

SOMEONE IS DIAGNOSED WITH
BLOOD CANCER EVERY **3 MINUTES.**

IN **180 SECONDS,** A WORLD
IS FLIPPED UPSIDE DOWN.



/// The Leukemia & Lymphoma Society needs to create awareness around its mission in order to reach 16-35-year-old gaming and social media enthusiasts in an impactful enough way that they spread the word and raise donations to the LLS.

The money will fund research, education, and policy that **turns patients into survivors.** Through a partnership with a popular online game and gaming platform, we'll integrate peer-to-peer fundraising to help **flip them back on their feet.**

THE INSIGHT

/// Every 3 minutes, someone's world does a complete 180. Though it's impossible to comprehend the enormity of a cancer-sized obstacle, we can show how even the slightest inconvenience gets in someone's way.

THE OPPORTUNITY

/// Twitch is one of the most popular platforms among gamers, with around 8 million active streamers¹. About half of them are the same age as our target audience².

IF JUST 1/3 OF THESE USERS MADE A \$3 DONATION, WE'D QUICKLY REACH OUR GOAL OF GENERATING AN ADDITIONAL \$2 MILLION.



180°

SURVIVOR MODE ACTIVATED

THE SOLUTION

/// Cancer claims a new patient every 180 seconds. To raise awareness for the LLS, we need others to understand what even a fraction of such a challenge feels like.

So, we'll launch by disrupting Valorant—one of the highest ranked games on Twitch—by physically turning the interface its gamers operate within by 180°, and flipping their world upside down. **Survivor Mode ON.**

Immediately, we'll grab and hold users' attention by keeping it inverted throughout all of Giving Tuesday.

Players will have the opportunity to donate while they game. And, if they complete a level in Survivor Mode, Valorant will match their donation.

YOU'VE ENTERED SURVIVOR MODE

Every 180 seconds, cancer flips someone's world upside down. Donate to the Leukemia & Lymphoma Society today to help turn patients into survivors. And if you complete a level in Survivor Mode, we'll match your donation.

[DONATE](#) [PLAY](#)

DEFEAT THE LIMITS



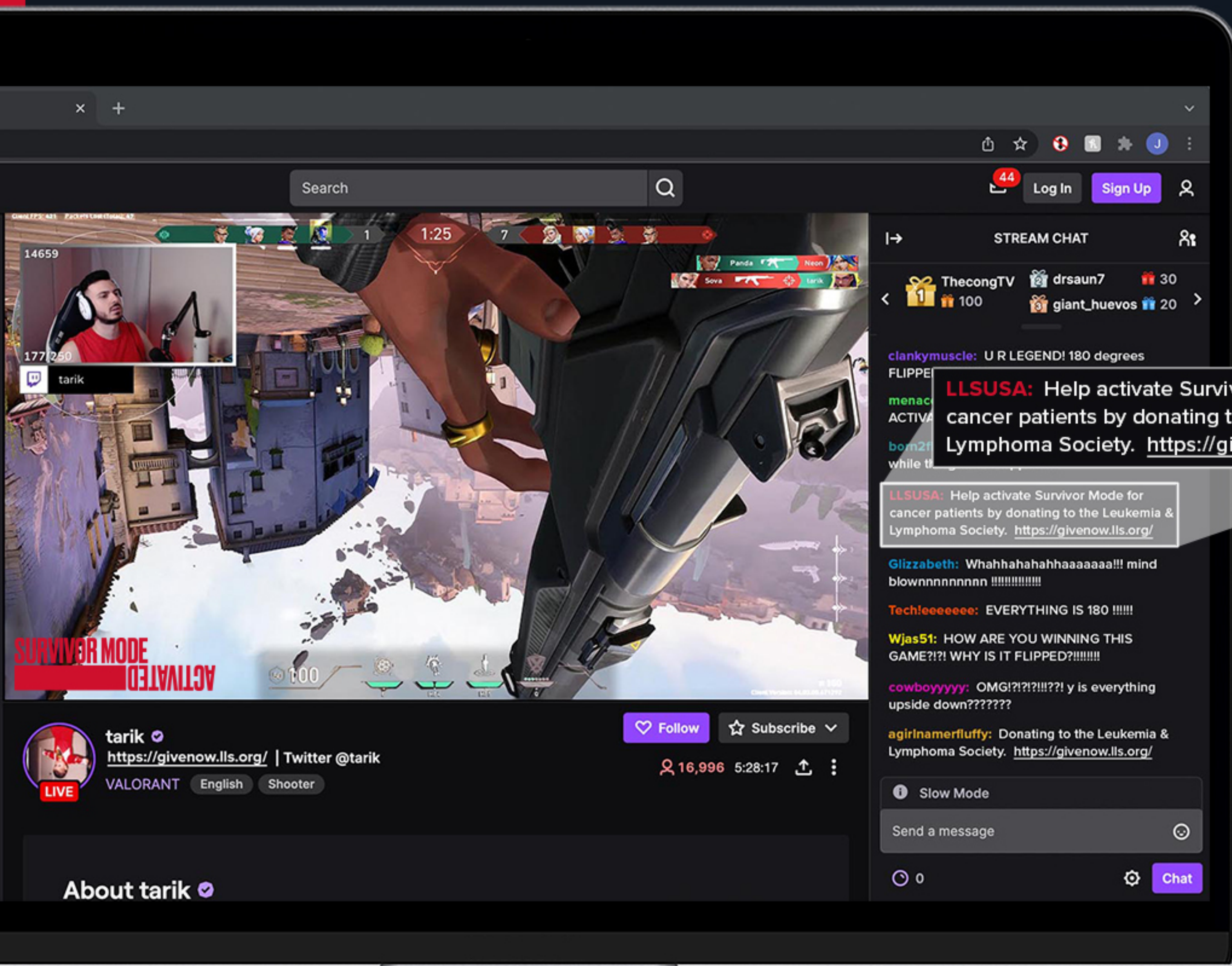
180°

180°



VALORANT



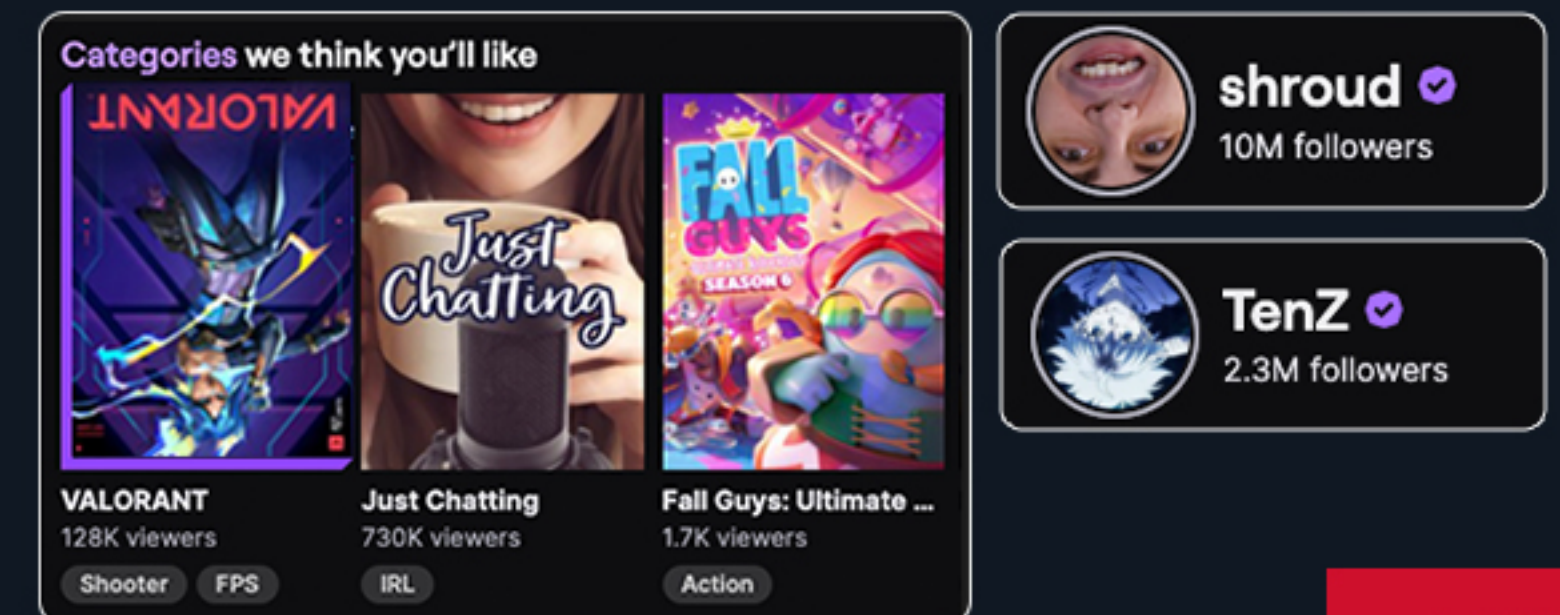


01. TWITCH PARTNERSHIP

/// As gamers face this obstacle, they'll turn to Twitch to help make sense of it, amplifying attention around the launch. Simultaneously, we'll set up chatbots to send out messages every 3 minutes, encouraging donation to the LLS as Twitch streamers share their inverted worlds.

02. TWITCH INFLUENCERS

/// In addition to the Valorant image on the homepage, we'll work with top-tier Twitch streamers to flip their profile pictures upside down in LLS allegiance and encourage others to follow suit.





03. SOCIAL MEDIA

/// #SurvivorMode will trend organically over to Twitter and Instagram, as the influencers' followers spread far outside the Twitch platform.

The challenge will be retweeted peer-to-peer, maintaining relevancy in the months to come.

Inverted selfies will promote the campaign by nominating peers to participate.

Through all the social engagement and earned media, the LLS will trend and raise money long after Giving Tuesday's buzzworthy launch. Survivor Mode will stay activated by reaching the \$2 million goal—and surpassing it.

THANK YOU!