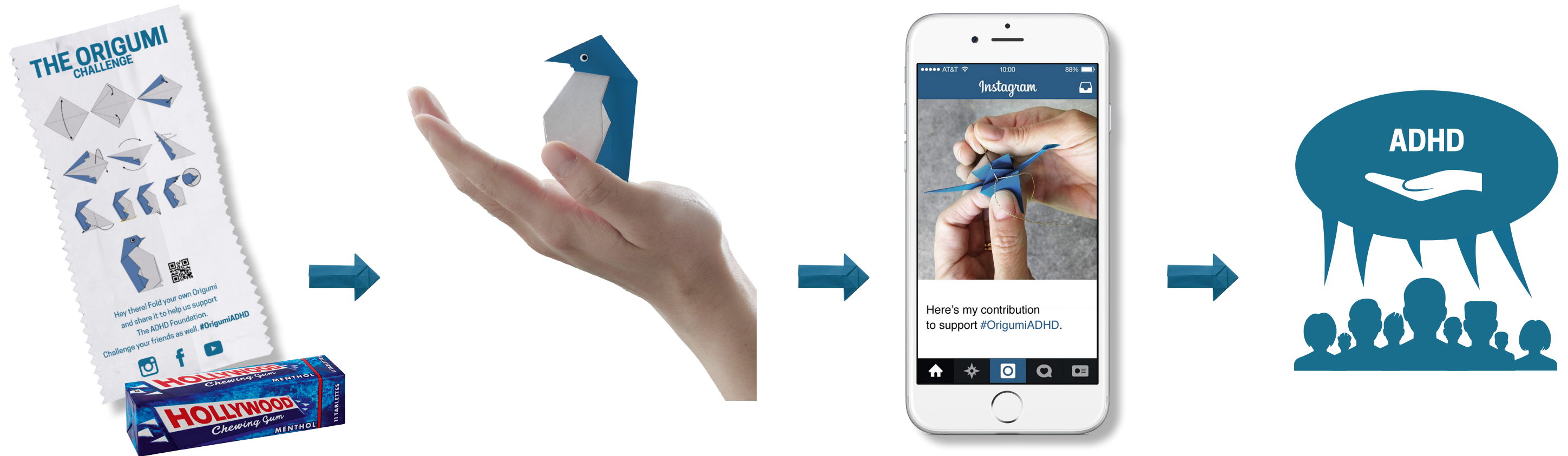


THE ORIGUMI CHALLENGE

FOLD UP YOUR STRESS AND FIGHT ADHD



1. PROBLEM & INSIGHT

ADHD – **Attention Deficit Hyperactivity Disorder** is a huge problem, with about 39 million suffering. **Chewing gum increases brain activity**, helps people focus and relieves hyperactivity symptoms.

2. IDEA

We challenge people: Chew a gum to **enhance your concentration** – then focus on **folding origami figurines** out of the gum's wrapper (instructions included and online). You can also **help raising awareness for a good cause** and challenge your friends.

3. HOW IT WORKS

People can **share Origumi** through social media to **raise awareness for ADHD**. Schools could be our firestarter for this campaign, also making it credible. We **collect** shares on a **social hub**. When entries reach a certain number, **Mondelez donates to The ADHD Foundation**, using a “kickstarter” mechanism to limit spendings and encourage contributors.

4. RESULT

We **raise awareness for ADHD** and how chewing gum can be **behaviour therapy**, increase concentration and reduce stress. We become **famous** for being the **brand that can tackle big issues**. And last but not least, we expect to be rewarded with increasing sales.

HOLLYWOOD

STIMOROL

Trident

THE ORIGUMI CHALLENGE – HANDOUT

FOLD UP YOUR STRESS AND FIGHT ADHD

1. ADHD – WHAT AND HOW

ADHD – **Attention Deficit Hyperactivity Disorder** is a huge problem, with about 39 million suffering. Up to 30% of children and 25-40% of adults.

People with ADHD have trouble **paying attention**, controlling **impulsive behaviors**, or have **problem being focus** and **concentrated**.

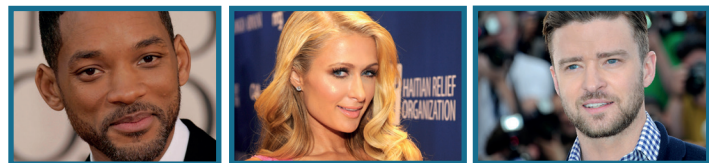
ADHD can't be cured, it can be successfully managed and **some symptoms may improve** as the child ages and **with some behavior therapies**.

2. CELEBRITIES & ADHD

A **lot of sport champions and celebrities** suffer or suffered from this disorder, for instance:

- **Will Smith** ▪ **Justin Timberlake** ▪ **Paris Hilton**
- **Adam Levine (Maroon 5)**... and many others.

They might help us to launch our social campaign.



3. BENEFITS OF CHEWING

Chewing gum increases brain activity, helps people focus and relieves hyperactivity symptoms.

“It can cause the body to release insulin, which activates the area of the brain most commonly associated with memory. This can lead to improved concentration and recall ability, which many students with ADHD lack.”

“This suggests that chewing gum helps us focus on tasks that require continuous monitoring over a longer amount of time.”

4. TARGET GROUPS IN SOCIAL MEDIA

Instagram- and/or FB-Users / Age 13-30 /

Interests: “chewing gum or specific chewing gum brands”.

Potential: 1.200.000

Instagram- and/or FB-Users / Age 13-30 /

Interests: “chewing gum or specific chewing gum brands” combined with “donations”:

Potential: 370.000



5. KICKSTARTER MECHANIC



People can share Origumi pictures and videos with **#OrigumiADHD** through social media to raise awareness for ADHD.

We collect and count shares on a social hub. When entries reach a certain number, Mondelez donates to The ADHD Foundation. If people feel motivated to donate their own money, we provide the means.

“Users, donate your time, not your money!”



Advantages:

- No risk: We define the donation amount ex ante
- People are motivated to „donate their time“ via Origuming to push the donation of Mondelez
- Donation and buying chewing gum are decoupled – no direct social pressure on consumers to buy Mondelez-products and no billing-complications with the retailers
- Mondelez will also donate when competitor papers are used to Origuming. The hashtags make sure that fame and honor will be ascribed to Mondelez anyhow

6. COOPERATION WITH SCHOOLS

In this school:
**CHEWIN'
ALLOWED**



#ORIGUMIADHD

Schools could be our fire starter for this campaign.

“Gum is a good tool for children who find it hard to focus in noisy classroom settings. It actually helps to dull background noise by activating the Eustachian tube [in the ear].”

Carolyn Cybulski, teacher and principal at Epic School, a small, not-for-profit preschool and kindergarten in Toronto.

