




BEYOND CONSULTING

"To carry out OST causes more widely and create a bright future for children"

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Executive summary

GOAL "To gain more awareness and donations in the current socio-economic situation in Thailand with a sustainable growth"

KEY ISSUE A decrease in the total fund raised due to the loss of main donors, resulting from COVID-19

KEY QUESTIONS

- How can OST become memorable with a unique first impression?
- How can OST emphasize the seriousness of cleft conditions?
- How can OST achieve long-term support from donors?

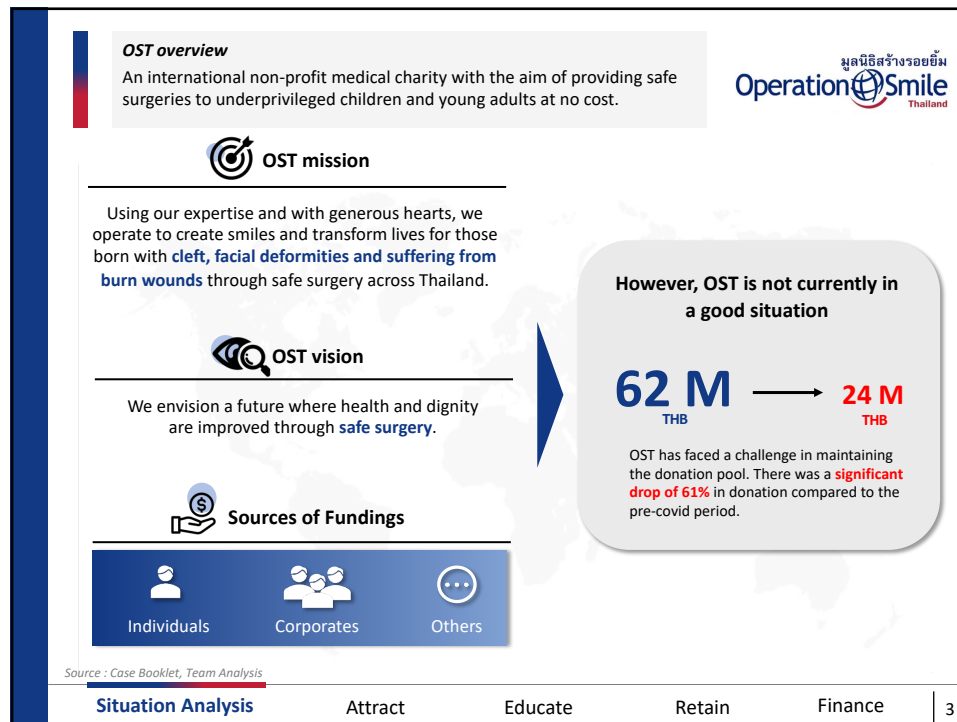
STRATEGIES

- Attract**
Launching Smiley Truck campaign
- Educate**
Publishing an emotional video on social media platforms
- Retain**
Leveraging on existing channels to build donors' retention

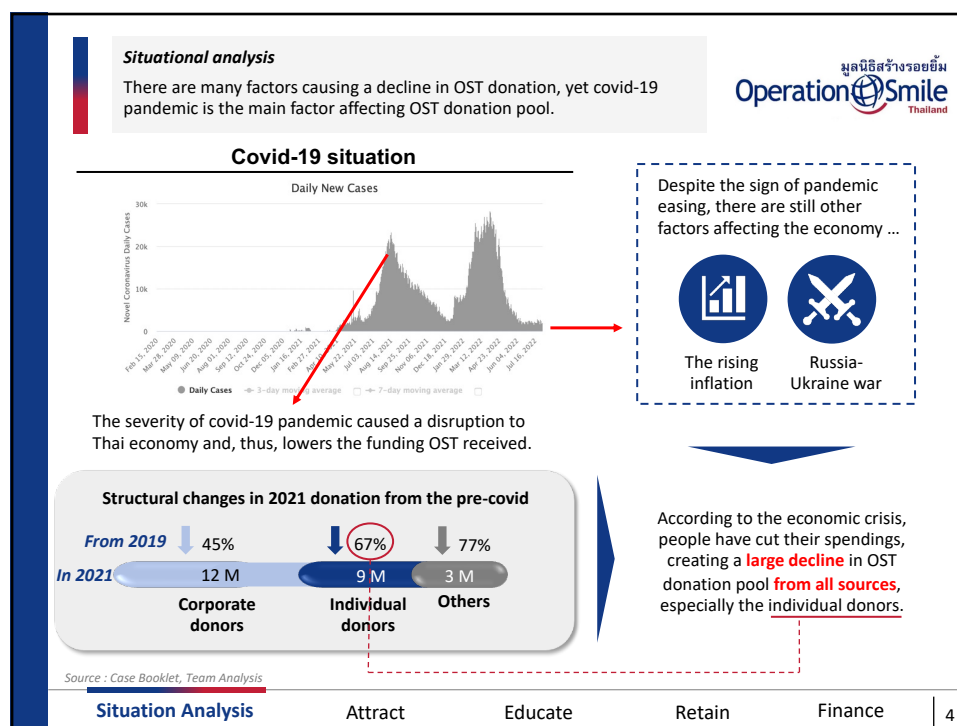
IMPACTS OST will be able to increase awareness and gain up to **36.7 million Baht** by the end of 2025

Situation Analysis	Attract	Educate	Retain	Finance
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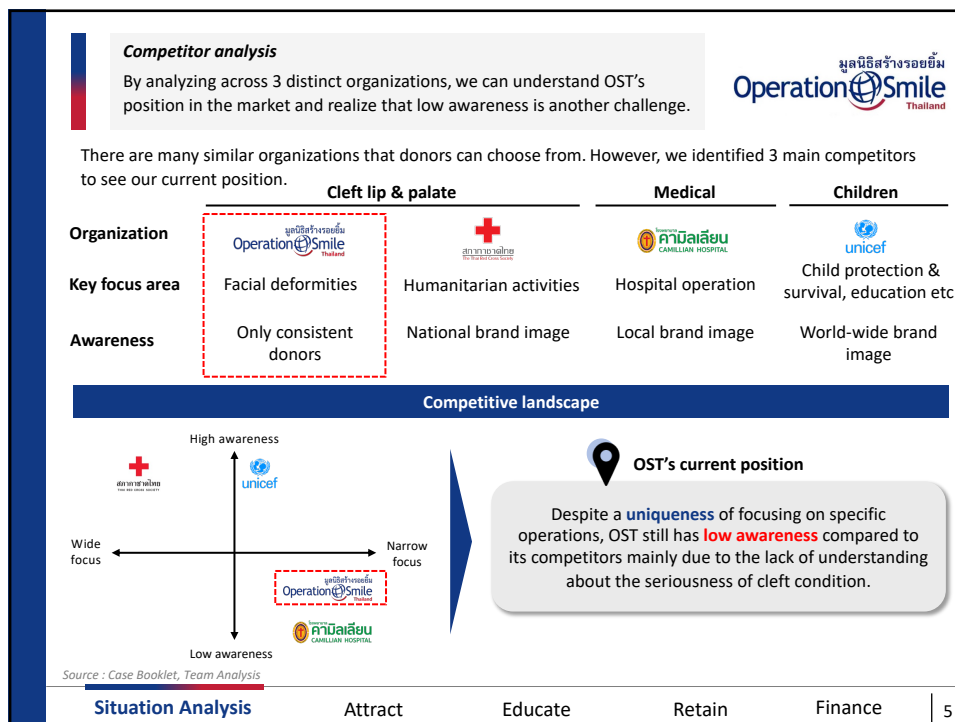
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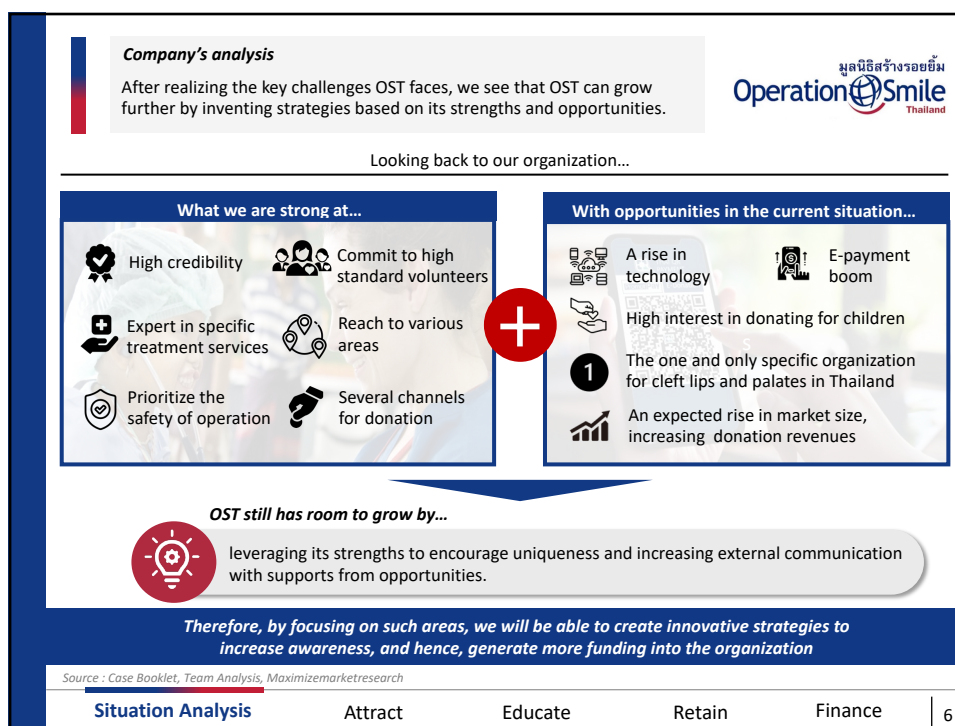
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Choosing a source of donations

Now, OST must choose its potential donors from its top two sources of donations to further create effective strategies.

Operation Smile Thailand

Criteria	Individual Donors	Corporate Donors
Relationship	GOOD Consistent donors with a good repeat rate	GOOD Good ongoing relationships and fairly consistent donors' contributions
Pre-covid situation	GOOD Being the top donors	GOOD Being the second top donors
Post-covid situation	BAD Losing a position as a major source of funding due to a significant reduction of donation	BAD Becoming the top source of funding despite their less donation
Ease of generating fund	HIGH Simple process of making donation. Individuals can donate easily through E-donation and are easy to approach	LOW Complicated process of making donation. It may take time and they are hard to approach
Amount of money received	LOW Relatively small amount of donation received from an individual each time	HIGH Relatively large amount of donation received from a corporate each time
Power to expand (Due to word-of-mouth)	HIGH Further expansion among donor's network e.g. friend & family	LOW No further expansion among corporate donors

Based on above criteria, we see that OST should focus on individual donors as it displays higher growth potential.

Source : Case Booklet, Team Analysis

Situation Analysis Attract Educate Retain Finance 7

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Potential target prioritization for OST

To target individual donors in order to grow the pool of funds, we need to get inside the head of them using demographic segmentation.

Operation Smile Thailand

Thailand's age structure

Based on population pyramid, **working people aged range from 15-64** is the highest portion accounting for 58% of Thai population.

Due to its largest portion, we choose **working people** as our target.

Generations in workforce

Generation	Age Range
Gen Z	Age 15-24
Gen Y	Age 25-40
Gen X	Age 41-54
Gen B	Age 55-64

However, we will provide solutions for only **Gen Y, Gen X, and Gen B aged between 25 to 64 in working age segment**.

Why these generations and not Gen Z ?

WHAT THEY HAVE IN COMMON

- High discretionary income**
With stable job and income, they have the highest discretionary income among all generations.
- High possibility to donate**
As age increases, health conditions and religion influence donating likelihood.

KEY INSIGHTS

- 43% of total **charitable donation** are donated by **Gen B**, representing the top source of income for non-profit organizations.
- Gen X and Gen Y** are comfortable making **online donations** and sometimes even prefer it.

Source : livepopulation, Charitableimpact

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Key Issue

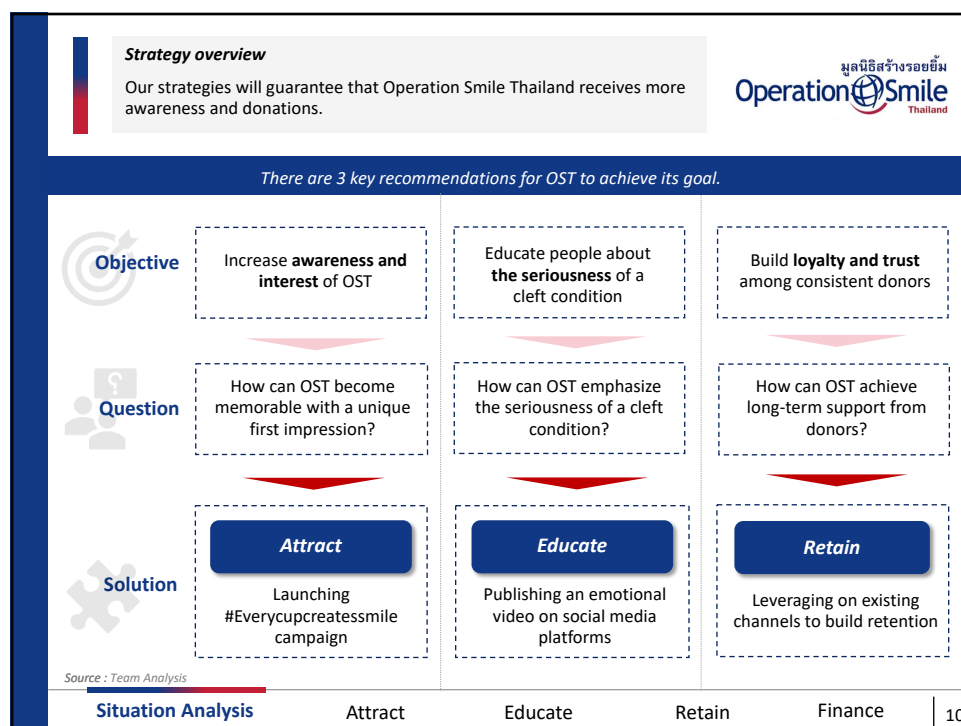
A decrease in the total fund raised due to the loss of main donors, which are individual donors, resulting from COVID-19

Question

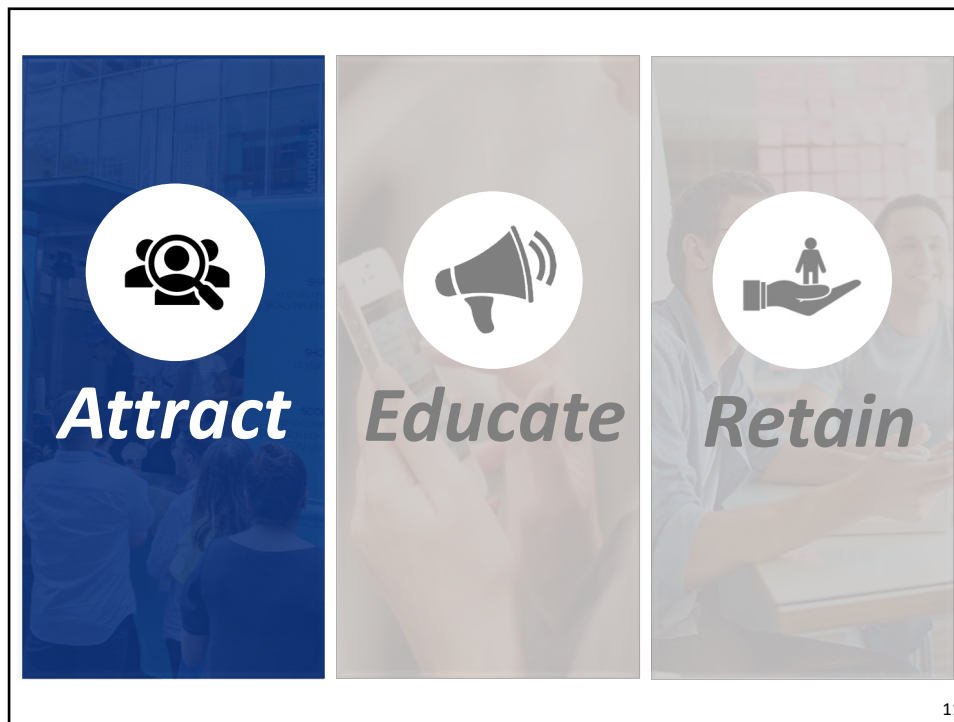
How can OST differentiate themselves from other charitable organizations, increase awareness and interest in order to generate necessary fundings from working people aged 25-64 in this current socio-economic situation?

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Introducing Every cup creates smiles campaign

To raise organization's awareness and interests among the target, we use the Smiley Truck.


What is Every Cup Creates Smiles ?

A campaign with a charitable smiley truck driving across central business districts area in Bangkok, selling coffee and drinks.

+


With a hashtag campaign
#Everycupcreatessmiles

Customer



Buy coffee or drinks





Smiley Truck



Bring **10%** of every cup to make donation

How it works ?

Why choosing TRUCK...

-  Attract the eyes of many people as it moves along the road
-  **43%** of monthly food truck spending comes from 25 to 44-year-olds
-  Reachable to various locations in a day
-  Act like a moving billboard allowing to advertise its brand around town

Why selling Coffee and Drink..

- 75%** Of the working-age participants consumes caffeine.
- 15%** Increase yearly in Thailand coffee consumption.

Source : foodtruckoperator, thalscience.info, bangkokpost.

Situation Analysis

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The smiley truck in a nutshell

Smiley coffee truck and the product will be designed under the organization's image.


Promote

Create an attractive **social posts** and promote through main website social media platforms.




Addition

Locating a **standee** beside the truck, informing Operation Smile's mission, vision, and core value




Design

Eye-catching graphic at the truck side, displaying the photo of a children with a cleft lip or cleft palate and hashtag campaign.



Product

Coffee and drinks will be offered, together with the **designed-cup sleeve** including stories from the kids, thank you message, and brand logo.



Cup Sleeve Design

Situation Analysis

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Few people know about the existence of OST and its intention

From launching

Smiley Truck Campaign

We will...

Key outcomes

- ✓ Gain brand awareness
- ✓ Generate press attention in a new way
- ✓ Create direct connections with donors
- ✓ Differentiate
- ✓ Increase engagement with [#everycupcreatessmile](#) through social media platforms.

Key Outcome

By implementing this strategy, Smiley truck will be able to successfully increase awareness and gain other satisfied outcomes.

Source : Team Analysis

Situation Analysis	Attract	Educate	Retain	Finance	15
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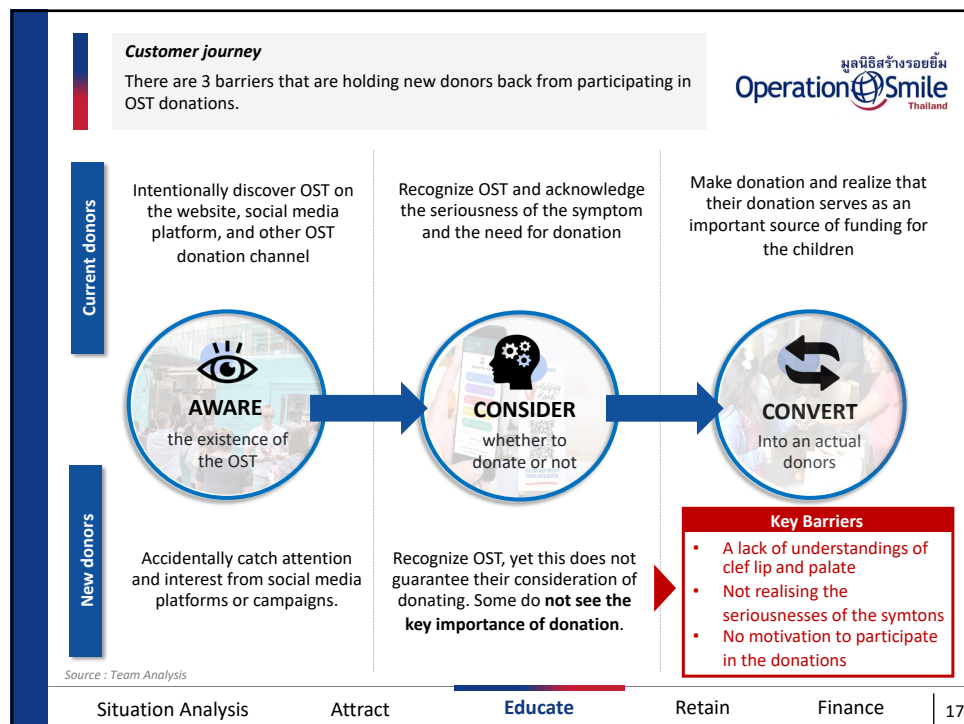
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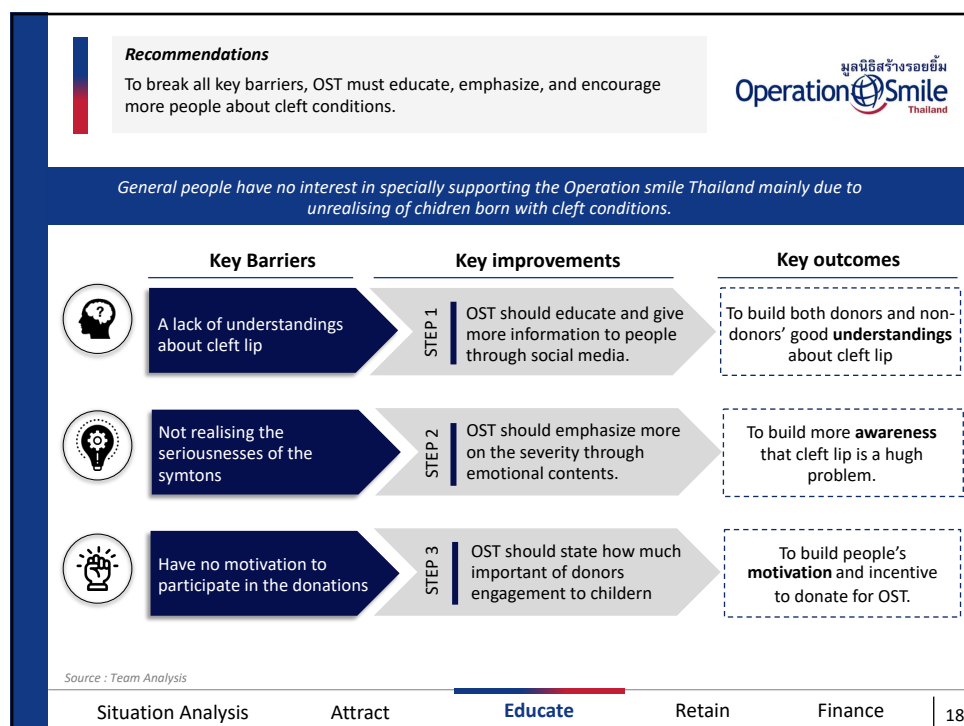
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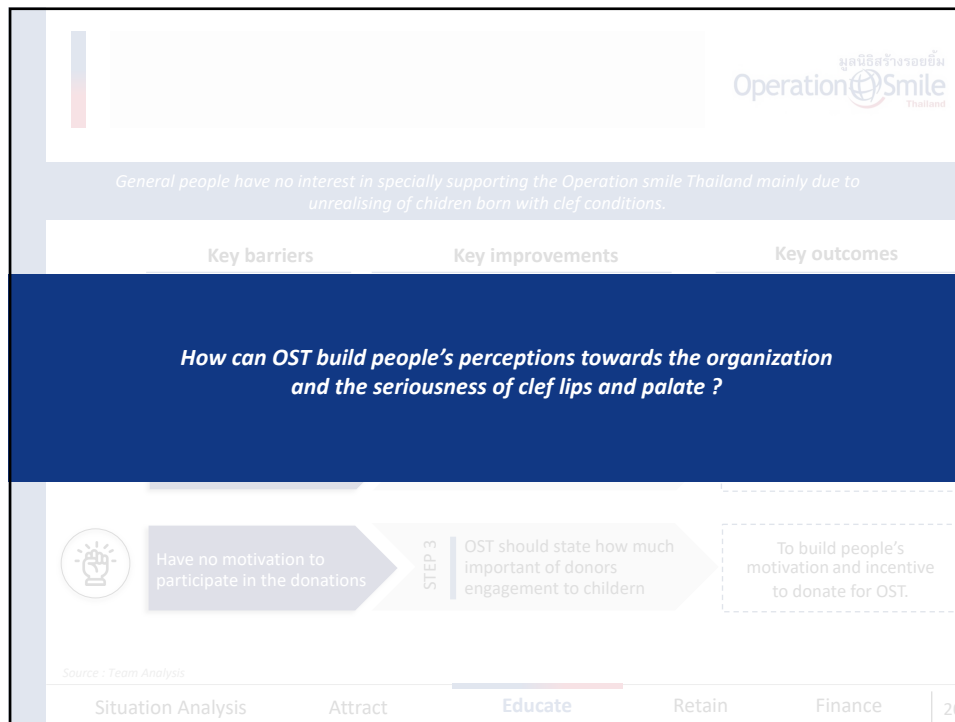
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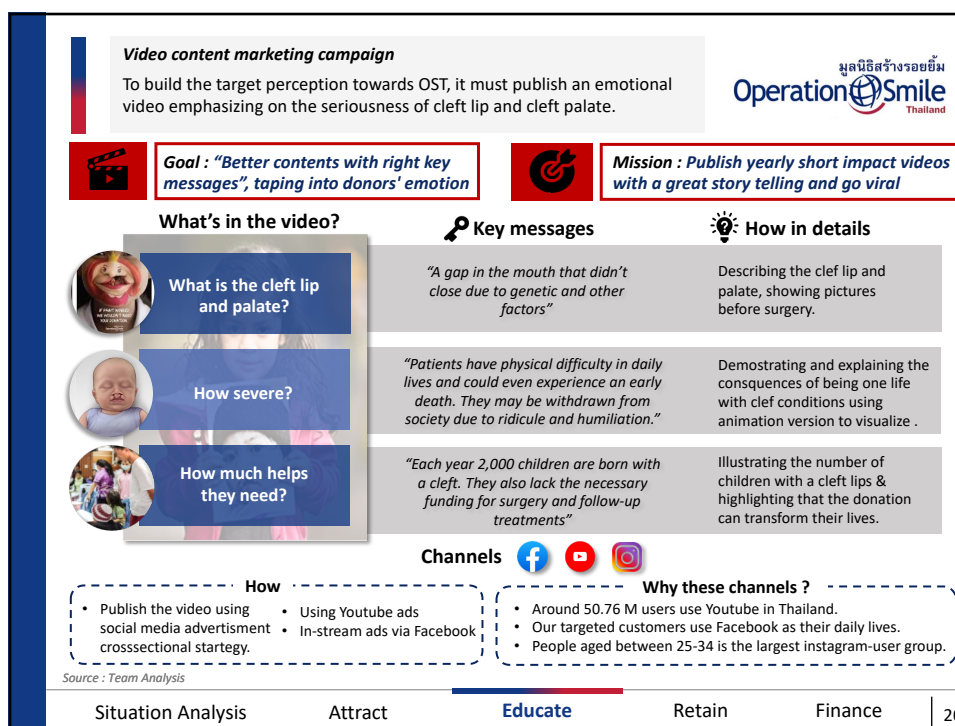
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Key Outcome
With video content campaign, OST will gain more donors due to a true understanding of OST causes.

Operation Smile Thailand

People **do not think** about donating to children with cleft lips and palates and just donate to children in general.

With key improvements

People truly understand how having cleft lips and palates leaves long-lasting **severe consequences** on patient's life, thereby **beginning to donate specifically to OST.**

Source : Team Analysis

Situation Analysis Attract **Educate** Retain Finance 21

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Attract

Educate


Retain

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Retention channel selection

To retain our target, we create a **retention channel** to maintain a long-term relationship with them.




"Turn your first-time donors to become your consistent donors"

Crucial insights



- 95% of Thais use Line
- The most **popular** messenger app
- Have **user-friendly** interface
- Every generation use Line in their **daily lives**
- Allow a **direct communication** with donors




- Popular use** for the past 25 years
- 80%** of working adults maintain the use of an email account

Create retention channels

Source : tonerbuzz.com


By leveraging on OST **existing** channels

One-time donor



*"Those who donate **impulsively** without much long-term hope mainly due to the influence of celebrity and the feeling of generosity."*

Loyalty donors



*"Those who donate based on **deliberate** decisions, looking for long-term benefits of recipients."*

Situation Analysis

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Enhancing seamless donors' experiences

Modifying a platform for a direct communication with donors by adding and adjusting new key features.



Objective : To make Line a satisfying platform to appreciate and facilitate the donors

Automatic messages for frequent donation

Sending messages that can stimulate people's interest to create a long-term impact by choosing monthly donation.

Amount **27%** Goal


฿ 270,000 ฿ 1,000,000

Donate Now!

Real-time amount report

It displays donation's progress as a picture using LINE OA's **rich message feature** in order to generate incentive to donate and be a part of OST.

Source : Team Analysis




Thank you message


The message will be sent in a photo of kids after their surgery, together with their names using **card message feature** from LINE OA in order to build trust and credibility from all donors that their money is used in the right purpose.

Cleft lip and palate educational channel


Adjusting a **rich menu** of the kids informing about cleft lip and palate and their personal experiences since the current rich menus only provide channels for donation, but not a channel for educating about the symptoms.



Benefits



Trust



Care

Situation Analysis

Attract

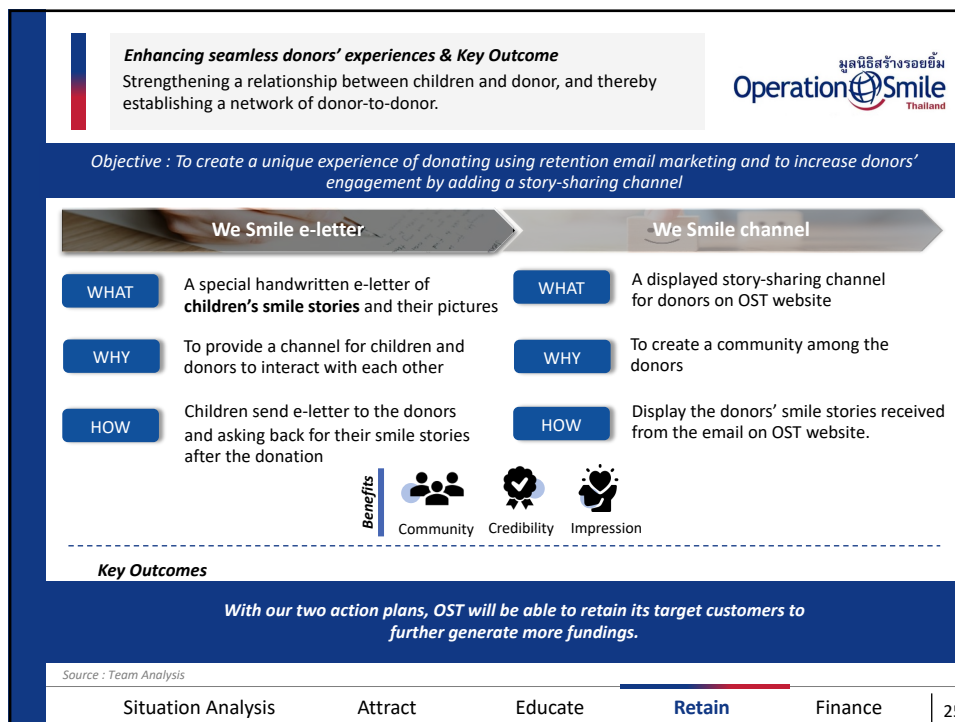
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Retain

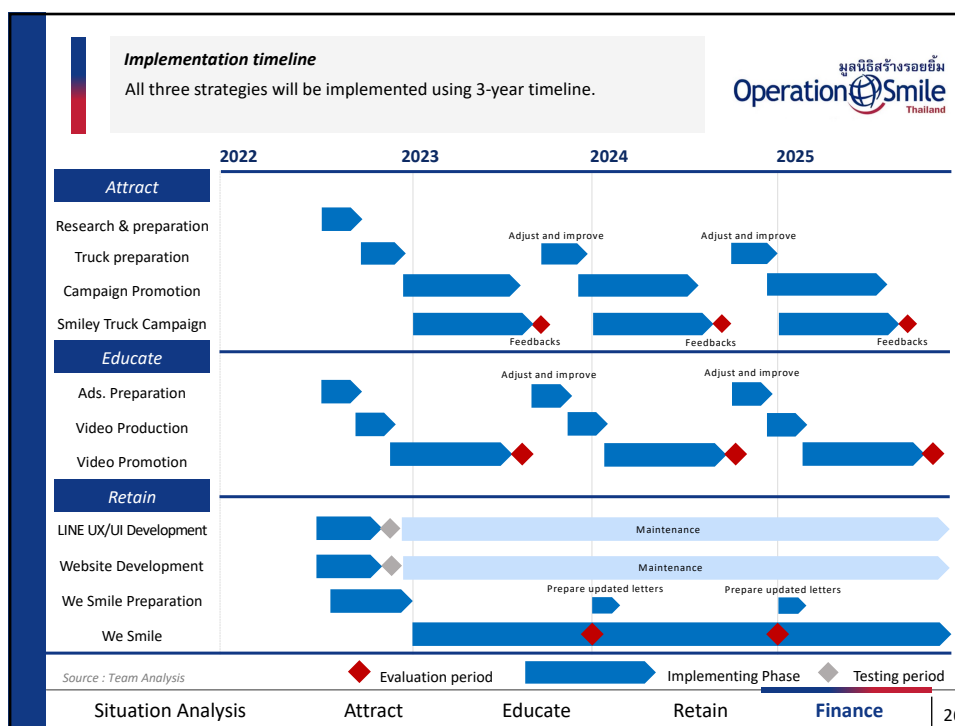
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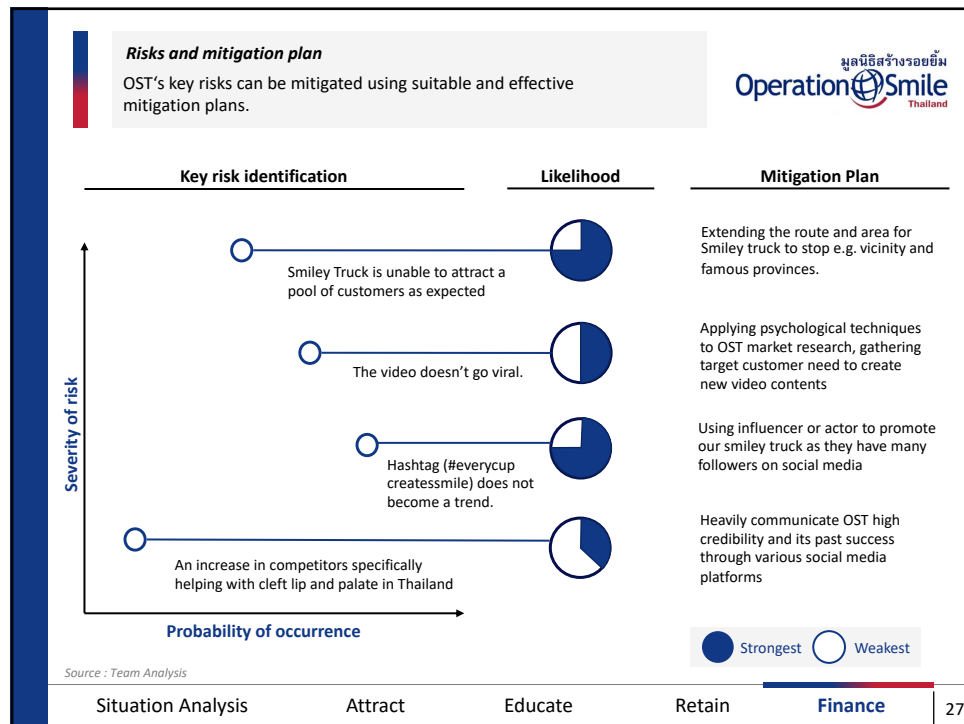
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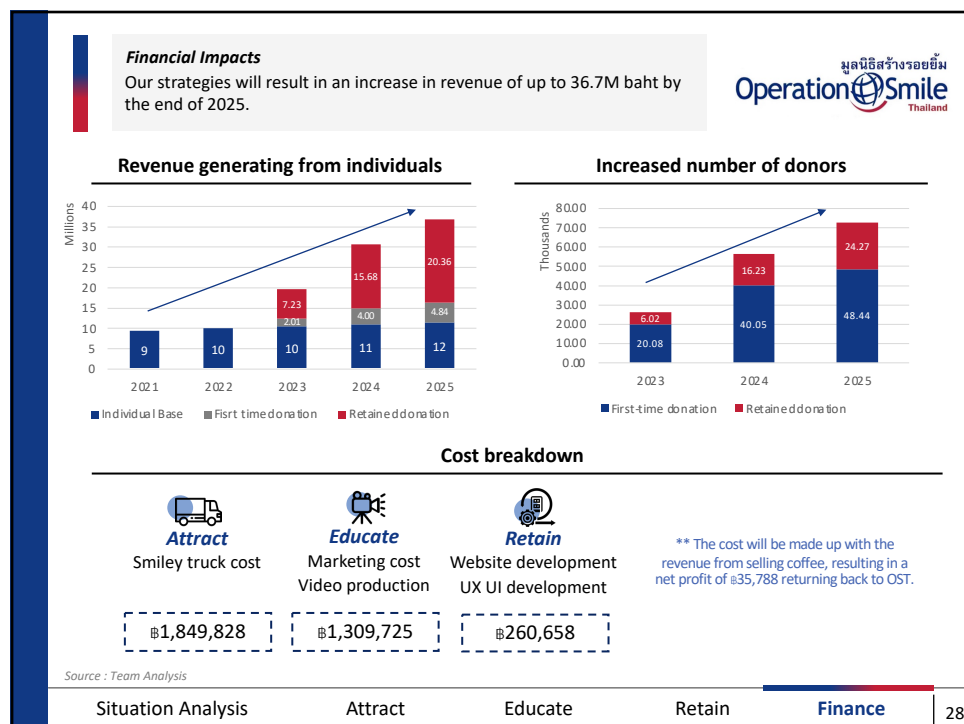
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