

# **AUTISM SPEAKS®** Partnership



## 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!

**200,000**

Achieved 200,000 scan goal

**45,000**

Unique Engagements

**12% Increase**

in food channel sales since partnership

**9 M Visits**

to YellowAndBlueAndYou.com



## COMMUNITY BENEFITS



**\$200,000 Donation**  
to fund research, advocacy and critical support around autism

Helping to strengthen local communities by supporting the

**2 Million**

U.S. individuals affected by autism

## 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