

The target audience is the aspiring digital advocate

 **60 million**
girls

Why? Affluent, socially aware,
receptive to innovation

Marco, 32

Reads news

Disillusioned traditional
charities

Does a lot of research,
skeptical

Doesn't want money to be
wasted

Works remotely, often
coffee shops



Jenna, 25

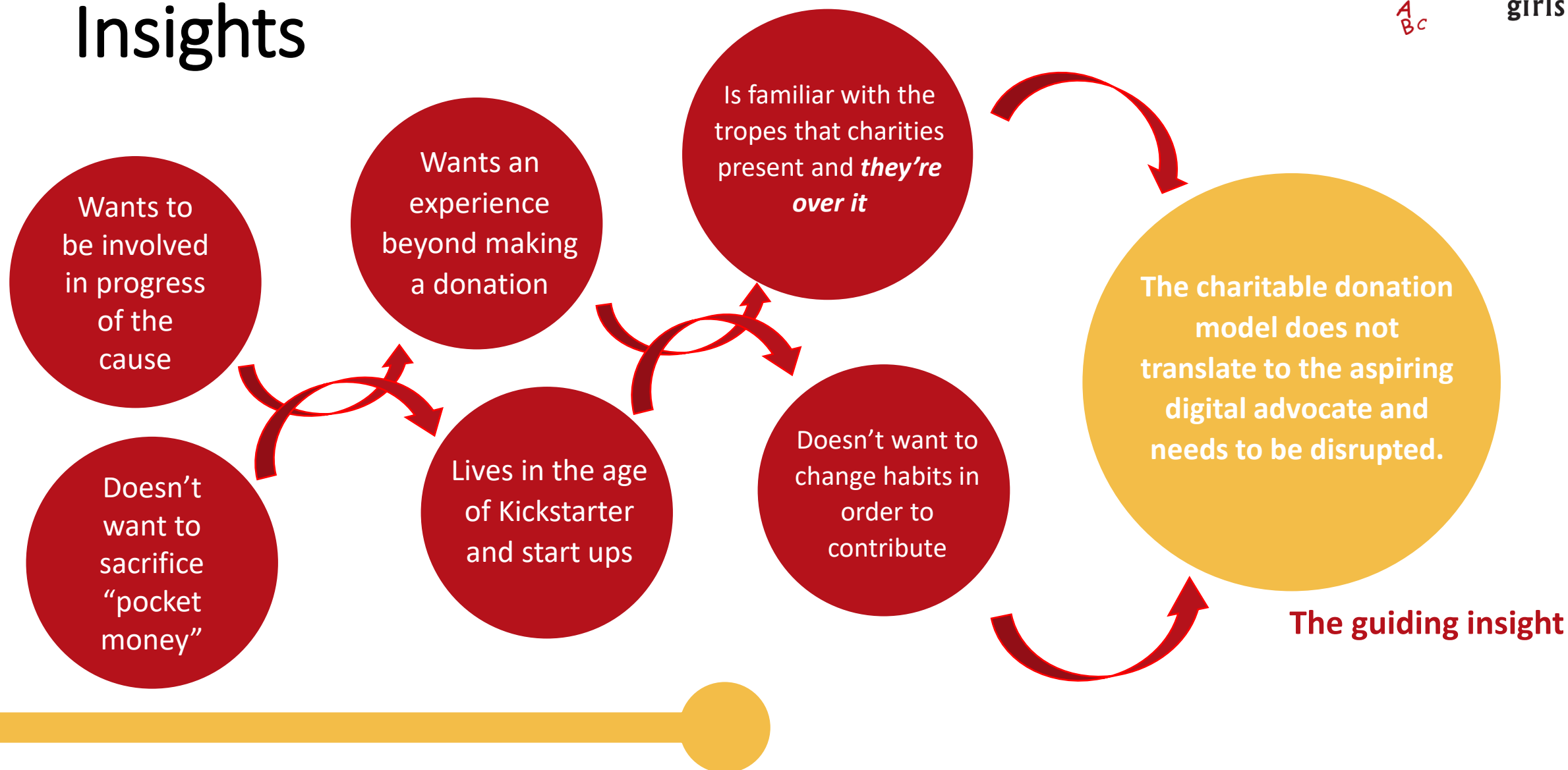
Reads think pieces

Wants to donate, doesn't
know where/how much

Feels overwhelmed with
options

Knows what she supports

Insights



The Strategy

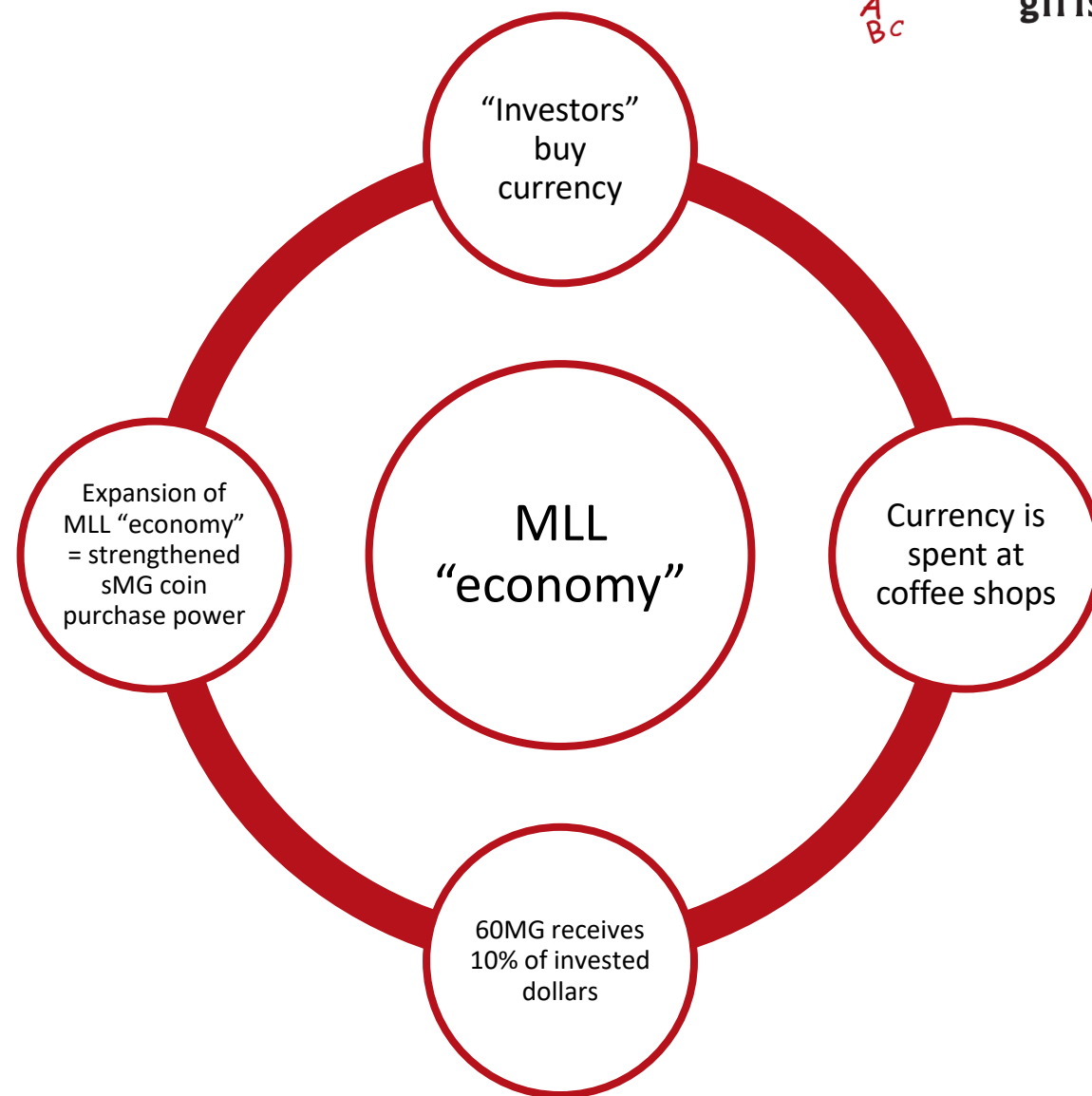
- Challenge traditional donation model by approaching our target as “investors”, and not donors
- Position Mobile Learning Lab (MLL) as an “economy”, in which our target can invest
- Align 60MillionGirls identity with start-up culture, which our target perceives as progressive and impactful



The Idea

Rethink the concept of “just the cost of a cup of coffee”, suggesting you can have your coffee, and donate too

1. Invent a currency that grows the MLL “economy”
2. Invite “investors” to buy currency, which they can spend on their routine cup of coffee



Media Solution – The Currency, The Coffee

 **60 million**
girls

What is sMG coin?

A currency that is valid in every participating coffee shop

sixtyMillionGirls

Symbol: ⌘

ISO code: SMG



Where can it be spent?

At local coffee shops who
our target associates with
innovation



How does it work?



Convert your cash to sMG coin

Go to 60millionsdefilles.org,
convert cash to sMG coin



Spend your sMG coin


On anything, at any participating
local coffee shop

**Buy products sMG coin
exclusives**



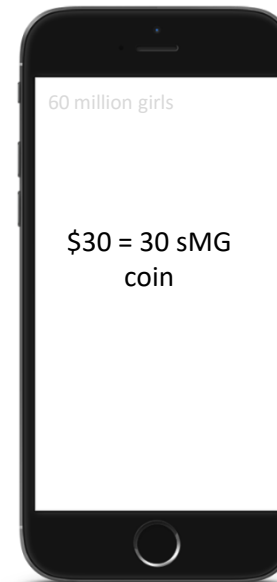
Investors can purchase
Guatemalan coffee not
purchasable with CAD

Media Solution – Disrupt

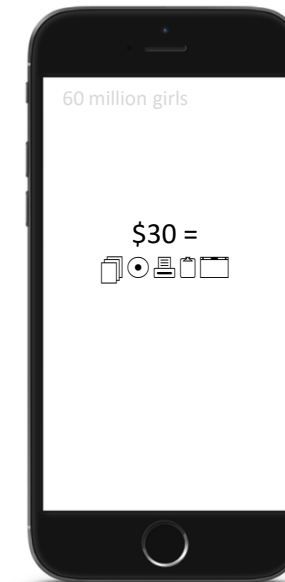
 **60 million girls**

\$100k, 1 week

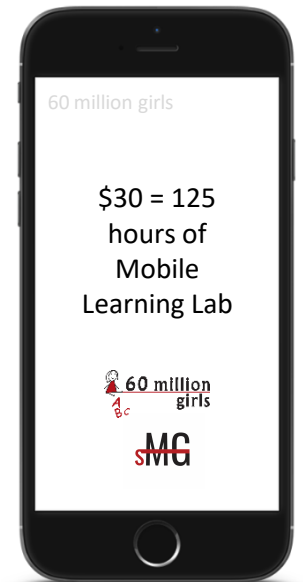
Cryptic messaging sparking curiosity through **DOOH** and **mobile video**



Video shows a cryptic formula



Video scrambles the formula to wingdings



Video shows a new formula, demonstrating impact

Prompts the question – how does a virtual currency fund education?


Media Solution – Reveal

\$200k, 3 weeks

 **60 million girls**

BUSTLE

Why sMG is the only virtual currency that matters



SOURCE: Hannah Burton/Bustle

By BRANDI NEAL
a day ago

f SHARE

Economists are calling it the most exciting new virtual currency to hit the market. We're calling it the first step towards improving access to education in rural Guatemala through Mobile Learning Labs.

Sponsored content explains the value of sMG coin and how it works

COMPLEX | Feel The Real | Fuse TV | Music | Style | Pop Culture | Sports | Life

Goodbye charities, hello tech non-profits

BY JUSTIN CAFFIER
If Twitter's your thing, you can follow @justincaffier for more of this kinda nonsense.

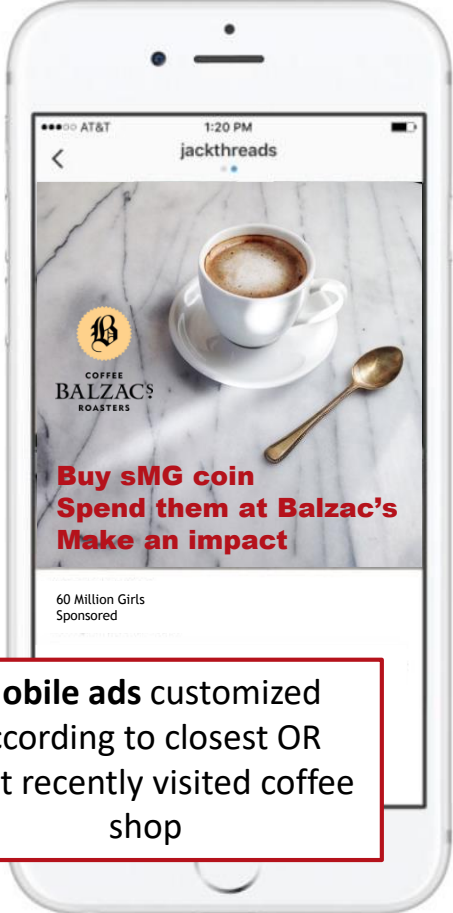
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What does virtual currency have to do with education in Guatemala?

sGM coin is unlike any virtual currency you may - or may not - have heard of. For the first time, a charity is giving it's donors the opportunity to invest in a currency that drives a network of educational content called the Mobile Learning Lab.

Posted on March 3, 2016, at 11:37 a.m.



Mobile ads customized according to closest OR most recently visited coffee shop

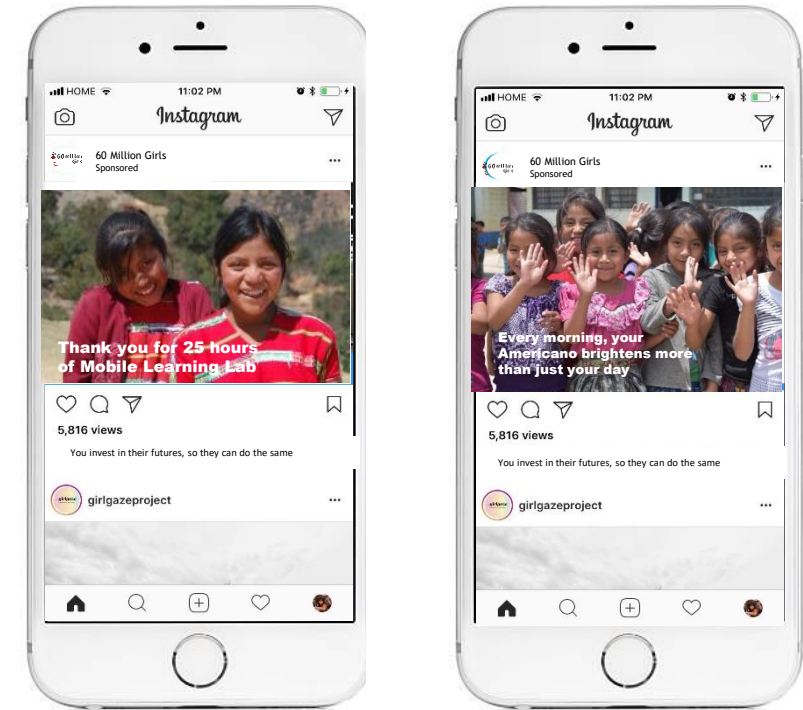
Media Solution – Sustain

\$100k, 2 weeks

 **60 million girls**



Out of home provides live updates



Mobile ad is served after sMG coins are used, thanking “investor” and involving them in project progress

Effectiveness



Create a
community of
sMG coin
currency
holders

Inspire
audience to
be involved in
making an
immediate
impact

Spark social
conversation
and create
advocates for
60MillionGirls

Provide 10,000 girls
in Guatemala access
to educational
content

Results

A person will spend \$4 on a cup of coffee/ day, which equates to \$20/week.

RAISE

\$300,000

in 6 weeks

REACH

25,000

people in 6 weeks

at

35

coffee shop locations

RECEIVE

\$10,000

/day

from

10%

of daily revenue

EQUATES

\$0.40

per person



 **60 million**
girls
A B C

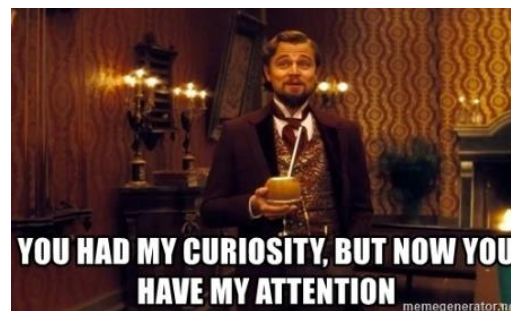
MC
~~S~~
coin

\$30 =     



25,000 hours

COMPLEX
BuzzFeed
BUSTLE



JIMMY'S
COFFEE



COFFEE
BALZAC'S
ROASTERS



SAM JAMES
COFFEE BAR

QUANTUM
COFFEE



\$300,000

=

\$.40 \$.40 \$.40 40 \$.40 40 \$.40 40 \$.40 40 \$.40

