



STEPS FOR TIGERS

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PROJECT OUTLINE

Launch a hypothetical campaign to help save the endangered tigers through a theoretical non-profit organization.

CHALLENGES

Create an interactive campaign to optimize consumer experience.

Create a campaign that runs globally.

Attract Millennials to helping save endangered tigers.

GOAL

Raise money to help reduce the number of endangered tigers.

E-MAIL

AN ASK FOR HELP

Subject Line: Help us set a powerful footprint in the world.

September 29, 2017

Dear Nike,

It is chilling to watch the success you have had over so many years. Your brand is one of the most recognizable in the world. With a simple check mark your presence is noted. It is admirable to see you try to use this success to make an environmental footprint with your green product line. You are a brand that creates a difference in the world. For this reason Peas in a Pod is reaching out to you for your help.

As of right now Peas in a Pod has been working to help save endangered tigers through our Steps for Tigers campaign. The population of this species is declining, tigers are now down to a worldwide population of 3,200. Our goal is to raise funds to build conservation areas to protect these tigers. In order to do this we are holding a marathon in every major city in the world on July 29, 2017. The proceeds from the marathon will go to the tigers' conservation areas. Our intent is to not only raise enough funds , but to also create awareness about this tragic truth that has not been spoken about enough to truly motivate people and create a change.

Peas in a Pod would love it if you came on board by sponsoring us in this cause. Your name would be placed on all of the marathon t-shirts. In addition, we would love to design an activewear line with your name on it where 15% of each item sold in the line would go towards the conservation areas. In addition, Leonardo DiCaprio has been working with the World Wildlife Fund to help the tigers as well, therefore he has agreed to join in and help us by being the face of the campaign. This means he would also be wearing your apparel in front of the whole world as well.

Your brand represents speed, motivation, power, everything a tiger is. For this reason we believe you would be the perfect sponsor. Your name would be known to help endangered tigers globally. A great achievement to have as a brand. Something people would look up to, something that shows that Nike is not just a sports brand like any other. Rather, a brand that sets a difference in the world, a brand to admire, a brand that when people wear its attire, they suddenly become invincible, they become motivated to get out there and help the world become a better place to be in.

If you are interested in sponsoring the Steps for Tigers campaign please give us a call at (647)123-9876 or e-mail us back at this address.

Sincerely,

Peas in a Pod



CAMPAIGN WEBSITE

<https://peasinapodnike.wixsite.com/stepsfortigers>

APPAREL SHOP WEBSITE

<https://peasinapodnike.wixsite.com/stepsfortigers/shop>

SOCIAL MEDIA



Nike
@Nike



We would like to thank [@LeoDicaprio](#) for being the face of our new campaign,
[#STEPSFORTIGERS](#),
[#JUSTDOIT](#)
For more information visit: www.peasinapod.com



44 4.8K 7.9K



LeoDicaprio
@LeoDicaprio



I am really thankful, that [@Nike](#) thought about me and made me a part of their meaningful cause. This planet is my priority. Every living being deserves shelter and a free life. Small things make big changes. Contribute your part to flora and fauna, it's crying for help.
[#STEPSFORTIGERS](#) [#NIKE](#) [#SAVETIGERS](#) [#RUNMARATHON](#)
For more information visit: www.peasinapod.com



Nike
@Nike



We would like to thank [@LeoDicaprio](#) for being the face of our new campaign,
[#STEPSFORTIGERS](#),
[#JUSTDOIT](#)

44 4.8K 7.9K



AngCarreno
@AngCarreno



So while I was waiting for my bus today, my eyes were caught by an ad that said "Steps for Tigers". The activewear had a tiger logo on it, can't wait to get it. Also, it is great to see name brands actually using their platform to raise awareness and make this Earth a better place for these poor animals. I have also signed up for the Marathon, they have sick t-shirts too.
[@Nike](#) and [@LeoDicaprio](#) Keep up the great work.
[#STEPSFORTIGERS](#) [#NIKE](#) [#SAVETIGERS](#) [#RUNMARATHON](#)



19 297 816



Nike
@Nike



Thankyou so much [@AngCarreno](#) we appreciate your support.
[#STEPSFORTIGERS](#),
[#JUSTDOIT](#)
For more information visit: www.peasinapod.com



AngCarreno
@AngCarreno



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17 1.3K 2.6K

AD CAMPAIGN



E-MAIL

A THANK YOU

Subject: You saved the tigers!

April 6, 2017

Dear Nike,

On behalf of everyone at Peas in a Pod we would like to thank you for your generosity in participating in helping us change the world one step at a time. It has been a pleasure working with everyone on your team.

Together we reached our goal in creating awareness around the world about endangered tigers. We truly appreciate your support and contribution towards this organization. With your help we were able to raise \$25M for the tiger's conservation areas. That is equivalent to 2,500 tigers now being properly cared for. Without your involvement and generosity we would not be able to inspire our audience. The world is full of problems and tackling them with Nike makes it this much easier.

Without your help we could not have done what we did to help the wildlife. Thank you again for your contribution. We look forward in working with you in the near future.

Sincerely,

Peas in a Pod Organization



STEPS FOR TIGERS

