



**SAMSUNG AND MOVEMBER  
PARTNERSHIP PROPOSAL  
2018**

A man with a mustache and a woman with blonde hair are smiling and looking towards the right. They are in front of a large window with a view of trees and a building. The text is overlaid on the image.

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# THE OPPORTUNITY

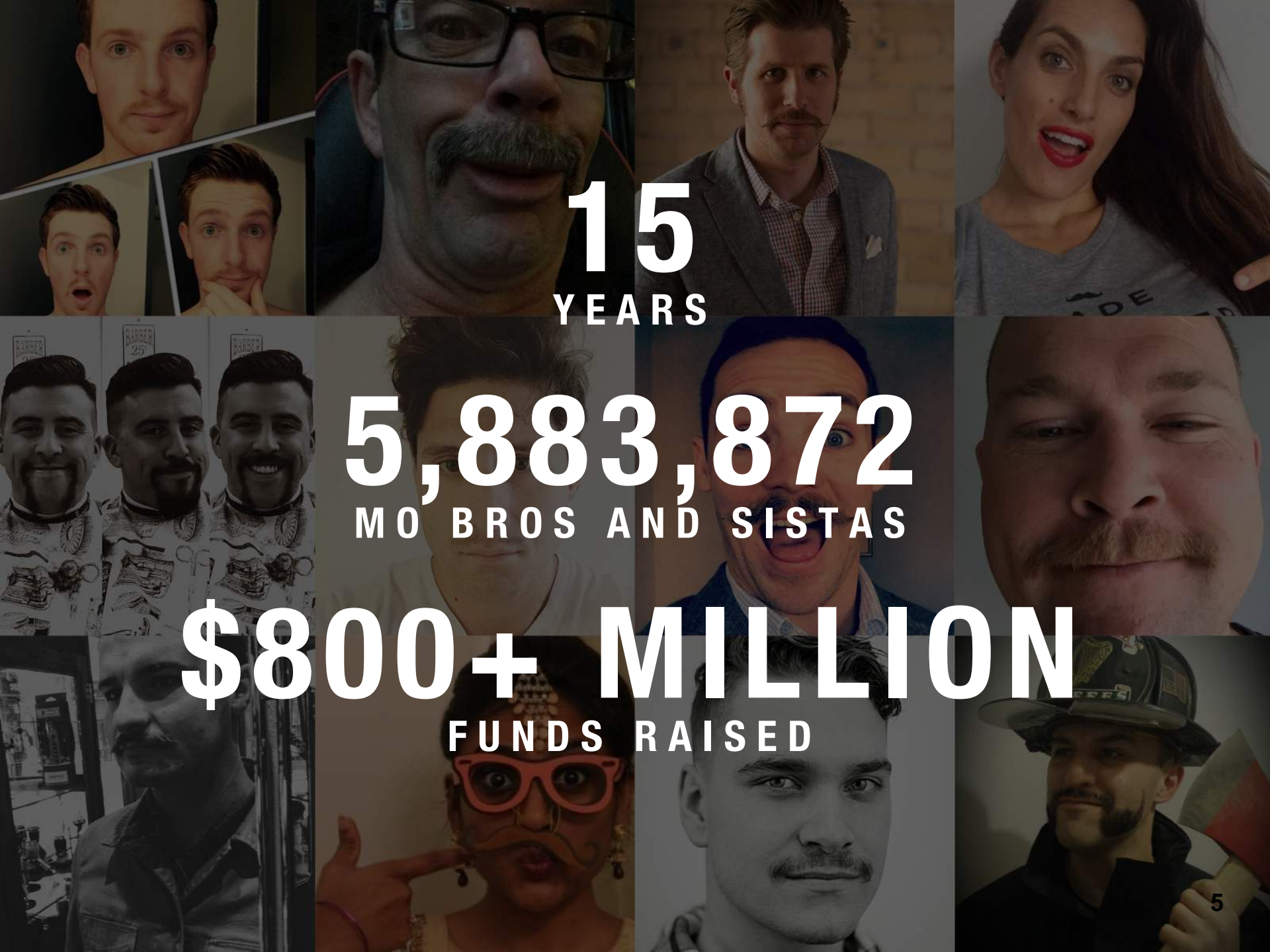
**A partnership with the Movember Foundation will enable Samsung to:**

- Celebrate the Samsung Note by bringing its features front and center in a globally relevant campaign
- Build authentic connections with existing Samsung users and drive sales opportunities with a new audience base
- Generate buzz through digital media coverage and a robust social media plan
- Strategic PR opportunities extend the reach of the partnership
- Reinforce Samsung's cultural relevance
- Demonstrate a philanthropic commitment and present Samsung as a force for good



**WE ARE THE ONLY  
GLOBAL CHARITY  
FOCUSED SOLELY ON  
MEN'S HEALTH,  
YEAR-ROUND.**





**15**  
YEARS

**5,883,872**  
MO BROS AND SISTAS

**\$800+ MILLION**  
FUNDS RAISED



1

**MISSION: TO HAVE AN  
EVERLASTING IMPACT ON THE  
FACE OF MEN'S HEALTH**

OUR AMBITION

BY

2030



We'll halve the life expectancy gap between men and women.

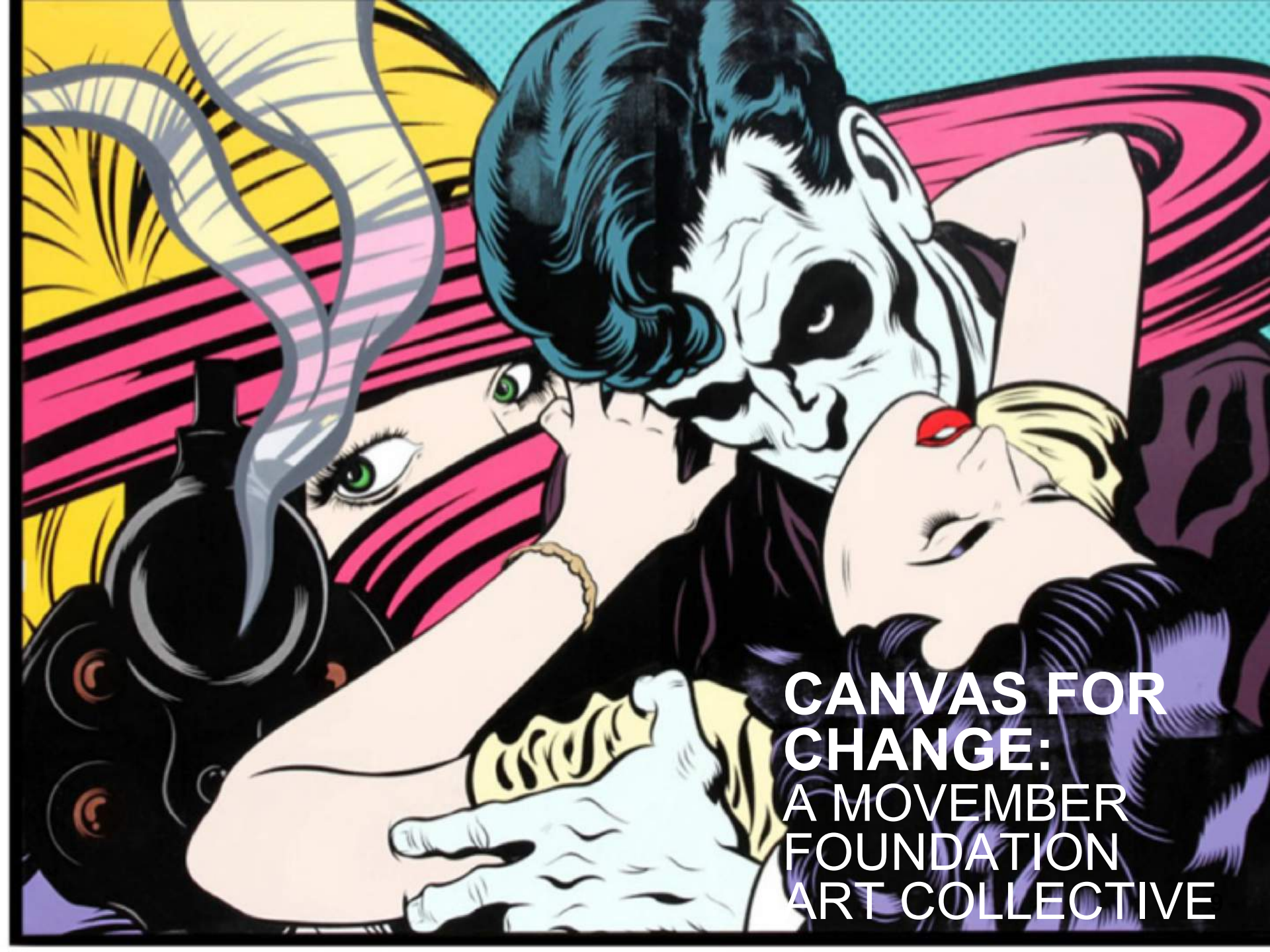
25%

We'll reduce the number of men dying prematurely by 25%.



**LET'S WORK TOGETHER TO CHANGE  
THE FACE OF MEN'S HEALTH**





**CANVAS FOR  
CHANGE:  
A MOVEMBER  
FOUNDATION  
ART COLLECTIVE**



The Movember Foundation is collaborating with world-renowned artist **D\*Face**, bringing together the biggest names in global street art to raise funds and awareness for mental health.

We have partnered with **Sotheby's** auction house in London to curate these works as part of their contemporary curated auction in November 2018.

All proceeds will go to the Movember Foundation to invest in its game-changing programs in men's health and suicide prevention.



The artists have all been given the same brief: to create a piece inspired by the current crisis in men's health.

The underlying narrative will highlight the stark issues and what Movember is doing to tackle them.

Bringing these works together will create a bold collaborative statement accompanied by compelling stories.

A major part of this project will be taking these stories to the canvas that is the streets, in the best way these artists know how: **Graffiti**.

**SAMSUNG & MOVEMBER PRESENT:  
THE NEW GRAFFITI,  
A GLOBAL COLLABORATION**



# SAMSUNG & MOVEMBER PRESENT: THE NEW GRAFFITI, A GLOBAL COLLABORATION



## WHAT :

A wall of Samsung Note phones become a digital street art canvas in an iconic New York location; building an innovative connection between the physical graffiti canvasses and the digital world.

New York is the perfect backdrop for this contemporary reimagining, as together we celebrate your technology and attract ongoing attention with revolving artworks from across the globe.

## HOW :

Samsung's illustrator network and / or Movember affiliated street artists 'paint' piece(s) with the S Pen. Together, we build a growing movement of men and women around the world who are ready to engage with and talk about men's health.

**SAMSUNG & MOVEMBER PRESENT:  
THE NEW GRAFFITI,  
A GLOBAL COLLABORATION**



No one can empower this project like Samsung. The Note's features provide the perfect tool, bringing the street canvas into the digital world.

No one but Movember and The New Graffiti can give Samsung the voice they want, to the people they want, at the time they want.

**You're invited to be our Official Partner.**

A photograph of two men standing side-by-side in front of a wall covered in graffiti. The man on the left is wearing a purple baseball cap with an orange logo, a grey t-shirt, and a blue jacket. The man on the right is wearing a red beanie, a grey t-shirt, and a dark grey jacket. The text "LET'S FUTURE-PROOF" is overlaid in white, bold, sans-serif font across the center of the image.

LET'S FUTURE-PROOF



# LOOKING FORWARD

Like Samsung, Movember builds authentic partnerships with a longer term reach. There is potential for Canvas for Change to evolve over 2019, and we are excited to stay close to Samsung as those plans develop.

To spark the conversation around future potential, Movember's key times of year are:

- **February** – World Cancer Day
- **April** – Testicular Cancer Awareness Month – **Movember's Do Something** campaign
- **June** – Father's Day
- **September** – Distinguished Gentleman's Ride (Movember is the Global Charity Partner of this motorcycle race)
- **Movember (of course)** – Grow, Move or Host to get involved and support men's health

Movember is the Charity Beneficiary of **Maxim 2018-19** and will be active at the Hot 100 Party (July 21, LA) the Halloween Party (October 31, NYC) and the Superbowl Party (Feb 3, 2019, Atlanta.) We would love to discuss Samsung's integration at these events.



# TO CLOSE

## **Six reasons why we need to do this:**

- This is 100% ownable to Samsung from both a tech and mobile space
- We're leveraging each other's channels to celebrate the power and iconic capabilities of the Note phone
- Samsung can also own the cultural equity generated in New York through a powerful project that has a philanthropic core
- We're building meaningful connections with existing Samsung users while also surprising your core target audience
- We are empowering an international collaboration offering extensive reach
- It generates buzz and garners media attention domestically and internationally

## **Business Terms for Canvas for Change:**

**\$500,000 plus activation spend**



**We aren't afraid of commitment.  
At the Movember Foundation, we're all about  
creating real, long-term relationships.**

**Interested?**

## **CONTACT**

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