

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.

