

AUVI-Q ACTIVATIONS CONCEPT 1

INSIGHT

Hot buttery popcorn. Peanut M&M's. Reese's Pieces. Oh, the joy of going to the movies.

Unless you have an allergy to peanuts, milk, soy.

Fear of exposure is the reason why parents of kids with food allergies are reluctant, even rigidly opposed to sending their child to one of the greatest pastimes a kid can enjoy.

IDEA

What if Auvi-Q gave families with life-threatening food allergies the chance to go to the movie—without fear of allergen exposure ?

AMC GOES ALLERGY-FREE



August:

One full week—ending summer season, kicking off Back-to-School.

Allergy-Free Concessions:

Open doors to new, allergy-free brands; ask legacy brands to engage/enlist guidance through F.A.R.E. and watchdog, SNACKSAFELY.

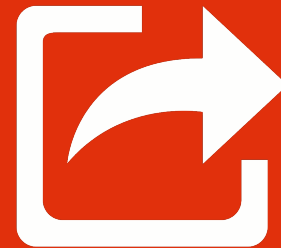


SnackSafely.com 

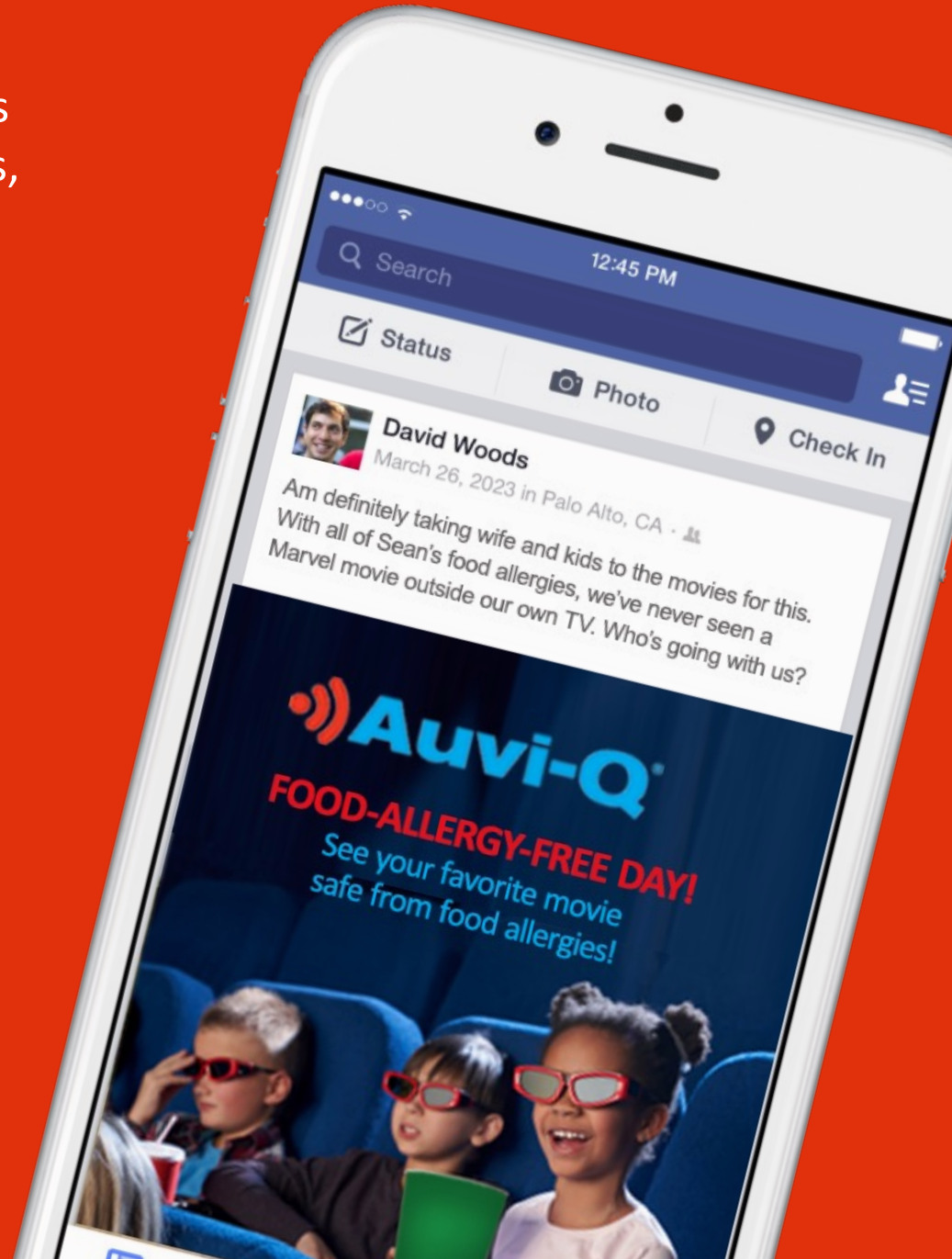




Amplifying the buzz: We'll seed this promotion in ticket purchasing apps, audience-appropriate media, social streams, and CRM programs:



Social posts will be shared within food allergy communities on Facebook, Instagram, etc.





This theater is equipped with an Auvi-Q epinephrine device for people who may experience an anaphylactic allergy. For more information on Auvi-Q scan the QR code or visit carrytheq.com.

Carry the Q and Carry On



- AUVI-Q representatives will be present at a pop-up booth for information/demos.
- AUVI-Q trailer will precede feature film.
- AMC theaters are equipped with AUVI-Q devices and theater employees are trained and knowledgeable on the operation of the device

AUVI-Q ACTIVATIONS CONCEPT 2

INSIGHT

If one child has a food allergy, the whole family will often behaviorally adjust for that allergy to remove the stress and worry. This may include minimizing or eliminating foods served for meals and snacks, avoiding restaurants, activities, even travel options.

IDEA

What if...we offered these stressed-out families a respite from worrying by inventing a new vacation destination category called “allergy-free”?



Introducing

Allergy-Free Airbnb

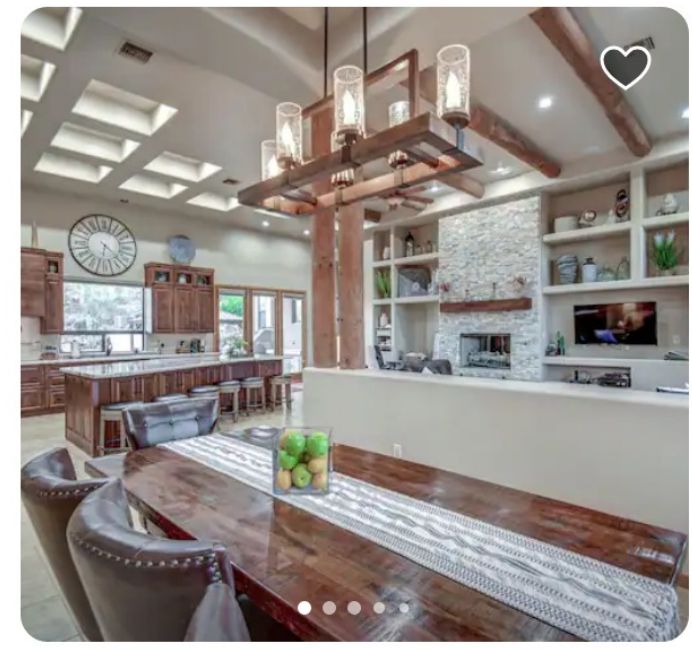
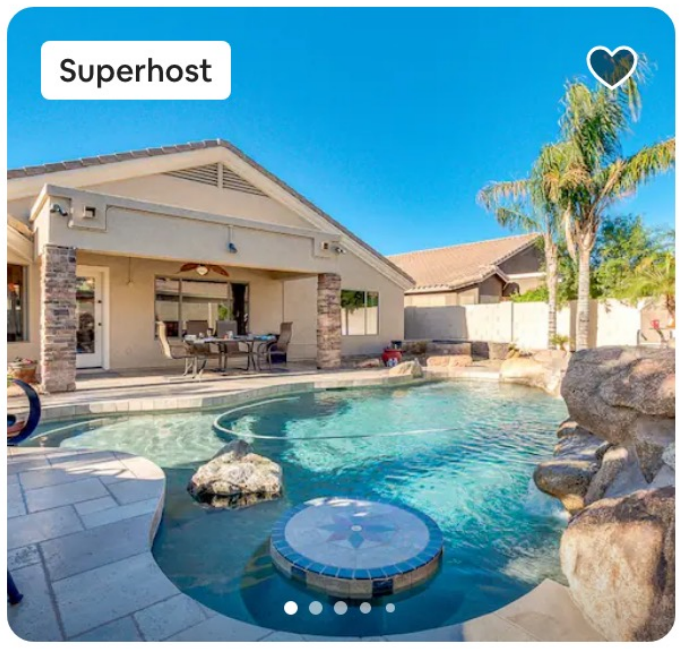




Arizona Week in A Add guests

- Lake
- Farms
- Allergy Free
- Chef's kitchens
- Desert
- Vineyards
- A-frames
- Design

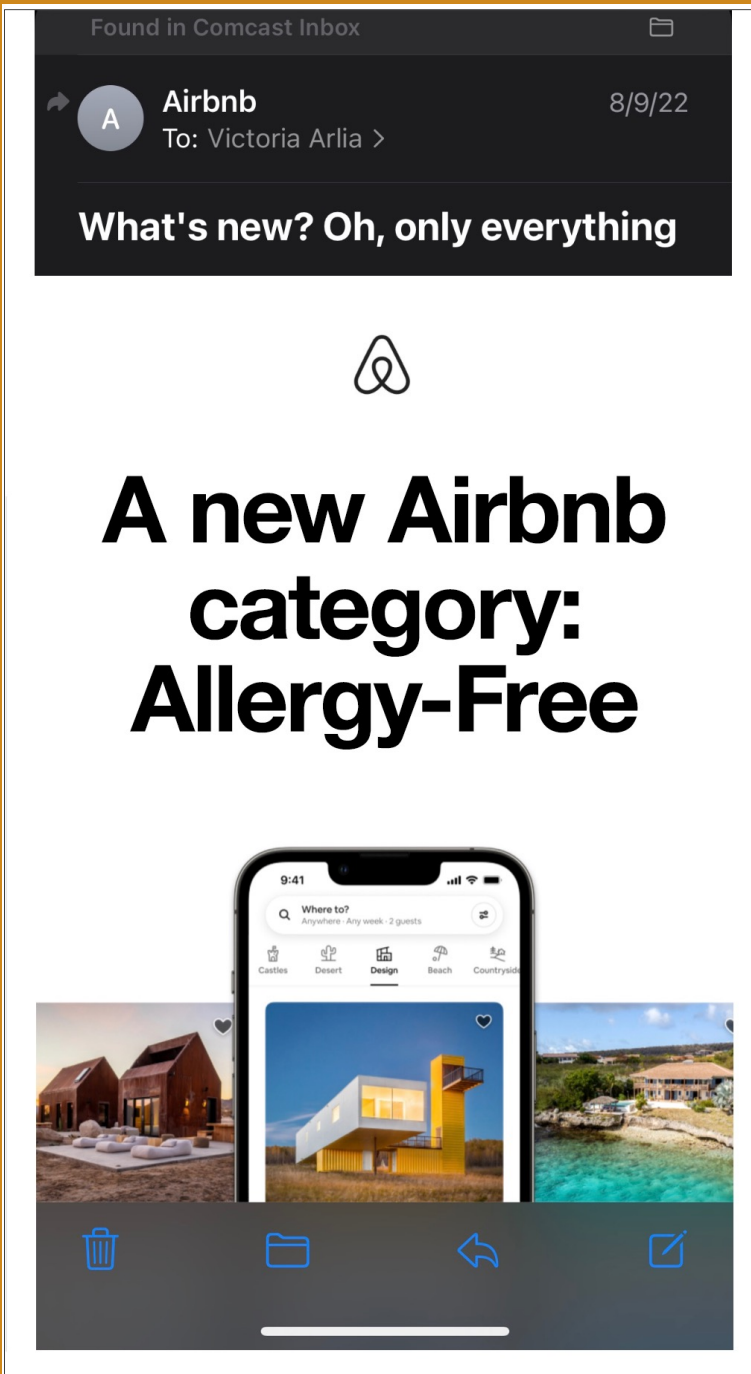
Over 1,000 homes



We'll build a new search filter in the Airbnb site called "Allergy-Free".

And we'll insist a claim of "Allergy-Free" meet highest standards according to a Certification Program we'll establish with experts like F.A.R.E.





We'll create an announcement email for the Airbnb database and generate buzz by inviting both hosts and travelers to participate and spread the word.

We'll also invite hotel chains that offer hypoallergenic guest rooms.





We'll also insist the **Allergy-Free Certification** require an **AUVI-Q** device in every home.



A wooden cabin with a thatched roof is situated on a calm lake. The cabin has a curved roofline and a chimney. The water reflects the cabin and the surrounding green trees. A semi-transparent orange banner is overlaid on the image, containing the text.

Allergy-Free Airbnb *Sweepstakes* from AUVI-Q

Enter this sweepstakes and win a week-long, allergy-free, stress-free vacation at an Airbnb, without all the worry.



Our sweepstakes includes Airbnb, travel partners, meal-prep companies (i.e., HungryRoot), etc.

- Prospects enter to win a FREE, all expenses paid getaway to an Airbnb destination
- FREE six night /seven day stay + car rental
- Private chef night, exciting day trips, and more
- Allergy-free snacks/meals provided at destination

jetBlue®



airbnb

ENTERPRISE
RENT-A-CAR



MADEGOOD®
Trust in something good.

LIVE more. **WORRY** less.

SWEEPSTAKES

We'd like to offer some time off. A totally **FREE** vacation from food-allergy worry at an exciting Airbnb destination that the entire family will enjoy.

ENTER NOW