



pocketapp



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delivering **innovation** and **excellence** in mobile

Eve Appeal

Objectives



Provide a creative iPhone mobile solution that incentivises donation to charity and which supports the integrated campaign.

The app supports the campaign for gynaecological awareness month.



Solutions



The Eve Appeal is a gynaecological cancer charity which previously raised donations for its various campaigns via text. Pocket App worked with The Eve Appeal to create its first mobile application for its September 2011 campaign.

The campaign was based upon sending 7500 kisses to raise awareness of the 7500 women that die each year. Users could take a photo of themselves blowing a kiss and send a message to a friend to let them know that a kiss was waiting for them at the campaign website, where a collage of kisses was compiled as a visual record. In exchange for sending a kiss users were encouraged to donate £1 in-app. The donation was simply added to the user's mobile phone bill.

Results

- Provided The Eve Appeal with a further payment platform, which can be re-used for future campaigns
- Incentivising donation through a creative solution
- Client feedback on designs: "Visually Striking"
- The Campaign is ongoing



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