

# JOIN ROTARY IN TRANSFORMING LIVES: THE FIGHT AGAINST CLUB FOOT



*"Together, we see a world where people unite and take action to create lasting change - across the globe, in our communities, and in ourselves"*

## Communication Objectives

We need funding from Individuals and corporations all around the world to support Clubfoot in various countries and this will be made available to the beneficiaries all around the world.

We also need to ensure more and more Young & Young at Heart service-oriented Individuals show their intent in joining the Rotary international club.

# UNDERSTANDING CLUB FOOT: THE JOURNEY BEGINS

## Rotary V Polio



The unparalleled success of **Rotary** in eradicating polio serves as a beacon of hope.

Success story

## Condition



Clubfoot is a congenital condition characterized by an abnormal positioning of one or both feet, making it difficult to walk normally

Clubfoot

## Treatment



The Ponseti method is non-surgical and has since become the standard of care for treating clubfoot worldwide

Ponseti Method

## Circulation



80% of all cases being born in LMICs with a prevalence that varies between 0.51 and 2.03 per 1000 live births.

Global Prevalence

# OVER 250,000 ANNUAL CASES WORLDWIDE

## NORTH AMERICA

1.29 per 1000 live births

12%

## EUROPE

1 per 1000 live births

10%

## ASIA

0.9 per 1000 live births

38%

08%

## SOUTH AMERICA

1.3 per 1000 live births

29%

## AFRICA

1.1 per 1000 live births

03%

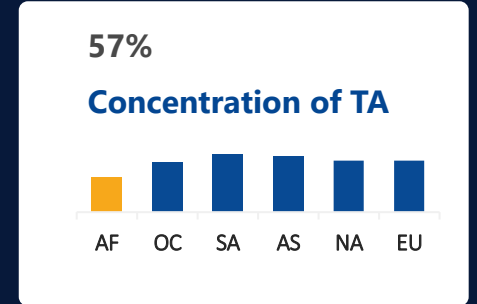
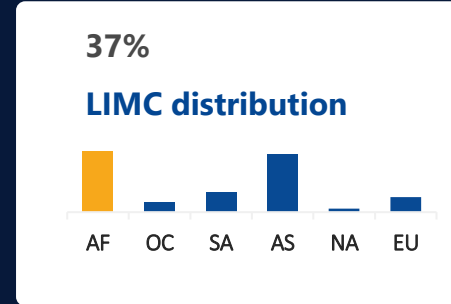
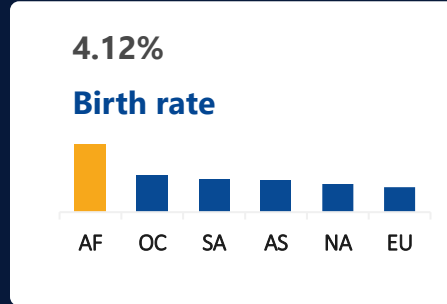
## OCEANIA

2.3 per 1000 live births

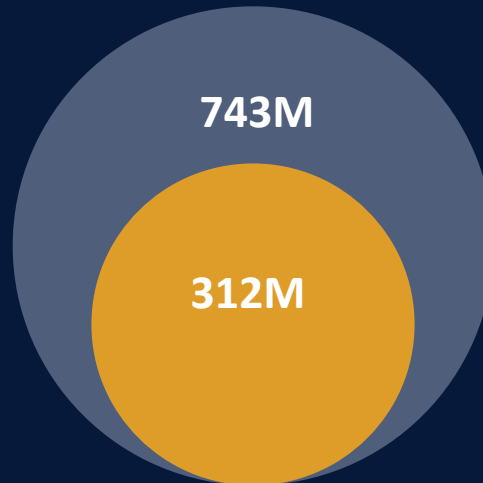
# OUR CHAMPIONS: UNDERSTANDING OUR AUDIENCE



working class  
self-employed  
business owners  
HNWIs



## Demography



**Addressable Audience**  
M&F above 18 years old  
847M

**Target Audience**  
(Campaign target)  
M&F, 18 – 45 years old  
SEC - ABC1

# THEIR MOTIVATIONS AND MEDIA HABITS

## Psychography extracts

They have an entrepreneurial spirit and are driven by a restless sense of purpose and exclusivity.

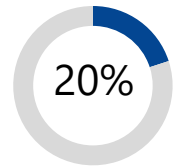
They are hustlers on a journey and aspire for success. They seize every opportunity to showcase their achievements.

They are early adopters and are enthused by technological advancements.

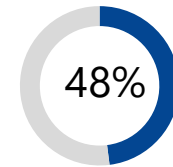
## Passion Points



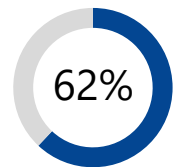
## Audio Visual Channel Interest



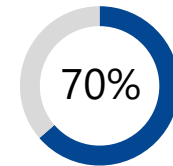
**News**  
CNN, BBC,  
Sky news,  
Aljazeera



**Lifestyle**  
E!, Fashion  
Police,  
Celebrity news

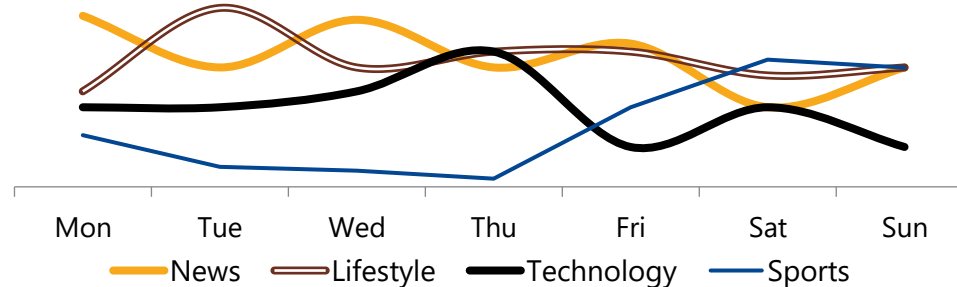


**Technology**  
Nature & Science,  
mega projects,  
African change  
makers

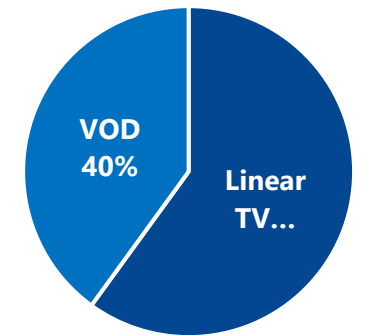


**Sports**  
SuperSport,  
ESPN, Canal  
sport

## Weekly consumption Patterns



On-demand Audio-Visual platforms are closing the viewership gap for this audience segment.



## Audio Listenership



Apple Music

71%



YouTube Music

39%



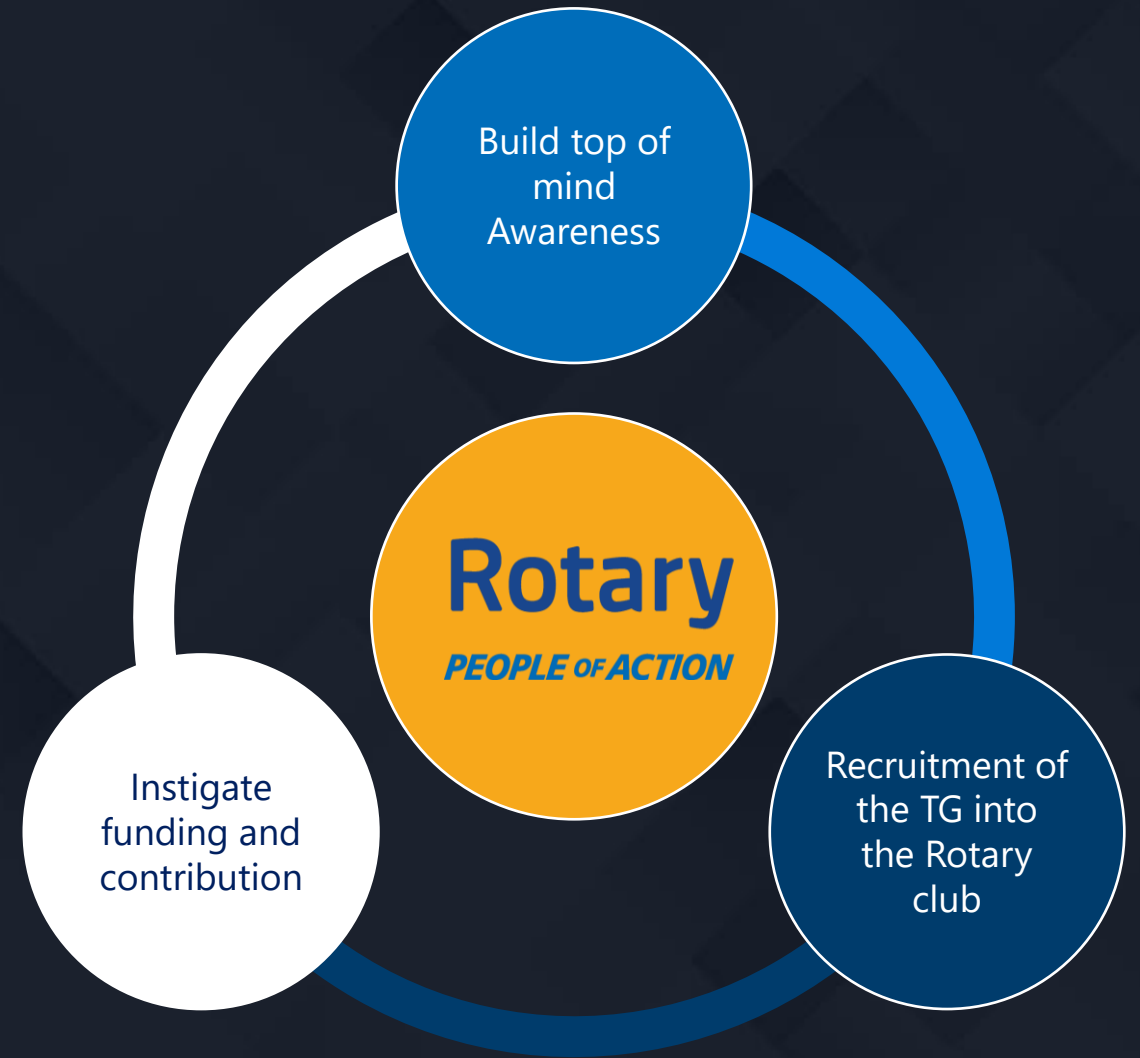
Spotify

59%

# THE GAME PLAN

**Our strategy is threefold: Generate awareness, raise the necessary funds and expand the Rotary family. By leveraging insights into the target audience, we aim to inspire a wave of support and action by;**

- Evoking interest via emotional storytelling, interactive elements, and user-generated content, all underpinned by a powerful hashtag.
- Connecting brilliantly through online touchpoints to initiate donations.
- Inspiring them to become Rotarians and interacts through recommendations of existing members.





# # STEPS FOR CHANGE

Empowering every child to take their first step towards a limitless future, #StepsForChange unites communities worldwide in the fight against Club Foot.



**Empathy and Action**

**Community and Contribution**

**Innovation and Engagement**



# STEPS FOR CHANGE



## Hashtag Launch

#StepsForChange symbolizes both the literal steps children will take following successful treatment and the figurative steps we're taking towards a better future.



## Partnerships

Leverage support of existing corporate and global partners. Latch on wide appeal for football across the continent and get the CAF body involved in the war against clubfoot.



## VR Experience

Partnership with VR tech giants to develop an immersive Virtual Reality (VR) experience that simulates what it's like to live with Club Foot, designed to foster empathy.



## Online challenge

Initiation of an online challenge where participants commit to walking, running, or cycling a certain distance, sharing their progress online while fundraising for Club Foot treatment.



## Celebrity Advocacy

Partnership with influencers and celebrities who are passionate about global health issues. Having them participate in the campaign by sharing their own stories or experiences.



# MEDIA EXECUTION

## Multimedia Activation



## Celebrity Advocacy



Professional Golfer  
Won the 2023  
Masters and  
currently ranks 3<sup>rd</sup>  
in the world



Ex-Footballer and  
now coach.  
Legendary status for  
England Liverpool  
football club.

# WHAT SUCCESS WILL LOOK LIKE

Total Impressions

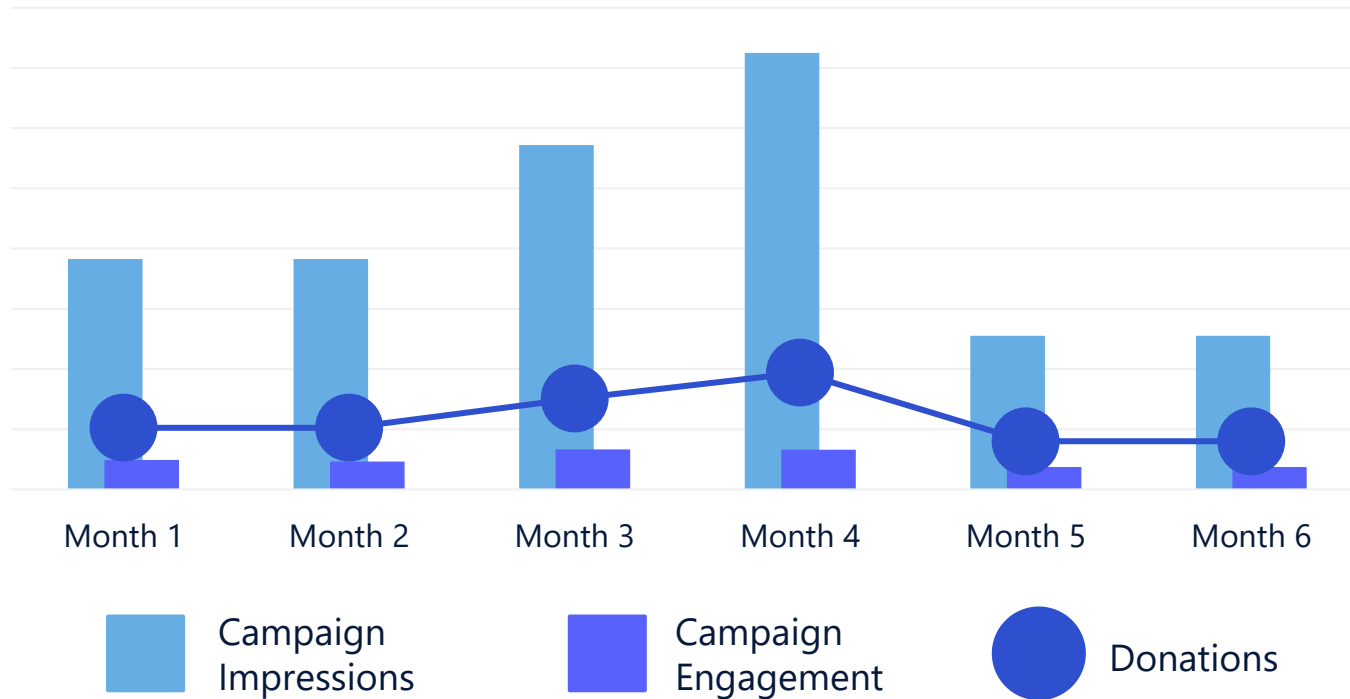
510,589,450

Total Engagements

25,305,895

Total Donations

\$110,000,000



Global Impact

