



# IT'S IN THE GAME FEET

Imagine your favorite soccer player was born with clubfeet, would they still be your favorite player?



**GRWU as we walk you through the struggle**

# Clubfoot

Clubfoot (also called talipes), where a baby is born with a foot or feet that turn in and under. Early treatment is a must to correct it, it's not painful for babies, but it can become painful and make it difficult to walk if it's not treated and leads to lifetime disability.



Source: Google Trends

Popularity of clubfoot in Nigeria has grown with 2023 showing peak popularity.



# The Problem:

On the average, 2 per 1000 live births in Nigeria are born with Clubfoot. Due to ignorance, they end up living with this defect through their lives whereas they don't have to.

# The Ask:

To first, create awareness and trigger realization amongst TA and get them to act by donating towards eradicating Clubfoot using polio as a testimonial. Lastly, recruit new members to the rotary club.



# Our Audience:

- 18 – 45.
- Men & Women.
- Individuals, Corporates, Government etc.

# Fact:

- Over 70% of the TA play video games & over 60% of that number play games online

# The Insight:

Gamers form a dynamic information-sharing community, offering a powerful platform to rapidly spread awareness

# The Strategy:

Elevating Clubfoot Awareness through Strategic Virtual Reality Collaboration with EA Games



# Meet Blossom aka Bubba

An 18-month-old from Ibadan who was born with clubfoot and has been undergoing treatment. **Because of this treatment, Bubba will live a long healthy life and function without any defect.**

Because Bubba's club feet were corrected, he now has the chance to be in the EPL just like Liverpool legend Steven Gerrard, who was also born with Clubfoot.



# How it will work

We will partner with EA sports to foster unique experiences through EA Sports FC where players get to experience in-game effects of clubfoot.

Imagine playing an intense football game going head-to-head with your opponent but then at half time, your top striker emerges with clubfoot.

The aim of this campaign is to raise awareness about what life with clubfoot is and how it can be avoided.

By this, we can trigger realization in our target audience about the restrictions in a life with clubfoot.

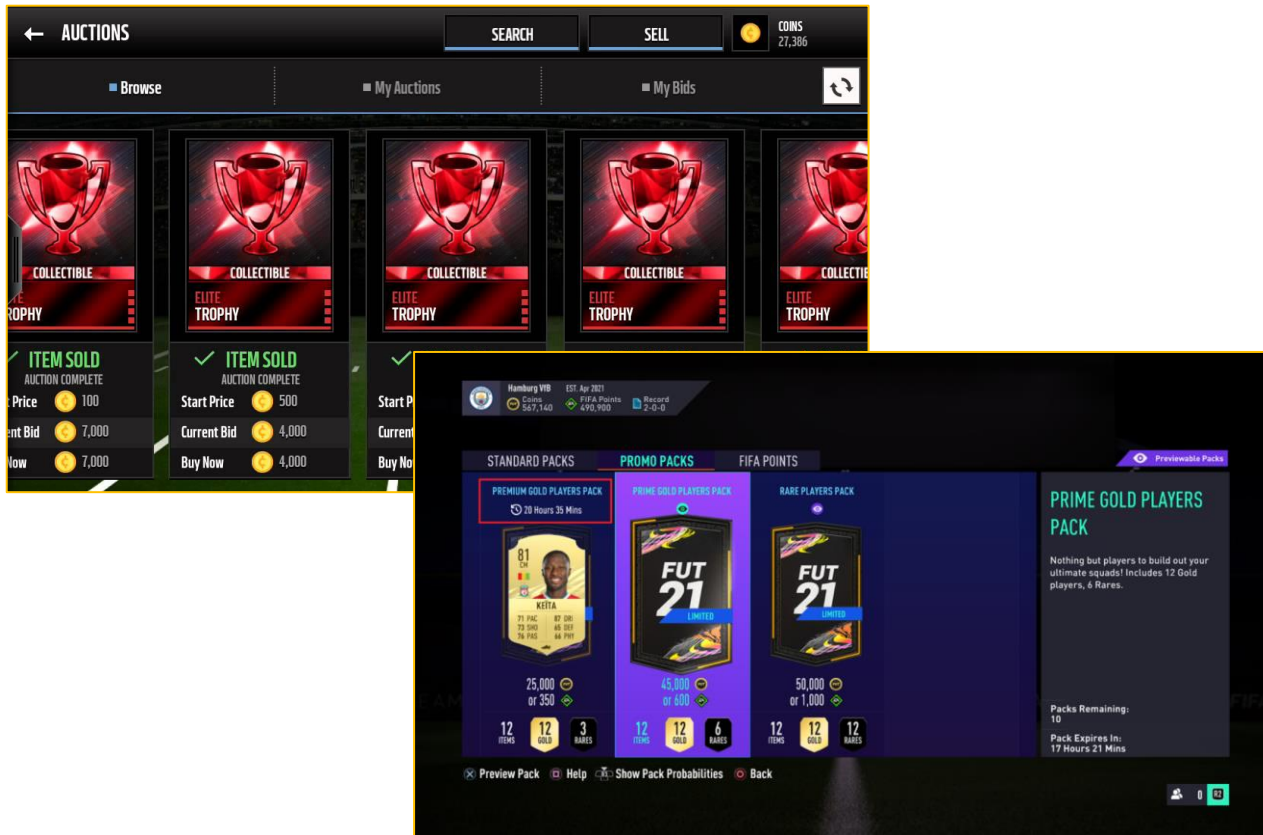
The campaign will go live the week leading to **WORLD CLUBFOOT DAY**, raising awareness



	Nigeria	Africa	Globally
Total gamers	60m	186m	3.3bn
FIFA FC24 players	107k	470k	17.5M

# Re-up on packs, Donate

Everyone loves to be recognized.



EA Sports games have unique in-game stores that offer purchases in form of in-game currency such as but not limited to game coin. These coins are used to purchase packs which can be used to upgrade character(s) or activate power ups depending on the game. A percentage of the purchases depending on the game will go towards the treating clubfoot

\$5

\$10

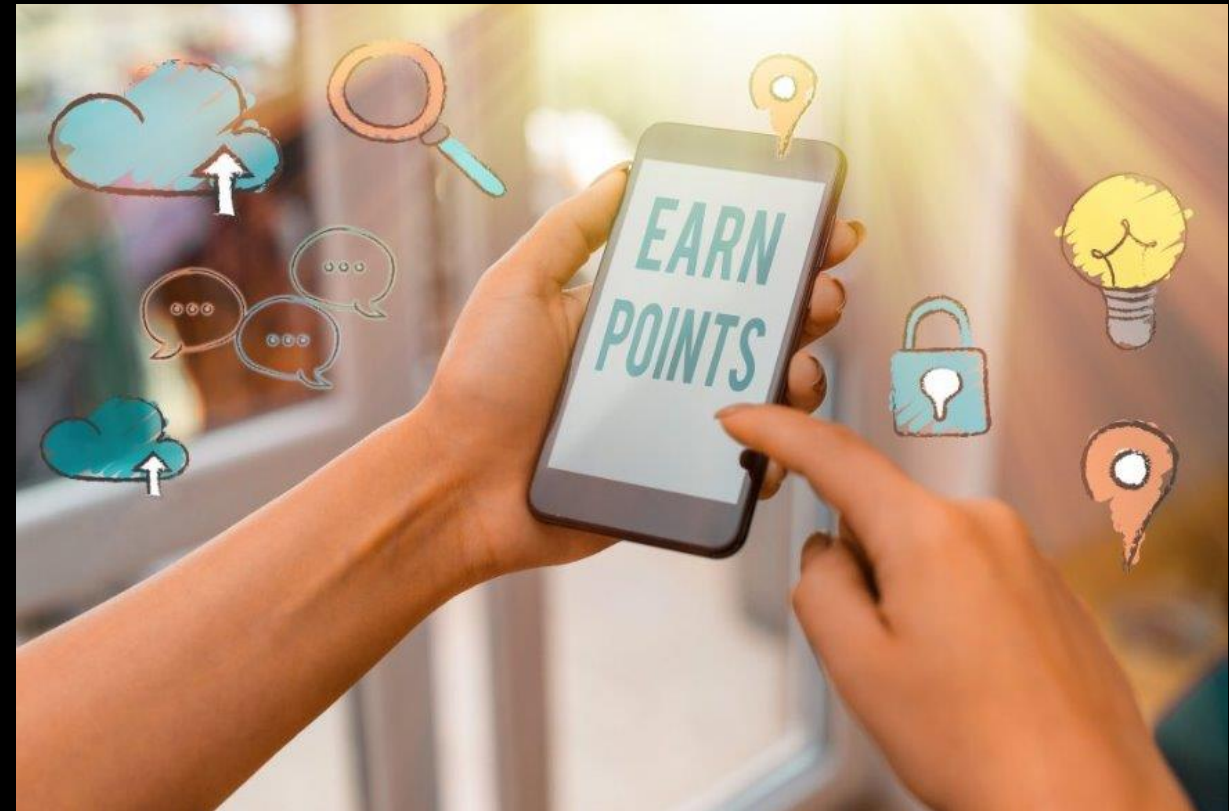
\$25



# Drive Recruitment

**Points and Rewards System:** Implement a coins-based system where participants earn coins for completing recruitment-related tasks such as attending events, referring new members, or sharing Rotary club content on social media. Offer rewards such as badges, certificates, or Rotary club merchandise for reaching certain point milestones.

**Challenges and Competitions:** Create recruitment challenges or competitions where participants compete against each other or teams to recruit the newest members within a specific time frame. Offer prizes or recognition for the top recruiters, such as VIP access to club events or leadership opportunities within the club





# Virality is embedded

The unprecedented nature of the campaign which is also executed on a conversational platform like EA SPORTS, will get a lot of people talking, sharing and forwarding thereby driving virality and further awareness.

It starts online through conversations and transcends into broader media channels.



# Measurement

**10K**

VOLUNTEER  
REGISTRATIONS

**500K**

IN-PLAY  
EXPERIENCES

**1.2M**

SOCIAL MENTIONS

**25M**

REACH

**\$1M**

DONATIONS

**\$0**

MEDIA  
INVESTMENT

Our goal is to get a minimum of \$5 from 25,000 players as a result of in-game purchases.

What we'll be tracking:

- Number of players donations
- Amount donated
- Number of new Rotary club members
- Social Mentions

# Why this works

- Taps into a platform that already has a high number of interactive users.
- Delivers significant awareness through virality.
- It is disruptive
- Triggers realization of Clubfoot and the struggles of living with clubfoot.
- Zero media budget for execution.



# Summary



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Source: based on believe

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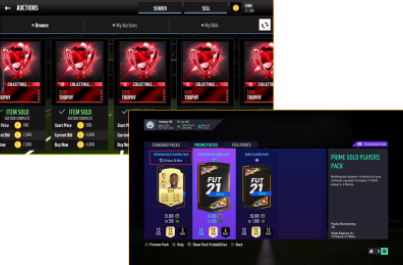


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Source: african.business, truelistco, Meta Audience Network, EASPORTSEC

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<b>10K</b> VOLUNTEER REGISTRATIONS	<b>500K</b> IN-PLAY EXPERIENCES	<b>1.2M</b> SOCIAL MENTIONS
<b>25M</b> REACH	<b>\$1M</b> DONATIONS	<b>\$0</b> MEDIA INVESTMENT

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