



THE HERO WITHIN

MARVEL x CBS

MARKETING CAMPAIGN



INTEGRATED MARKETING CAMPAIGN-EVENT

- Unionville High School
- Markham Theatre, 201 Town Centre Blvd
- Markham, Ontario, L3R 8G5
- Karissa Koo, Kerol Chen, Sanmaya Havya
- April 8, 2026

TABLE OF CONTENTS

4 **I. OVERVIEW**
Campaign Overview

10-17 **V. CAMPAIGN ACTIVITIES
AND SCHEDULE**

5-6 **II. DESCRIPTION OF THE
EVENT AND ITS COMPANY**
What is CBS? What is the event?

18 **VI. BUDGET**
Expenses Breakdown

7 **III. CAMPAIGN OBJECTIVES**
Primary & Secondary Objectives

19 **VII. KEY METRICS**
Cost, Reach, Effectiveness Measured

8-9 **IV. CAMPAIGN TARGET MARKET**
Primary & Secondary Target Market

20 **VIII. BIBLIOGRAPHY**
References

I. OVERVIEW

PROBLEM - BUSINESS NEED THE CAMPAIGN IS ADDRESSING

There is a growing demand for blood but Canada's donor participation rate is dropping. Canada needs 1 million new donors by 2030 to fuel the country's blood supply. However, only 2% of eligible Canadians donate blood. CBS requires new youth donors aged 17-24 each year to ensure sustainable supply.

THE HERO WITHIN CAMPAIGN

Not all heroes wear capes. Some donate blood.

This campaign is a 45-day, nationwide initiative led by CBS aiming to address the ongoing blood shortage in Canada. Through a strategic collaboration with Marvel, it aims to position blood donation as a truly heroic act

- AFFINITY PARTNERSHIP WITH MARVEL
- INCREASE YOUTH DONORS
- INCREASE CANADA'S LONG TERM BLOOD SUPPLY

II. DESCRIPTION OF THE EVENT AND ITS COMPANY

ABOUT
**CANADIAN
BLOOD
SERVICES**

Canada’s
biological lifeline
Bridging donors to
patients
Saving lives,
everyday

THE EVENT

World Blood Donor Day - June 14, 2026

World Blood Donor Day is a globally recognized awareness day dedicated to celebrating blood donors and encouraging blood donation. The Hero Within is a 45-day campaign leading up to World Blood Donor, culminating in the Hero Celebration Event on June 14.



EVENT & COMPANY DESCRIPTION

MARVEL

Promotion for New
Film (Spider-Man:
Brand New Day)

Positive Press

CSR - Brand
Reinforcement



WIN

WIN

CBS

Youth Engagement

Narrative Power

Mass Reach

Sponsor Attraction

III. CAMPAIGN OBJECTIVES

PRIMARY OBJECTIVES

- Increase donations among 17-24-year-olds by 20% within 12 months
- Acquire new donors
- Boost repeat donations among youth donors by 25%+
- Drive group bookings and referrals

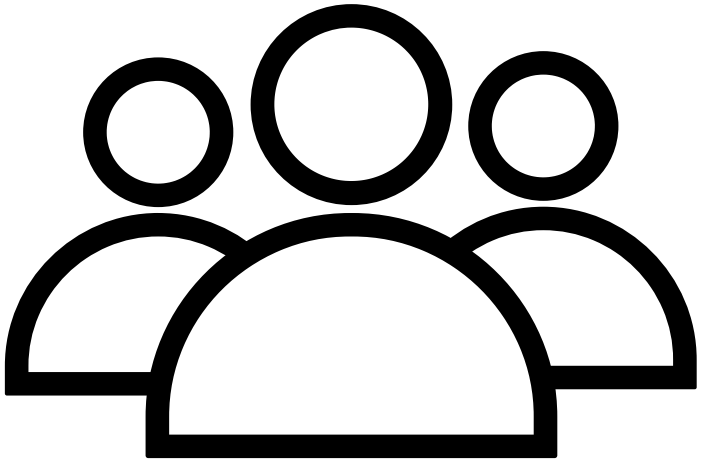
SECONDARY OBJECTIVES

- Reposition donation as heroic
- Improve youth donor retention
- Modernize CBS brand perception
- Build partner and community trust



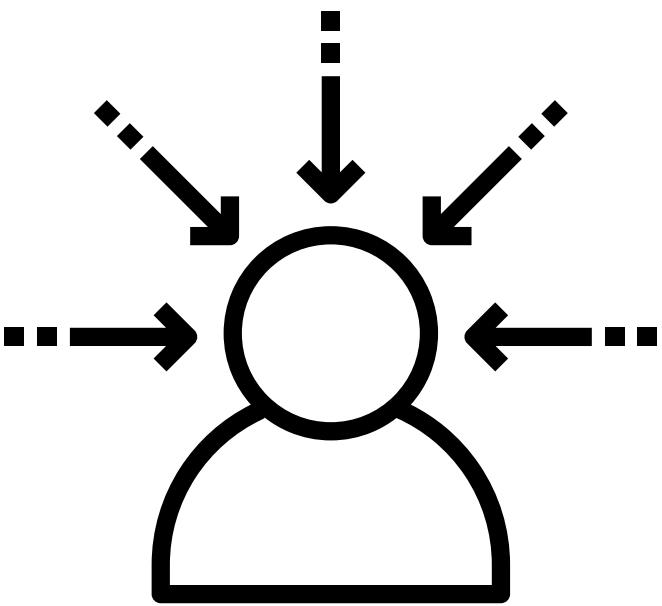
IV. CAMPAIGN TARGET MARKET

CURRENT AUDIENCE



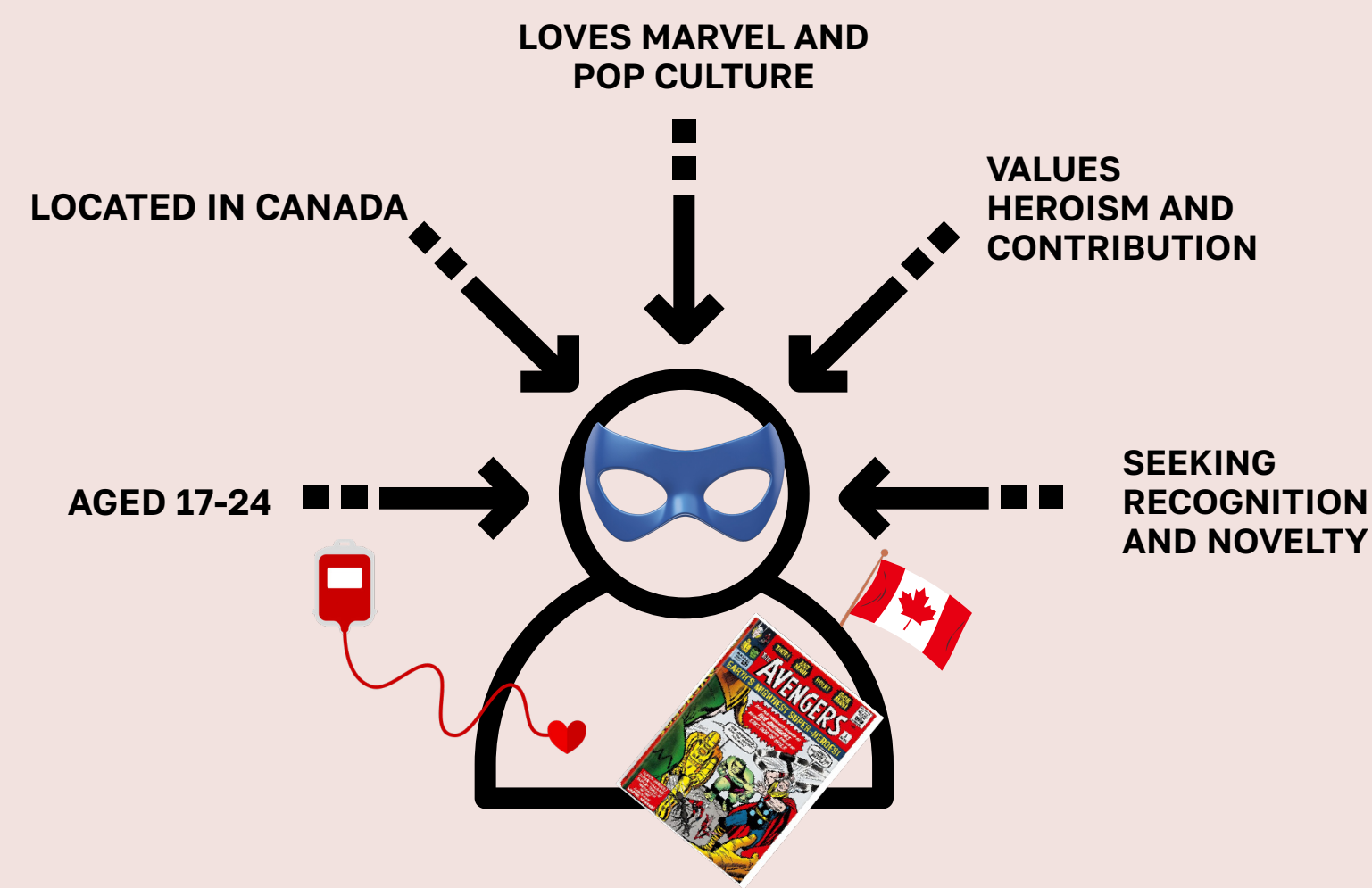
AGED 40+

TARGET AUDIENCE

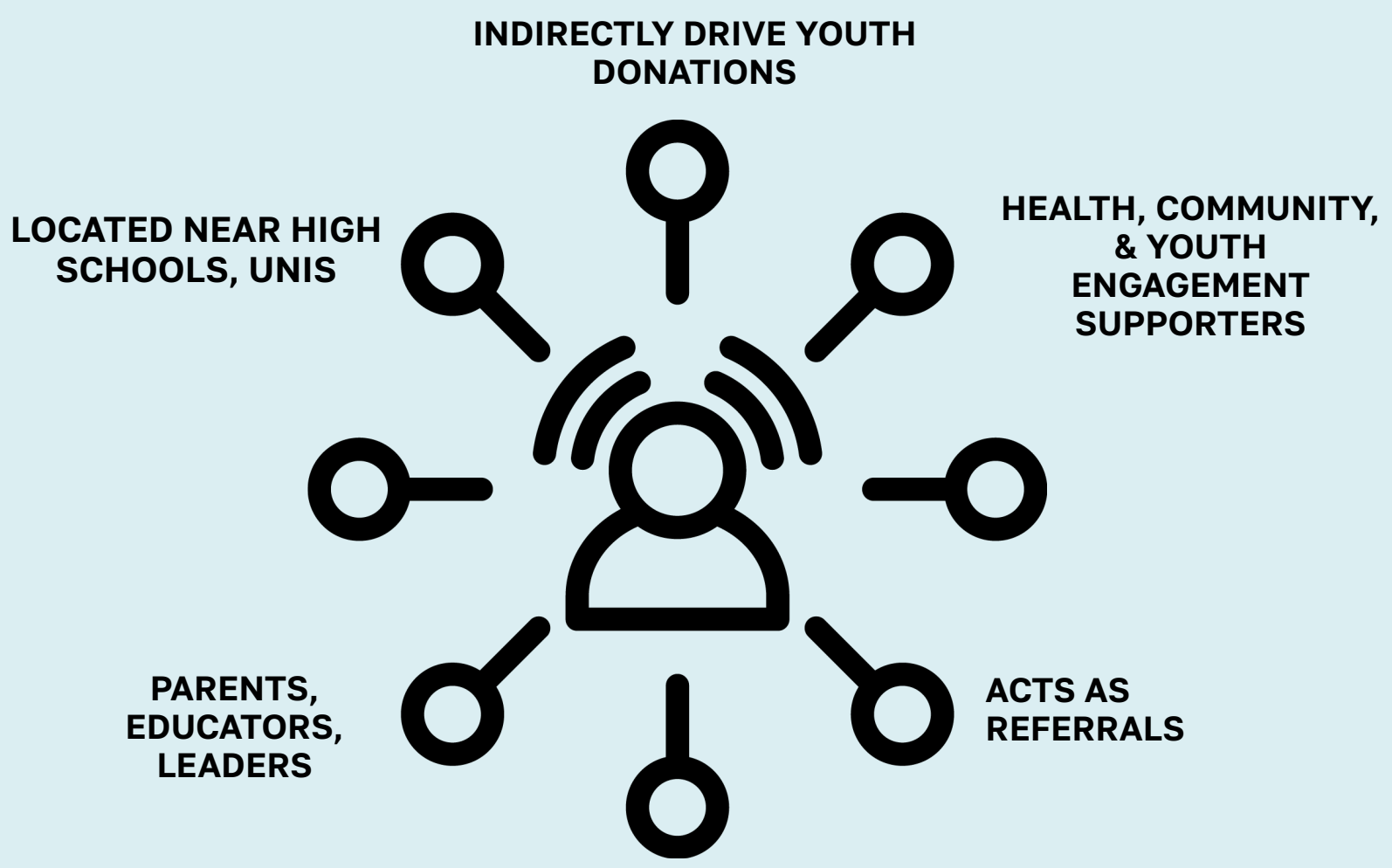


AGED 17-24

PRIMARY TARGET MARKET



SECONDARY TARGET MARKET



V. CAMPAIGN ACTIVITIES AND SCHEDULE

May 1 - 14

Campaign Launch
& Promotion

- Introduce event Instagram posts
- Beginning of short film contest
- PR packages sent



May 18 - June 1

Blood Donation
Begins

- Points systems begin
- Incentives activated



June 2 - 6

Short Film
Voting

- Incentivized voting
- Fan favourite poll



June 14

Hero Celebration
Event

- Award ceremony
- Guest star
- Announce winners and rewards





**CAMPAIGN
AMBASSADOR**

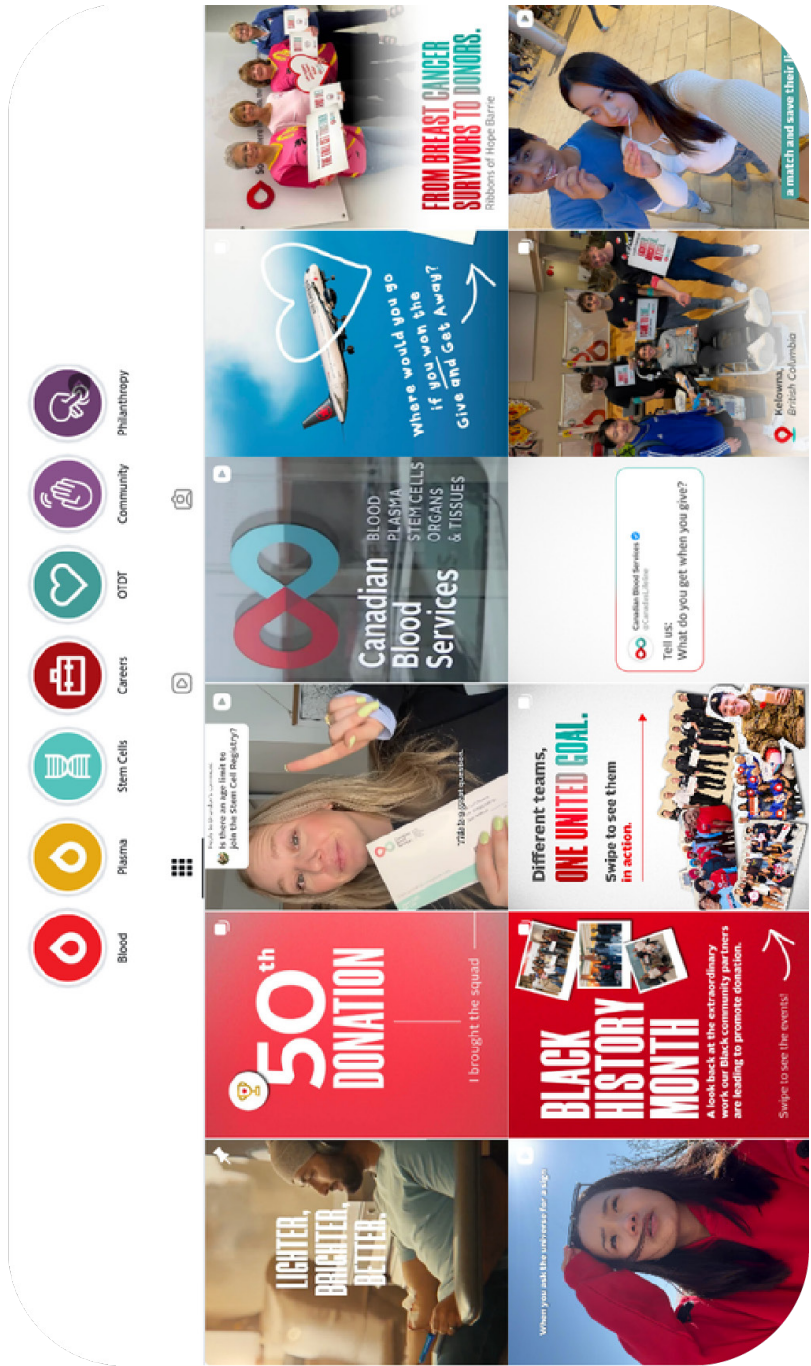
TOM HOLLAND

**GLOBAL STAR
WIDE REACH**

**SPIDERMAN ACTOR
HERO THEME**

**AGE & RELATABILITY
TARGET AUDIENCE**

SOCIAL MEDIA PROMOTION

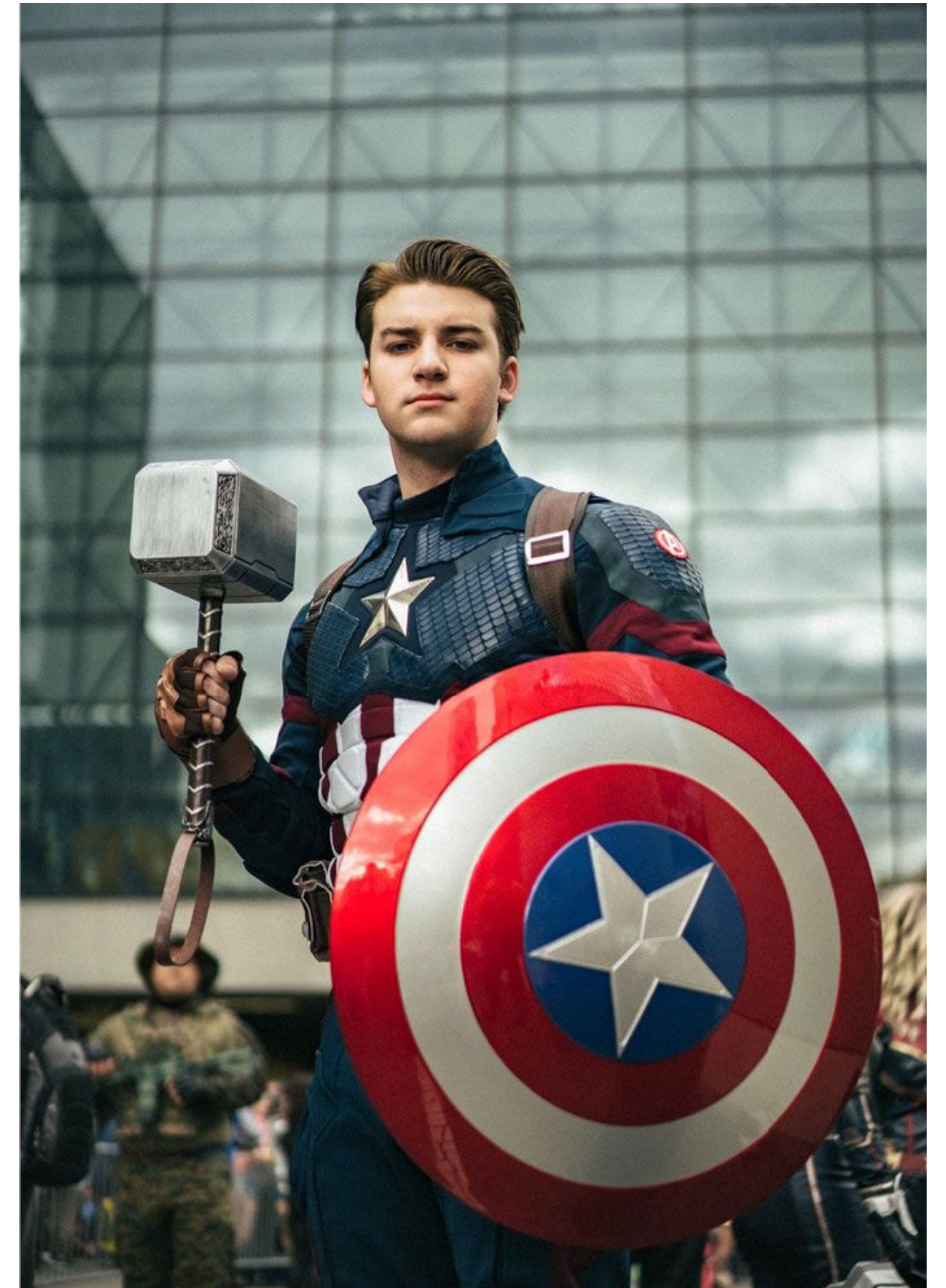


MICRO-INFLUENCERS

40 micro-influencers nationwide, each with 10,000–100,000 followers, primarily from Canadian lifestyle, pop culture, Marvel fandom, and UGC communities
→ offers authenticity and high engagement

SHORT FILM CONTEST - UGC ENGINE

- Participants submit a 60 second short-film exploring heroism through blood donation
- Approved films shared on Instagram/TikTok with campaign hashtag
- Top films featured at Hero celebration event and CBS platforms





BLOOD DRIVE

From May 18 - June 1, all Canadian Blood Services donor centers across Canada participate simultaneously in the campaign, giving rewards based on donor actions.

Live National Donation Tracking

- "Blood Vial Meter" on the CBS website displays blood donations collected nationwide

Hero Campus Initiative

- Participating universities host a 1-2 day on-campus blood drive in high-traffic areas
- Canadian Blood Services mobile donor clinics to encourage and educate students to donate
- Universities with the most blood donations get formal recognition and rewards

DONATION REWARDS

Completing a donation:

- Marvel-themed branded temporary tattoos, stickers, wristbands, lanyards
- Hero Donor Award Certificate
- Hero Points
- Recovery Package

Booking a second donation:

- Choice between branded tote bag or t-shirt
- Single-use digital movie ticket voucher for Spider-Man: Brand New Day

Donating in a group of 5:

- Marvel-themed branded hoodie
- Single-use digital movie ticket voucher for Spider-Man: Brand New Day



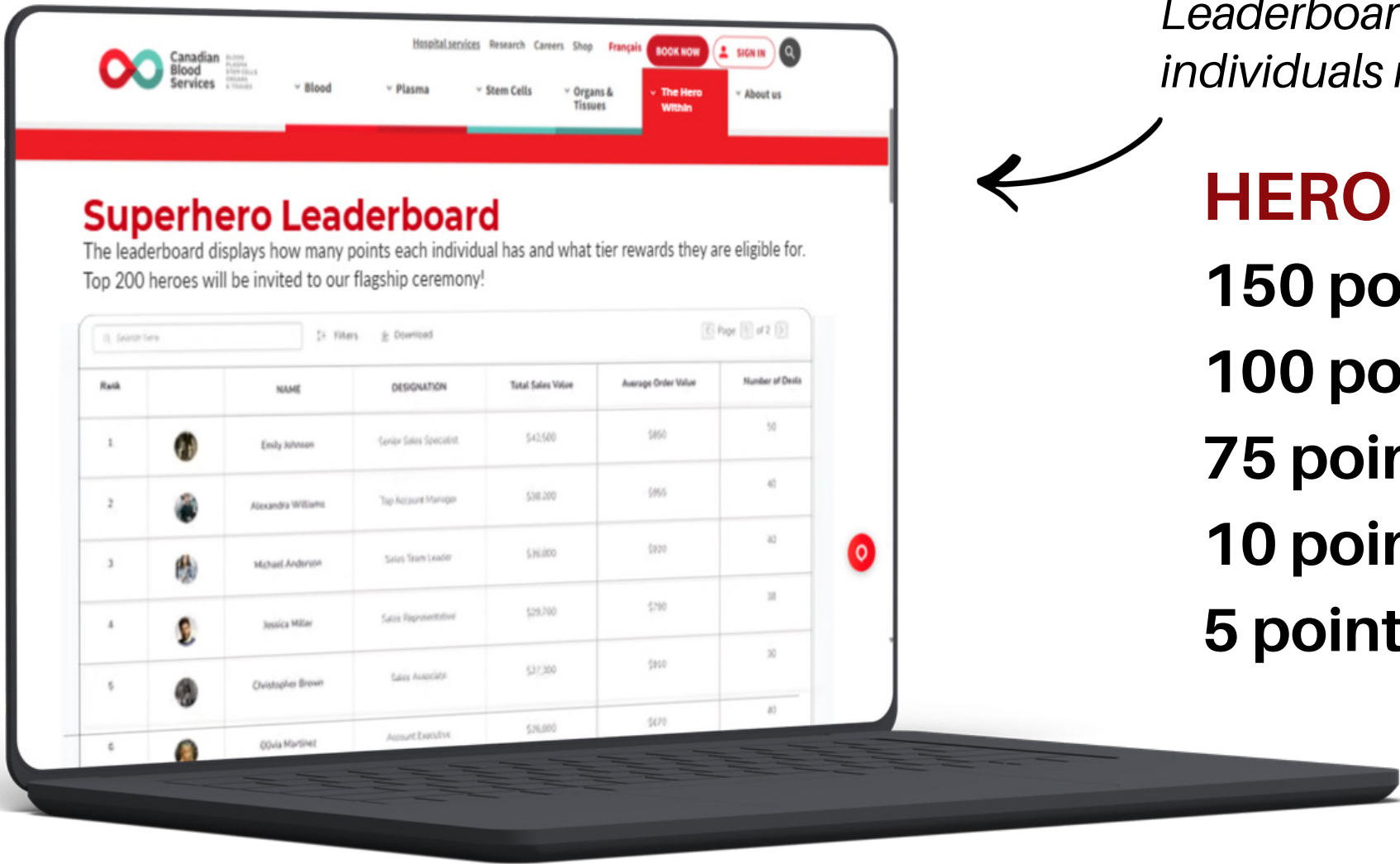
LEADERBOARD INCENTIVE & POINT SYSTEM

Leaderboard updated in real-time displaying the top individuals nationally with the most points.



HERO POINTS BREAKDOWN

- 150 points per person for short film submission
- 100 points for completing a blood donation
- 75 points per successful referral
- 10 points per \$10 donated, up to 100 points
- 5 points for voting in the short film contest



- Encourages repeat donations
- Increases youth engagement using gamification
- Creates national visibility for the campaign



HERO CELEBRATION EVENT



June 14, 2026



Toronto - National Event Venue



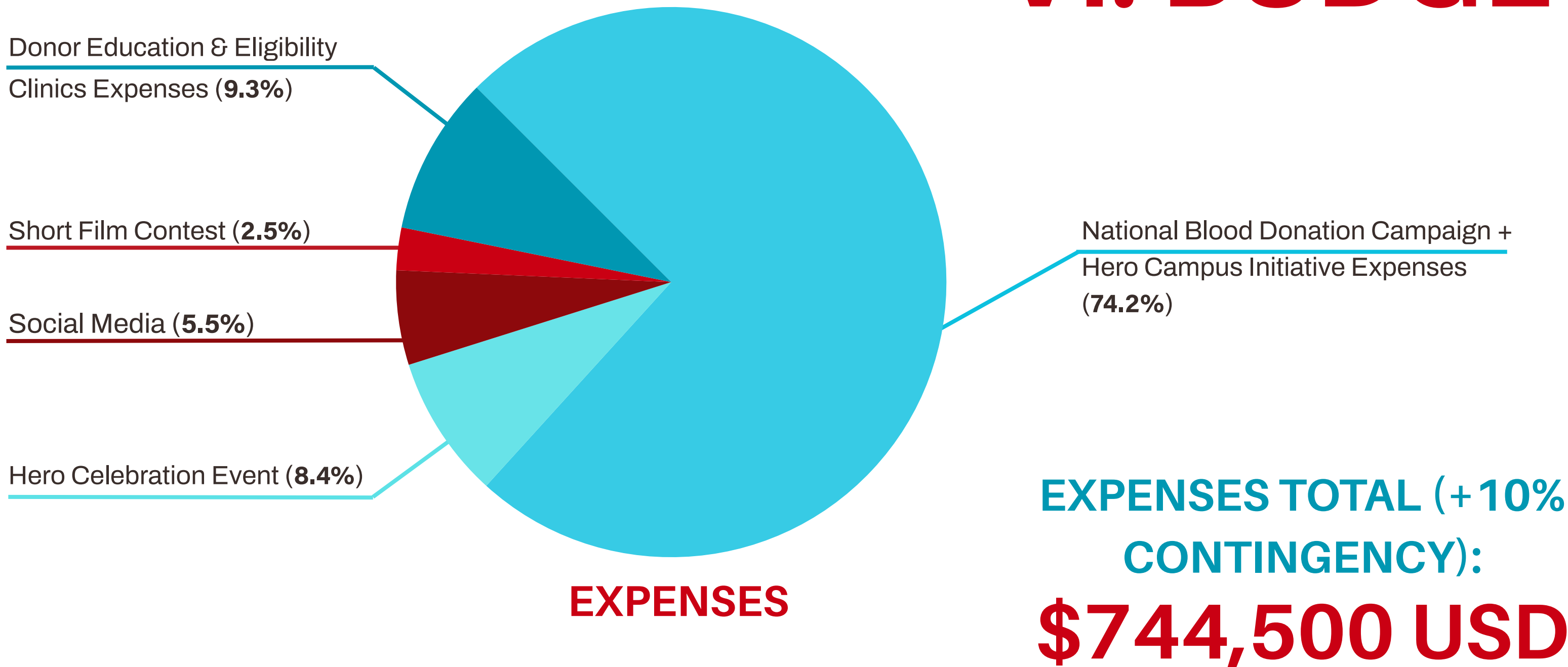
250–400 attendees



Awards, donor recognition, short film premieres, keynote



VI. BUDGET



**Expenses based on publicly available industry data and organizational benchmarks*

VII. KEY METRICS

For every \$5 spent...

1 Youth Donor acquired who can save up to 300 lives

120,000 new youth donors

→ People giving blood for the first time

30,000 retained donors

→ Thousands of future lives impacted

1,000,000+ lifetime donations

→ A sustainable blood supply pipeline

3,000,000+ lives saved

Social Media Impressions

35 - 60 MILLION

Canadians Reached

10 - 20 MILLION



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