australian adults - well behind larger, established players such as Cancer Council Australia, Make-A-Wish and Starlight, in a crowded children's cancer landscape. *(1)*

Macroeconomic conditions also worked against charity giving. Two-thirds of Australians remained cautious with spending under cost-of-living pressure, and people were less inclined to donate where they lacked an existing relationship with a charity's cause. *(2)*

While children's cancer is a high-sympathy cause, this did not translate into a pre-existing advantage for CCI. Around half of adults had donated to a children's cancer charity across 2024–25, but just 1 in 10 reported donating to CCI, versus 1 in 5 for the better-known Cancer Council. If there was category predisposition, CCI was capturing only a small share of it. *(3)*

Earned media did not provide a step-change. Although CCI secured federal funding for ZERO and a Minderoo pledge to the new Minderoo Children's Comprehensive Cancer Centre, neither announcement materially lifted spontaneous awareness nor generated dominant mainstream coverage. Any exposure simply blended into the broader children's cancer conversation.

DYA also cannot be explained by seasonal uplift. The campaign ran before, during and after Children's Cancer Awareness Month (September) in which all other children's cancer charities vie for attention. DYA donors were already ramping up by July into August. The campaign had a head of steam already. *(4)*

Within this context, DYA's disproportionate contribution is clear. Last year alone it delivered 58% of individual donations and 75% of all new donors on a digital media budget of $110,000. Its gratitude-led creative platform, celebrating donors' own longevity rather than leaning on guilt or urgency, was the distinctive factor driving results despite CCI's lack of strong brand awareness.

Footnotes

1. *Zenith Brand Tracking Research, 2025-26*
2. *'Cost of Living Hits Donations', Institute of Community Directors Australia, 2025*
3. *Ante, 2025-26*
4. *CCI Data, 2025*

Q9. GIVE CONTEXT TO BUDGET IN COMPARISON TO COMPETITORS.

Budget is less

Q10. GIVE CONTEXT TO THE BRAND'S OVERALL BUDGET.

Brand budget is more

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Q11. MEDIA BUDGET ELABORATION

Paid (and Donated) Media

All donated media was broadcast media i.e. TV and OOH and some digital in the form of BVOD. Media spend equated to $750,000.

All paid was digital across Google (predominately search and You Tube) and Meta (across Facebook and Instagram.) Media spend was $124,000. Together they formed the lion's share of our media plan.(1)

We planned for cross platform benefit across screen and out of home especially and for as high a visibility as we could muster through TV and BVOD as well as Meta and Google.

At the start, we targeted people aged 18-35 before opening to a broader audience of those aged 18-65+. We came to think of them as young at hearts, not just young of age, those prospective donors who'd want to share their donation via their social networks, who'd salute and celebrate their age.

This allowed for blanket reach across Meta and meant we were able to re-target previous engagers with the CCI Facebook page or anyone who landed on the donation site but hadn't donated at the time.

To keep the campaign focus on new donors, we maintained an exclusionary audience of any donors from within the last 6 weeks too.

Owned

Owned execution remained minimal, consisting of rotating website banners throughout the year, a small number of organic social posts to support campaign visibility and a landing page of course integrated into CCI's website.

Earned

DYA generated a 1.6 million reach across Australian consumer news and picks, from the Herald Sun *(2)* to Sky News on which our CMO, Heather Mcilfatrick, was interviewed during a 6-minute segment.

Shared

DYA was designed for social channels. It encouraged people to take a moment to stop, pause, reflect and share. To say thank-you. We generated 19,976 Page Engagements, 7,298 Post Reactions & 420 Post Shares furthering impact across digital natives' social lives.

Footnotes

1. *Zenith, 2025-6*
2. *A 100 year old granny and her 10 year old grandson hit the news headlines in Victoria.*

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Q12. DESCRIBE OWNED MEDIA ACTIVITY

Owned media centred on the CCI website and played a focused, supportive role.

DYA messaging was promoted through rotating banners on the CCI homepage, directing visitors to a dedicated campaign landing page.

The landing page enabled donors to donate their age, add a top-up, or double their age, while explaining the research, sharing a child's story, and outlining how funds would be used.

Post-donation, the thank-you page offered personalised social-sharing assets to extend engagement. This was supported by a small number of organic social posts reinforcing campaign visibility.

The campaign was designed as an adaptable, always-on platform, with refreshed creative and an evolving role across one-off acquisition and deepening engagement over time.

Q13. OUTLINE ANY SPONSORSHIPS

NA.

Q14. OUTLINE COMMUNICATION TOUCHPOINTS

DYA was an integrated campaign and ran across the following:

- TV – 30 second & 15 sec BVOD
- OOH small retail format & some large roadside
- Digital display across Google's ecosystem including YouTube
- Instagram, feed video and carousels
- Facebook, feed video and carousels
- CCI's Website

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