THE OPPORTUNITY
A collaboration between the world’s leading brand of mustard and Autism Speaks.
- Increase customer engagement
- Highlight mustard as ‘clean’ natural food for families
- Fulfill philanthropic goal to strengthen communities nationwide
- Raise awareness of autism

THE PLAN
Manufacturer Action-Triggered Donation Campaign
- April ‘Yellow and Blue (and YOU) Make Green’ campaign
- Change iconic yellow bottle into a ‘blue’ awareness-themed bottle (not for resale)
- Engage restaurant customers to spread awareness with table placement of blue bottle
- Scan QR code to customized landing site at Yellow4Blue.com - $1 donation per click
- $200,000 goal (or 200,000 scans)

THE IMPACT
- 1.9 Million Social impressions
- 100,000 QR scan in first 2 weeks!
- 45,000 Unique Engagements
- 9 M Visits to YellowAndBlueAndYou.com
- Achieved 200,000 scan goal
- 12% Increase in food channel sales since partnership

THE RESPONSE
“Thanks for the support! I will be buying French’s from now on.”
– Campaign Participant

“Please start selling it in stores, so more people can support Autism.”
– Campaign Participant

COMMUNITY BENEFITS
$200,000 Donation to fund research, advocacy and critical support around autism

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2 Million U.S. individuals affected by autism