



## SAVING LIDS TO SAVE LIVES

**CHALLENGE** Yoplait supports Susan G. Komen for the Cure® through a program it created in 1998 called Save Lids to Save Lives.® Each Fall, consumers mail in pink lids that generate Yoplait's donation to Komen. Our charge in 1999 was to activate Yoplait's sponsorship of Komen's Race for the Cure® events across the country, connect emotionally with consumers, raise funds and build an affinity for Yoplait. **INSIGHT** We realized that after each Race, Survivors and friends needed to continue to share their personal victory and Yoplait could be the catalyst. **IDEA** We needed a holistic promotion reaching consumers at the Race and beyond. At Race registration, participants received Yoplait-branded plastic bags and an invitation to visit Destination Yoplait at the finish line. There we provided them yogurt and a coupon to drive traffic to retail. Beyond the Race, we connected to key retail chains to make Save Lids to Save Lives real for consumers — and to get them to stock up on Yoplait. Our Salute to Survivors program featured a store employee/breast cancer Survivor in the chain's signage and on custom packaging that encouraged donations to her local Komen Affiliate. We also involved the retailer on Race day with co-branded efforts. At General Mills' Minneapolis headquarters, we floated 10,000 pink plastic ducks in the pond — one for each of its employees — and distributed Duck for a Buck flyers. Komen received an unexpected check from General Mills employees.

**RESULTS** Presence at 110 Races annually generating more than 114 million impressions for Yoplait • More than 500,000 units of Yoplait sampled annually • Over \$19 million donated by General Mills to Komen after nine years • 27 retailers with over 10,500 stores participating • Program expansion to a spring promotional flight during Mother's Day • More than 3/4 of Affiliates participating in outreach • A campus full of employees committing to a cure

