

GOODNESS STEMS FROM THE HEART

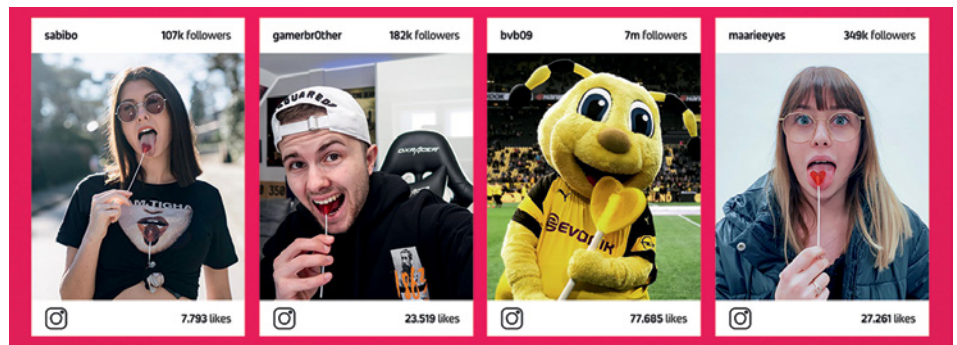
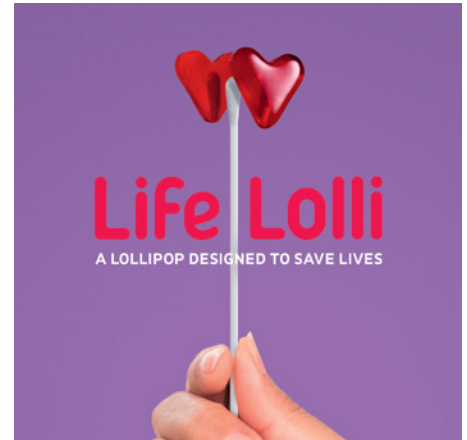
Lollipops become lifesavers when mailed to influencers, inspiring young people to donate stem cells.

Every day, two children in Germany are diagnosed with leukemia. Often, donated stem cells offer their only chance of survival. People under 30 are ideal donor candidates – five times more likely to be a positive match. KMSZ, the organization collecting bone marrow samples, needed to motivate young people to help.

The typical DNA testing tool is a simple swab on a stick. So they sent out a swab wrapped in a heart-shaped lollipop. That made it an irresistible opportunity for the selfie generation to share their good deeds on social media. Life Lolly came inside a pack, which converted into a swab-holder that the lolly-lickers could mail back to KMSZ.

The first 200 packs were mailed to influencers on World Children’s Cancer Day. Gamers, musicians, beauty bloggers and sports stars all showed their hearts and invited followers to order a lollipop online and show theirs. These influencers helped the idea reach 86.5 million people.

By making the DNA test playful, fun and tasty, they attracted young people who had never considered stem cell donation before. Influencers helped reach 87 million people. There were 628,000 interactions. About 20 per cent of website visitors ordered a lolly, leading to a 106 per cent increase in kit orders and 680 per cent more donor registrations. The average donor age dropped from 37 to 26 – proving that young people are both brand ambassadors and suckers for a good cause.



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