

Children's Day Proposal: Dash App Toy Drive

Objective: Use a toy drive to celebrate Children's Day and generate new users for the Dash app.

Approach 1: Online Toy Gift Card Partnership with a Toy Store

Concept: Partner with a popular toy store to offer toy gift cards. Parents stand a chance to win these gift cards for their children by signing up on the Dash app.

Budget: 320,000 Naira

- Gift card worth of 20,000 naira for 15 people: 300,000 Naira
- Instagram Advertisement: 20,000 Naira
- Total costs: 320,000 Naira

Action items:

- Reach out to multiple Toy stores for Partnerships and discount on items
- Create a promotional flyer for the campaign

Pro:

- Wide reach as it's online, can attract parents from different locations.
- Encourages app downloads and sign-ups directly.

Con:

- Dependence on the toy store's existing customer base; may not attract entirely new users.
 - May require significant marketing effort to drive participation.
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Approach 2: A Stand at Ikeja City Mall

Concept: Set up a stand at a high-traffic location like Ikeja City Mall. Parents sign up on Dash at the stand for a chance to win toys for their kids.

Budget: 600,000 Naira

- Stand setup and logistics: 200,000 Naira
- DJ for the stand: 100,000 naira
- Toys for giveaway: 200,000
- Idashyou Merch (Tee shirts, flyers, stickers): 100,000 Naira
- Total costs: 600,000 Naira

Action items

- Find and get approval for a stand at a high traffic location
- Procure resources for the stand
- Delegate adequate manpower for project success
- Procure the toys

Pro:

- High visibility and foot traffic can attract a large number of sign-ups.

- Direct interaction with potential users can enhance brand recognition and trust.

Con:

- Limited to those physically present at the mall, reducing potential reach.
- Requires substantial effort and human resources to manage the stand effectively.

Approach 3: Partnership with an NGO

Concept: Partner with a local NGO to distribute toys to children. The focus here is more on social good, with less emphasis on acquiring new users.

Budget: 300,000 Naira

- Toys for giveaway: 200,000 Naira
- Logistics and partnership costs: 50,000 Naira
- Promotional materials and branding: 50,000 Naira
- Total costs: 300,000 naira

Action items:

- Send a partnership requests to NGO
- Delegate manpower repping the brand
- Procure toy items

Pro:

- Strong CSR (Corporate Social Responsibility) impact, enhancing Dash's brand image.
- Builds community goodwill and positive public relations.

Con:

- Limited direct user acquisition from the NGO's beneficiaries.
- May not provide immediate ROI in terms of new app users.

Approach 4: School Visit and Toy Distribution

Concept: Visit a local school and distribute toys to children. Engage parents by encouraging them to sign up on Dash.

Budget: 350,000 Naira

- Toys for giveaway: 200,000 Naira
- Logistics and branding: 150,000 Naira
- Total costs : 350,000 Naira

Action items:

- Send letters to school to get approval
- Get the toy items
- Delegate human resources
- Visit the school with proper branding

Pro:

- Direct engagement with children, reaching more goals
- Builds a strong community presence and trust with families.

Con:

- Limited to the parents of the children in the school, restricting the reach.
- Coordination with school authorities may be required, potentially causing delays or additional requirements.
- Low signups because the target audience is not in the children demography