



**care**®

SYRACUSE UNIVERSITY NEWHOUSE

# APPENDIX

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# BRAND POSITION

**CARE:** A humanitarian development organization

CARE is one of the world's largest, non-political, and non-denominational aid organizations. In 2023, we helped more than 166 million people in 109 countries. As with any non-governmental organization operating in the world, international law (including the Geneva Conventions and the ILO Conventions) is essential and must be respected. It is through their actions that this law is applied.

**Brand Purpose:** CARE tackles all forms of inequality. We defend women's rights, fight against poverty and the effects of climate change. We support vulnerable populations in mitigating natural disaster impacts, building resilience to climate change, and participating international conferences to promote the implementation of policies.

**Brand Mission:** To help the most vulnerable populations out of poverty and inequality.

**Brand Vision:** To empower women to adapt to climate change by mobilizing people to act and expand CARE's support base.

The organization has 2 main mandates: **humanitarian intervention and development** (in the face of inequalities).

When CARE intervenes in sensitive countries, it must show respect. Respect for the religion in place, respect for different communities and family structures, respect for different gender norms and therefore respect for inequalities. When the organization intervenes, it must understand all these parameters in order to interact and operate in the best possible way. For the most part, it's a question of perception. What's more, in a world where global warming is a threat, climate-related humanitarian action is constantly evolving. This phenomenon is already perceptible in many parts of the world, marked by droughts, famines, earthquakes and floods. Consequently, climate change translates into natural disasters, which in turn lead to a reduction in available resources (intelligent management of food resources) and therefore to intervention by organizations like CARE.

Last but not least, the rise of the Internet and social networks has become a powerful tool for spreading the message. At a time when humanitarian crises and conflicts are on the increase, these are instantaneous ways of keeping abreast of developments, monitoring progress and taking action. For another purpose, this time warning, each NGO can see these social networks as a showcase for its action, what it is involved in and what it is taking part in.

# MARKETING GOALS, STRATEGY AND INSIGHT

## Marketing Objectives:

- Increase the number of CARE's supporters

**Category Insight:** North America was 29% of the global NGOs and charitable organizations market. 62% of French people are more anxious about climate change than security problems.

**Brand Insight:** Fight against poverty and the effects of climate change, defend women's rights

## Brand Position/Brand Promise:

CARE positions itself as a global leader in the battle against poverty and the effects of climate change, with a unique emphasis on empowering women as vital agents of sustainable development. Consumers' support leads to meaningful action and long-lasting change. We can together build a more equitable and sustainable world for future generations.

**Consumer Insight:** Great potential from Gen Y - 84% of the US. Gen Y donates to charity, giving an annual average of \$481 across 3.3 organizations. Half of French Gen Y will choose to donate.

**Consumer:** Consumers want to increase their social responsibility.

**Convenience:** The donation channels are not prominent on commonly used online platforms. Most people can only find the donation channels by visiting the official website. It is easy to be confused by websites with similar names while searching for CARE's official website.

**Cost:** Before donating, consumers have to spend a lot of time and effort exploring the impact of climate change on women. To solve the problems, we can set up a volunteer CARE ambassador program.

**Communication:** Care lacks interactions with consumers on social media platforms. To solve the problems, we can establish engaging and educational interactions (See the second point of Game Plan)

# TARGET PERSONA: ASHLEY

We did comprehensive research on CARE's target audience using the GWI Database. Here is our result:

## Media Habits

Heavy mobile user, 4+ hrs online daily (33.9%, 126.9i)  
Uses social media 30min-2hrs daily (39.8%, 104i)  
Visits sites multiple times per day:  
Facebook (48.3%, 109.3i)  
Instagram (35.6%, 120.4i)  
Messenger (26.2%, 129.6i)  
TikTok (20.3%, 107.5i)  
Favorites are Facebook (25.1%, 96.9i) & Instagram (19%, 125.6i)  
Streams TV/video 30min-2hrs daily (30.7%, 119.5i)  
Disney+ (14.2%, 157.4i)  
Hulu (18.6%, 152.1i)  
Netflix (26.7%, 118.3i)  
YouTube (20.8%, 120.4i)  
Last week: Visited a forum (16.2%, 115.1i), watched influencer video (20.9%, 125.7i)

## Demographics

Full-time worker (61.2%, 121.7i)  
Works in IT industry (11.2%, 177i)  
Has an undergraduate degree (32.1%, 116.7i)  
Millennial generation

## Psychographics

Considers herself open-minded (66.2%, 98.6i)  
Values contributing to community (38%, 112i)  
Cares about helping the environment (44.3%, 101.8i)  
Supports charities (22.1%, 106.4i), donating at least monthly (21.9%, 108.8i)  
Follows hashtags on charitable projects (5.7%, 117.9i)  
Social learner (10.3%, 131.6i) seeking new ideas/inspiration (53.8%, 108.2i)  
Keeps up-to-date with news and events (53.7%, 93.9i)

## Other Insights

Target audience is sympathetic to causes  
Urban, higher socioeconomic status  
US audience donates more (21.9%) vs French (10%)  
French audience listens to more podcasts (26%)



# MARKETING GOALS, STRATEGY AND INSIGHT

## STRENGTHS

Expertise and reputation: CARE France benefits from recognized expertise in the humanitarian and development aid field, reinforcing its credibility.

Global network : belonging to an international network, CARE International, offers opportunities for sharing resources, best practices and learning.

Strategic partnerships: CARE France maintains solid partnerships with other organizations, governments and companies, reinforcing its capacity for action and impact.

Media awareness: CARE France has the capacity to draw media attention to crucial humanitarian and social issues.

## WEAKNESSES

Dependence on external funding: dependence on external funding can create budgetary constraints and limit autonomy of action.

Complexity of issues: the issues of global warming and women's emancipation are complex, requiring clear communication to be accessible to the general public.

Competition in the sector: competition with other NGOs and initiatives can make it difficult to differentiate CARE France in the media landscape.

## OPPORTUNITIES

Environmental awareness: the increased focus on environmental issues provides an opportunity to raise awareness of global warming.

Partner engagement : the opportunity to engage partners from the private sector, governments and other NGOs in strategic collaborations.

Technological innovation: the use of new technologies and digital media can enhance the impact of campaigns and communication.

## THREATS

Financial instability: economic fluctuations and financial crises can impact funding for CARE France initiatives.

Online reputation: online criticism and misinformation can threaten the organization's reputation and affect public trust.

Global events : global events such as pandemics, conflicts or natural disasters can distract attention from the core issues of the organization.

# GAME PLAN

**Value proposition statement:** "From experiencing a lack of new supporters, our goal is to leverage engaging online content by actively connecting altruistic advocates to tailored initiatives to increase their social responsibility footprint."

By leveraging the **influence of social media platforms and online news outlets**, CARE can effectively highlight the global impact of its initiatives, demonstrating real-world outcomes and successes. This strategic exposure will not only increase visibility but also bolster support for CARE's mission worldwide.

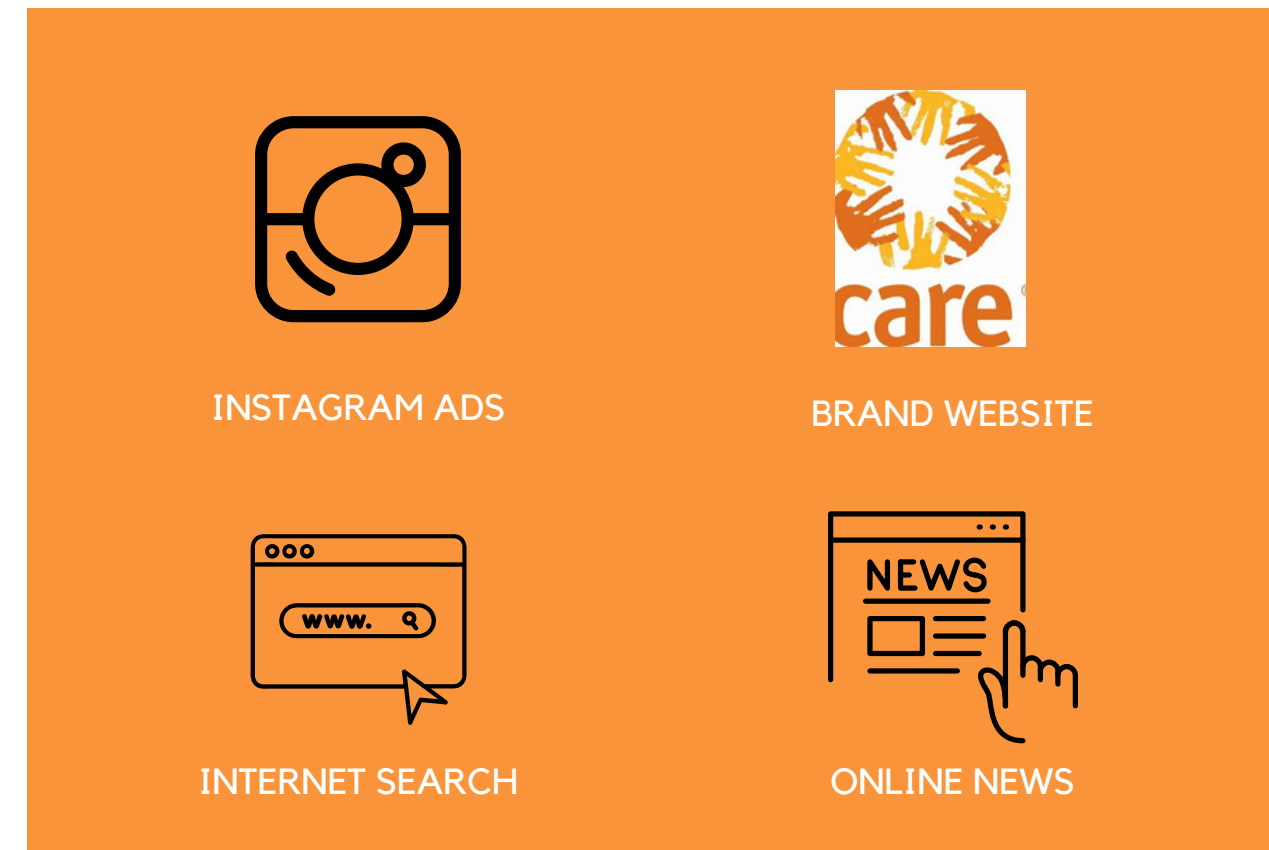
CARE can significantly boost its visibility and impact by **actively engaging with its subscribers on various platforms**. Through interactive and meaningful communication, CARE can foster a deeper connection with its audience, enhancing awareness about its goals and the critical issues it addresses.

CARE can expand its social responsibility efforts by **offering engaging and educational interactions** that are specifically designed to align with the interests and objectives of its audience while promoting CARE's overarching vision. By providing tailored initiatives, CARE can more effectively inspire involvement and commitment to its cause.

Establishing a **volunteer program** is an excellent strategy for CARE to deepen public engagement with its mission. This program would allow individuals to learn about CARE's core values and goals, connect with leaders within the organization, and explore various ways to contribute. Hosting speaker events can further enhance this engagement, providing a platform for inspiring talks and direct interaction with thought leaders in the field.

# MEDIA INSIGHT& CHANNELS

We want to **Get** Gen Y individuals living in urban areas who are active donors and care about social welfare and inequalities **To** Receiving the message that CARE is an excellent nonprofit organization dedicated to helping women fight climate change **By** Reaching them when they enjoy social media platforms like Instagram and seek knowledge on news online.



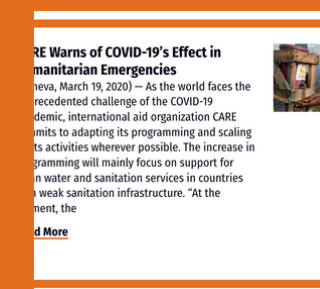
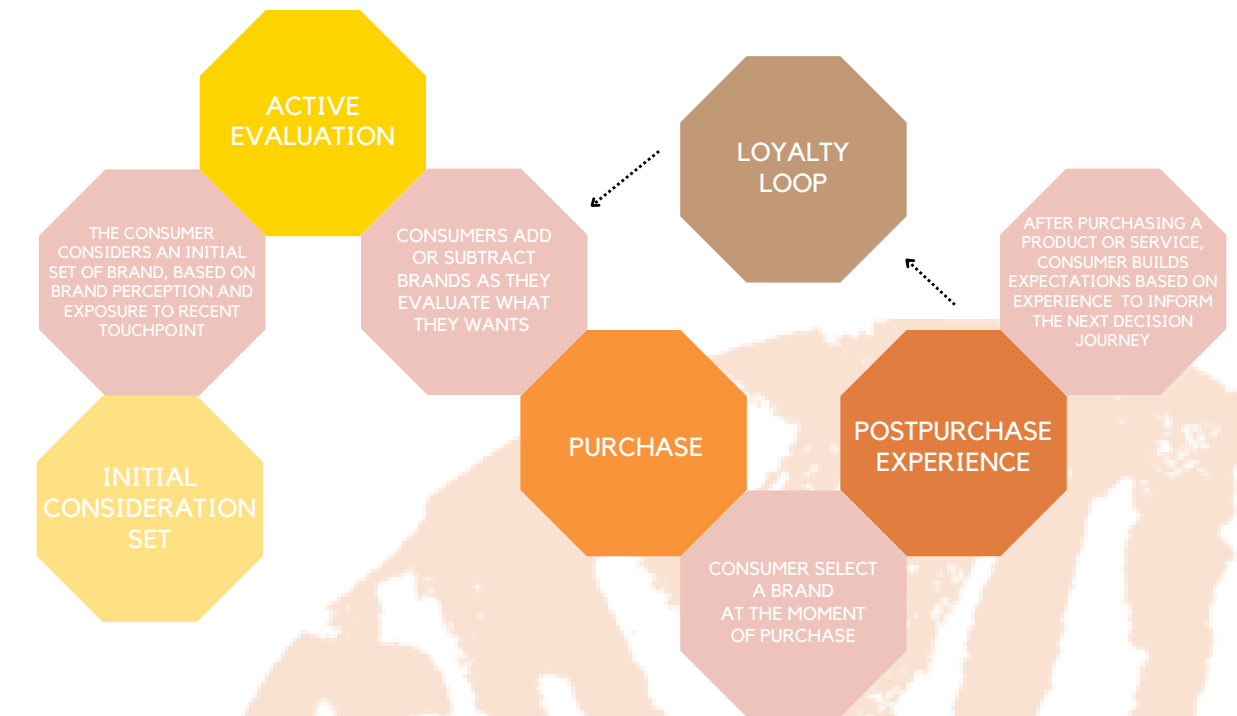


# CONSUMER MODELS

From initial consideration to active evaluation, CARE leverages various consumer models to guide their marketing strategies and connect with their audience across the purchase journey. At the center is the loyalty loop, where customers move from purchase to post-purchase experience. CARE aims to deliver value at key moments of the purchase process to foster loyalty and encourage customers to continually return.

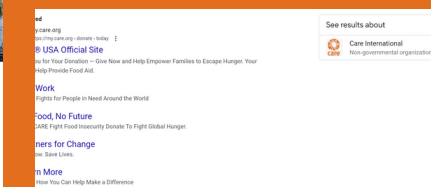
CARE employs earned, paid, and owned media to reach and engage their target audience effectively. Earned media comes in the form of news articles discussing the organization's initiatives and responses to social issues. This third-party coverage enhances CARE's credibility and entices audiences to learn more. Paid media includes search engine ads, social media advertising, and sponsored ads on platforms like Twitter and Instagram. These tactics help CARE expand its visibility and drive traffic to its website and social channels. Owned media encompasses CARE's website, social pages, and direct communication with its followers. This allows CARE to share updates, project initiatives, and connect with supporters authentically.

By strategically utilizing these consumer models and multi-channel media mix, CARE can effectively guide supporters through the consideration process, build long-term relationships, and inspire ongoing engagement with the organization's mission. The thoughtful integration of earned, paid, and owned touchpoints enables CARE to meet audiences where they are and deliver the right message at the right time, ultimately driving meaningful action and lasting impact.



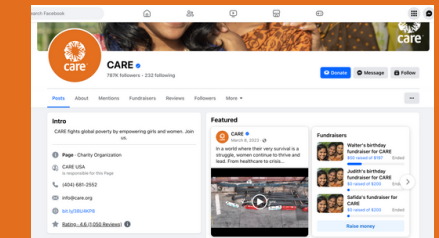
## EARNED MEDIA

CARE has earned media in the form of news articles about the organization and responses to social media posts. This type of media coverage is valuable as it comes from third-party sources, enhancing CARE's credibility and providing authentic exposure.



## PAID MEDIA

CARE utilizes paid media through search engine ads and social media advertising, including sponsored ads on platforms like Twitter and Instagram. This strategy helps CARE reach a wider audience and increase visibility.



## OWNED MEDIA

CARE's owned media includes its website and social media pages on platforms such as Facebook, Instagram, and LinkedIn. These channels allow CARE to directly communicate with its audience and share updates about its projects and initiatives.

# KPI MODEL

To boost product conversion, CARE will collaborate with current and prospective Altruism Advocates - supporters who are passionate about CARE's mission and want to actively spread awareness. By increasing the authentic engagement of these advocates on social media platforms like Instagram, we aim to organically expand CARE's reach and inspire more people to participate in donating to help women adapt to climate change.

To facilitate this, we will focus on raising the advocate engagement rate on Instagram by 20% through sharing powerful stories and providing clear calls-to-action. Additionally, we will strive to increase both the donation rate and overall donation amount from Altruism Advocates by 10% compared to the previous quarter. The communications will center on CARE's impactful work while making it easy for motivated advocates to contribute and rally their networks. Through this approach of empowering voluntary advocacy, we can build a groundswell of grassroots support to drive conversions.

## Media Objective #1: Raise Product Consideration

### KPIs for Media Objective #1:

- Reach Altruism Advocates in online news to achieve listener retention rate of 60% in July 2024 - September 2024
- Increase the CTR of online news podcast by 10% in July 2024 - September 2024
- Increase the social media engagement by 20% in the next quarter as measured by likes, comments, and share

## Media Objective #2: Boost Product Conversion

### KPIs for Media Objective #2:

- Increase Altruism Advocates engagement rate of CARE topics on Instagram by 20%
- Increase the donation rate of Altruism Advocates in current donors by 10% in the next quarter
- Increase the conversion rate of Altruism Advocates donation by 5% compared to the previous quarter


# BUDGET

We recommend allocating your \$10,000 budget across three channels - paid internet search, online newspaper ads, and Instagram ads. For the paid search component, we'll invest \$4,000 to deliver approximately 133,018 impressions. On the online newspaper ads, we'll also dedicate \$4,000, which is projected to generate around 139,352 impressions. For the Instagram ads, we'll allocate the remaining \$2,000 of the budget, estimated to result in 91,450 impressions.


By distributing the budget strategically between these three tactics, our plan aims to achieve a total of 363,819 impressions over the 8-week campaign duration. The combination of search, display, and social media advertising will enable us to effectively reach and engage your target audience across multiple touchpoints.

We're confident this diversified media plan will efficiently utilize your budget to drive brand awareness and consideration among prospective customers. The multichannel approach ensures we connect with audiences throughout the digital ecosystem to maximize the impact of your advertising investment.


care




Plan type  
Automatic




Audience  
capstone




Category  
0 Categories



Budget  
\$10,000



Duration  
8 weeks



Channel	Channel Group	Budget	Impressions
Paid			
Internet search	Digital	\$4,000	133,018
Online newspaper ads	Digital	\$4,000	139,352
Instagram ads	Social network	\$2,000	91,450
Owned			
Brand / company websites	Digital	\$	
Total		\$ 10,000	363,819

# CREATIVE IDEA #1

The concept aims to motivate more people to support CARE's work through donations and engagement. By drawing a clear line between action today and impact tomorrow, it encourages the target audience to take immediate action to be part of the solution.

We used Emotional appeal (Linking women's empowerment to children's future tags at the heartstrings of the parent target audience), Reciprocity (Showing how supporting CARE today leads to a better world for the next generation implies that giving now will directly benefit one's children), and Authority (Using real imagery of CARE's work on the ground lends credibility and positions CARE as a knowledgeable leader in this space. The image on the left is created by AI because we did not find photos of CARE people at work. We recommend CARE people to take photos while they are working. What is good is that we found the image of people who were helped by people, so we put this image on the right).

The channels we recommend using are Instagram and the CARE's official website.



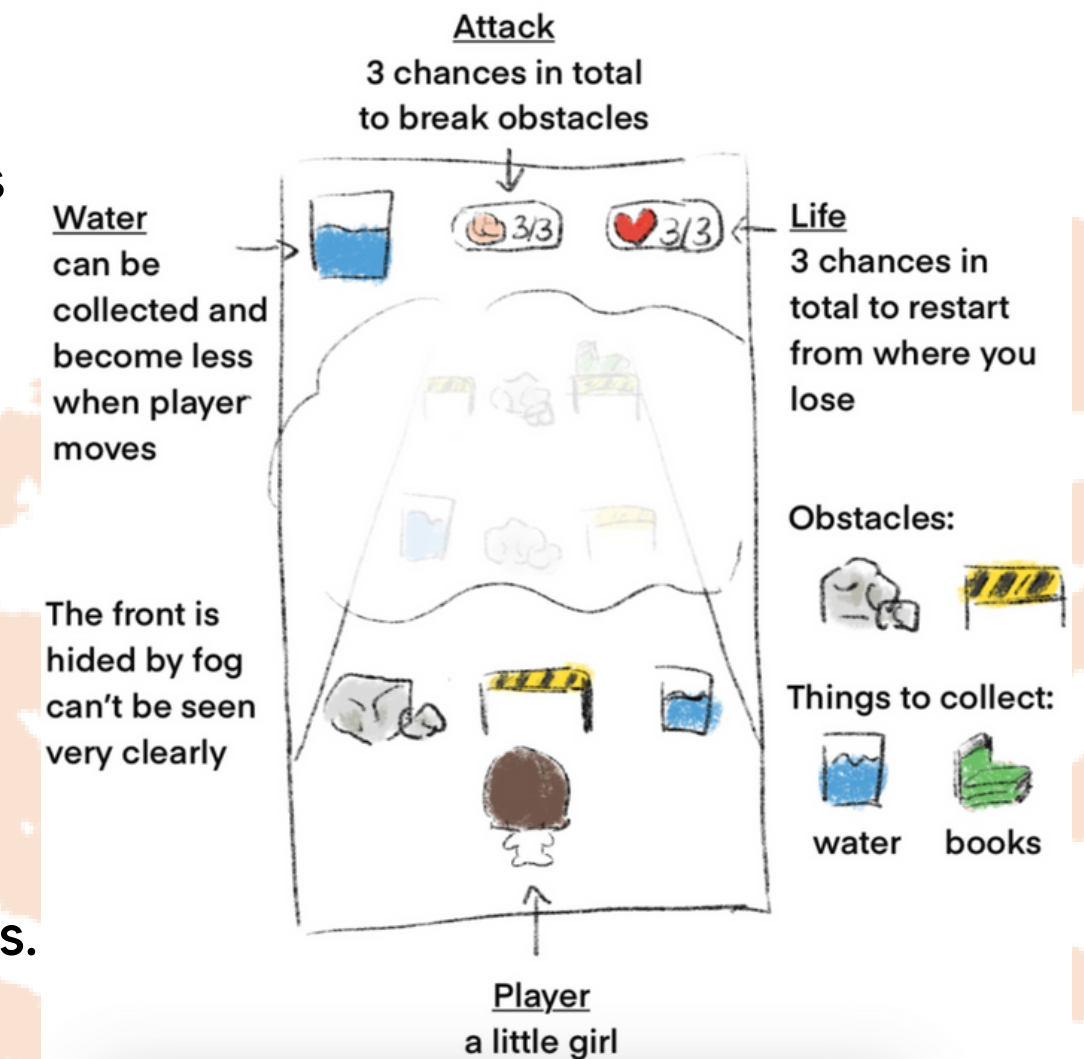
# CREATIVE IDEA #2

In a world plagued by climate change, a small village that was once thriving has become barren. A young girl named Maya embarks on a dangerous journey to save her village from drought and famine. Under these circumstances, she is unable to go to school and read. Maya's most important task is to fetch water, the precious lifeline on which she and her village depend. When Maya's journey reaches its most difficult point, she faces a terrifying mountain pass with howling winds and treacherous terrain. In the game, if Maya fails to overcome an obstacle or puzzle, she has multiple chances. But in real life, Maya only has one life. In the end, Maya triumphs, and her village is saved. But the hardships of the journey have left Maya traumatized both physically and mentally.

## Theme:

In the idea we came up with, the characters in the game can restart and continue the challenge if they fail. However, the real-life scenario does not offer those girls a fresh start. Without donations to help them, they can only continue to live on scarce resources.

The channels we are recommending are Instagram and CARE's official website.





# CREATIVE IDEA #3

We have invited ambassadors to serve as speakers for an event dedicated to highlighting the critical role of women in the fight against climate change. The event, scheduled for July 15, aims to bring together figures from around the globe to inspire action and foster meaningful discussions on environmental sustainability.

Women have been at the forefront of the climate movement, bringing about transformative change in their communities and beyond. Their advocacy and leadership on environmental issues have helped serve as exemplary figures in addressing the critical contributions and unique challenges women face in this area.

We are confident that altruistic advocate's participation will greatly enrich our discussions and help amplify the urgent need for gender-responsive climate policy.

The channel we recommend using is online news in the form of a newsletter, such as Madmoizelle. Madmoizelle is a French online media outlet aimed primarily at a young audience, mainly made up of women. Founded in 2005, it covers a variety of topics such as fashion, beauty, culture, society, and politics, with an often humorous and casual tone. In terms of audience, Madmoizelle has seen significant growth over the years, becoming one of the most popular online media in France, particularly among young women. Its varied content, its ability to address current issues, and its commitment to social and feminist issues have contributed to its appeal to a diverse audience.

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