

| THE POWER OF A PINT



+

BIG

TEAM F



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BACKGROUND: BIG TEN X ABBOTT

The We Give Blood Drive

- Competition between all 18 Big Ten schools
- Facing the largest blood shortage in generations
- Winning school gets \$1 million to advance student health
- Aiming to leverage fan passion to do good in the community



BENEFIT TO BOTH SIDES



- Positions them as a purpose-driven health innovator
- Contributes to solving a national blood shortage crisis
- Targeted engagement & recruitment



- United entire conference for a civic and health initiative
- The \$1 Million grant provides a substantial, tangible benefit
- Positive storytelling and student/fan engagement



INTERNAL COMPONENTS

STRENGTHS

- Incentives and advertisements are working
- High first-time donor conversion
- Strong brand synergy & authenticity
- Capitalizes on school and conference partnerships

WEAKNESSES

- Football season dependency
- Varying sizes of student and alumni bases
- Massive organizational and individual barriers to participation



EXTERNAL FACTORS |

OPPORTUNITIES

- Out-of-football season activations
- Expand to more college-aged female donors
- Capitalize on returning donors
- Deepen NIL/Influencer strategies

THREATS

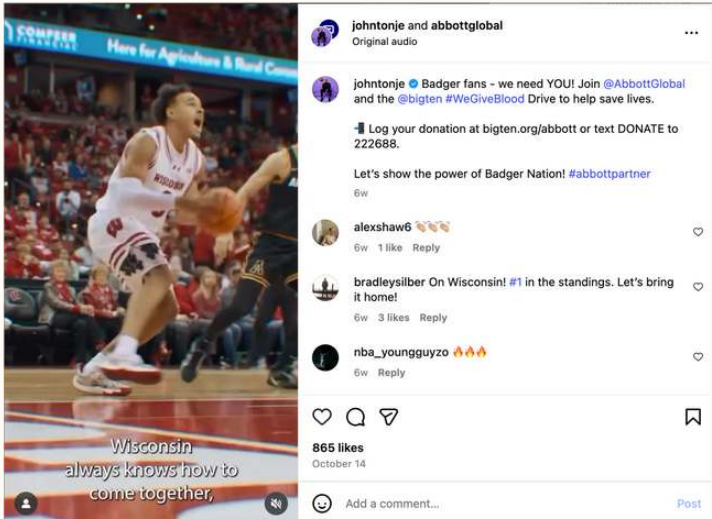
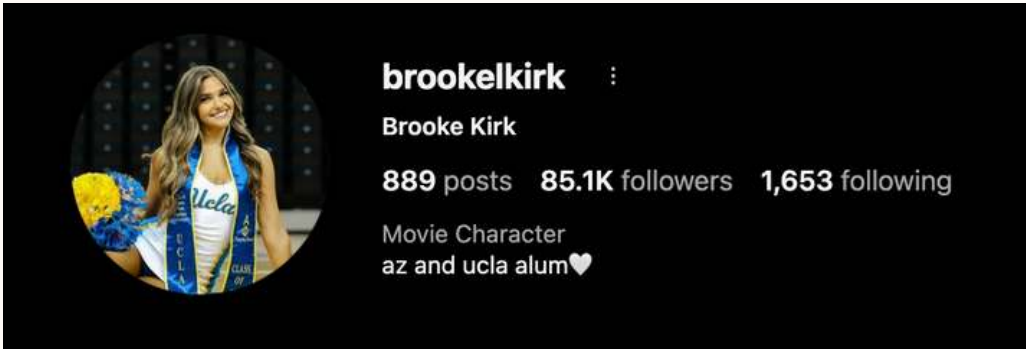
- Million dollar prize has an indirect effect on students
- Confusion on where people can donate blood
- Common misconceptions about donating blood

CURRENT MEDIA EFFORTS

ADVERTISEMENTS



TARGETED SOCIAL MEDIA



RIVALRY SERIES



CURRENT TANGIBLE EFFORTS

3 INCENTIVES



\$1,000,000

4 BLOOD DRIVES



CAMPAIGN GOALS

- Motivate first-time donors
- Increase amount of returning donors
- Clarify misconceptions about donating blood
- Increase brand awareness
 - Deepen connection with college students
- Engage more women



KPIs

- 4x participation in Year 3: ~300,000 donations
- First-time donors exceeding 100,000
 - ~37% of donors in y1 said “We Give Blood” motivated them to donate for the first time
- 25% return rate from donors
- 10% increase in female donor participation rate



KPIs



- 60% in Abbott Blood Drives brand recognition
- 70% with high confidence in eligibility
- Increase of 5% in people who submit their donations through text



ORGANIZATIONAL BARRIERS

- Lack of communication - **how** & **where** to donate

- Availability of **campus locations**

- **56 days** between donations

- Disparate **alumni bases** - difficult to establish even competition



INDIVIDUAL BARRIERS

- **Perception** that smaller schools have no chance of winning
- **1 hour** required time (scheduling conflicts)
- **Age** restriction - must be 18
- **Fears & Misconceptions**

SEASON-LONG RIVALRIES

Expanding weekly 7-day rivalries to season-long series to bring more hype to each battle, culminating in rivalry weekend of the football season

- + Bring the heat behind rivalries which hold deeper meaning to devoted fans and students to benefit blood donation

- + Pair schools which are more similar either geographically, statistically, or by student body - removing aspects of disparity



COMPETITION SEGMENTATION



Freshmen

Sophomore

Junior

Senior

ABBOTT **TRIPLE** **DONORS CLUB**

**DONATE BLOOD 3 TIMES IN
A SINGLE COLLEGE FOOTBALL SEASON**



THE SEASON SPANS
116 DAYS



YOU CAN DONATE
EVERY 56 DAYS

**ENTER TO WIN
A YEAR OF FREE
TUITION**

FOR EVERY SCHOOL
IN THE

BIG

**MAILED MEDAL
FROM ABBOTT**

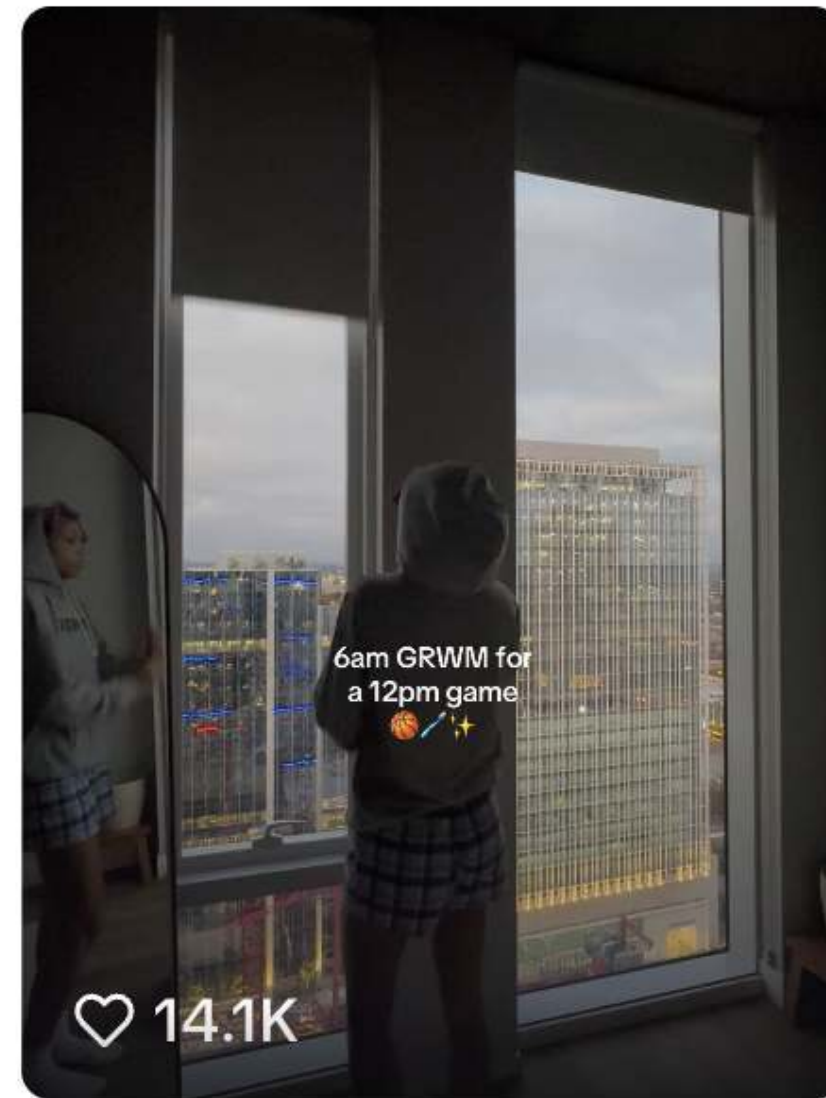


ABBOTT TRIPLE DONORS CLUB

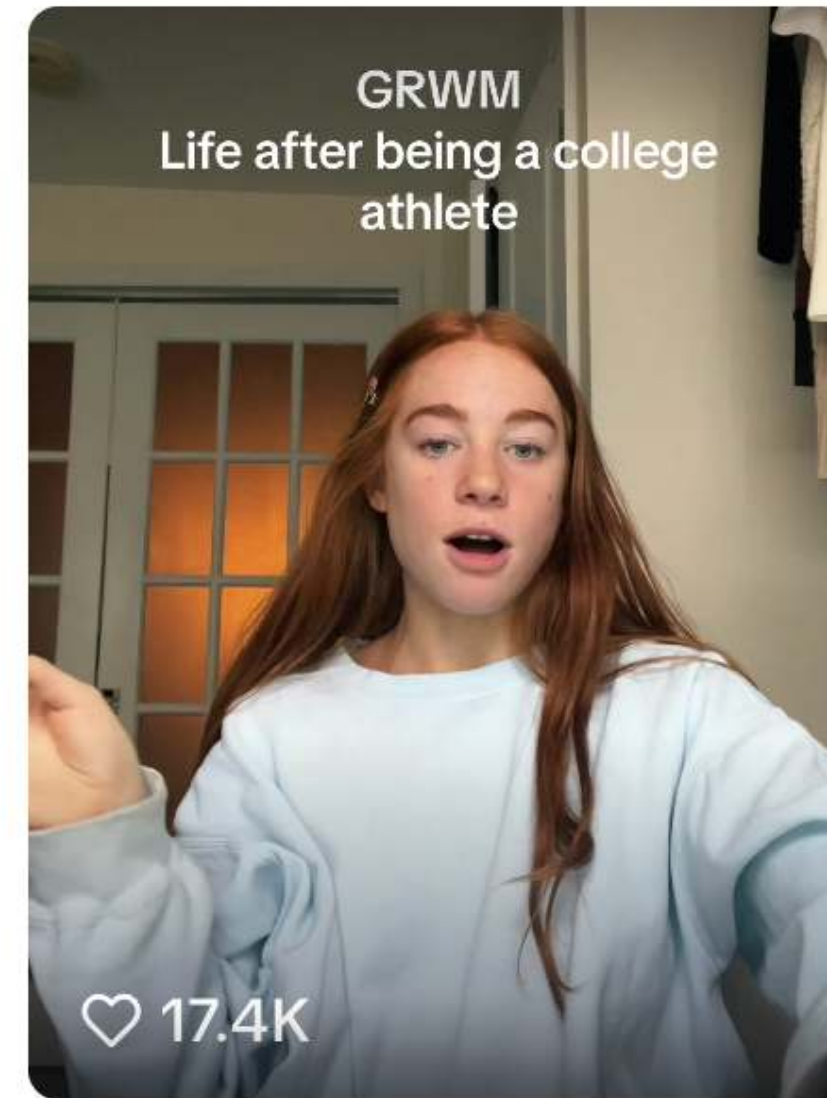
- Tier system for multiple donations
- Invested student donors enter to win a years free tuition
- Motivating strong & weak Big 10 donating student bodies



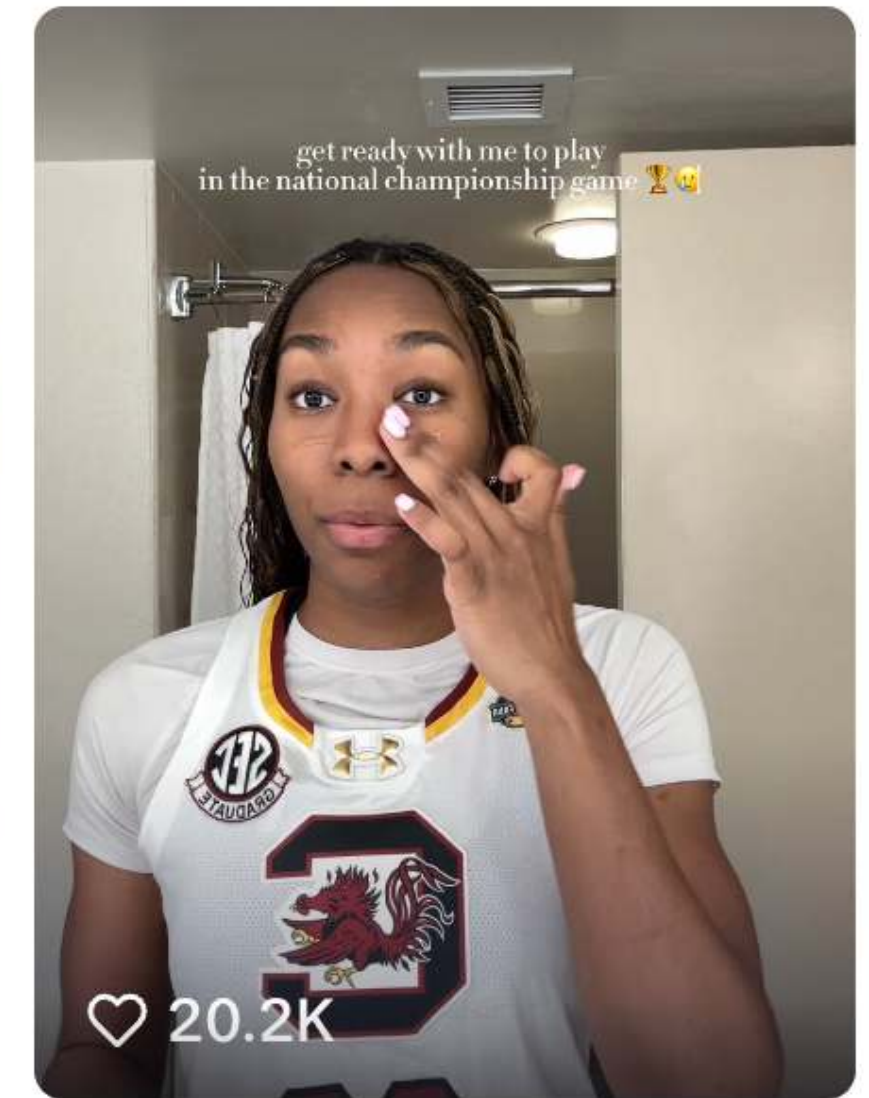
My morning in 25 sec 🏀 ...
brownjadaa 9-29



Realistic gameday mornin...
brownjadaa 5d ago



Hope this helps other pe...
achendricks 2023-8-8



last collegiate grwm 🥰!...
breezyhall_ 4-8

Abbott X NIL Influencer GRWM

I CAN DO THIS TOO!

THE BLOOD STATE RIVALRY



BRINGING UNIVERSITY
REPRESENTATION & PRIDE TO
ADVERTISEMENT



Feeding the Ducks :30 | Fansville Season 7

Unlisted



Dr Pepper
65.2K subscribers

Subscribe

333



Share

Download

Save

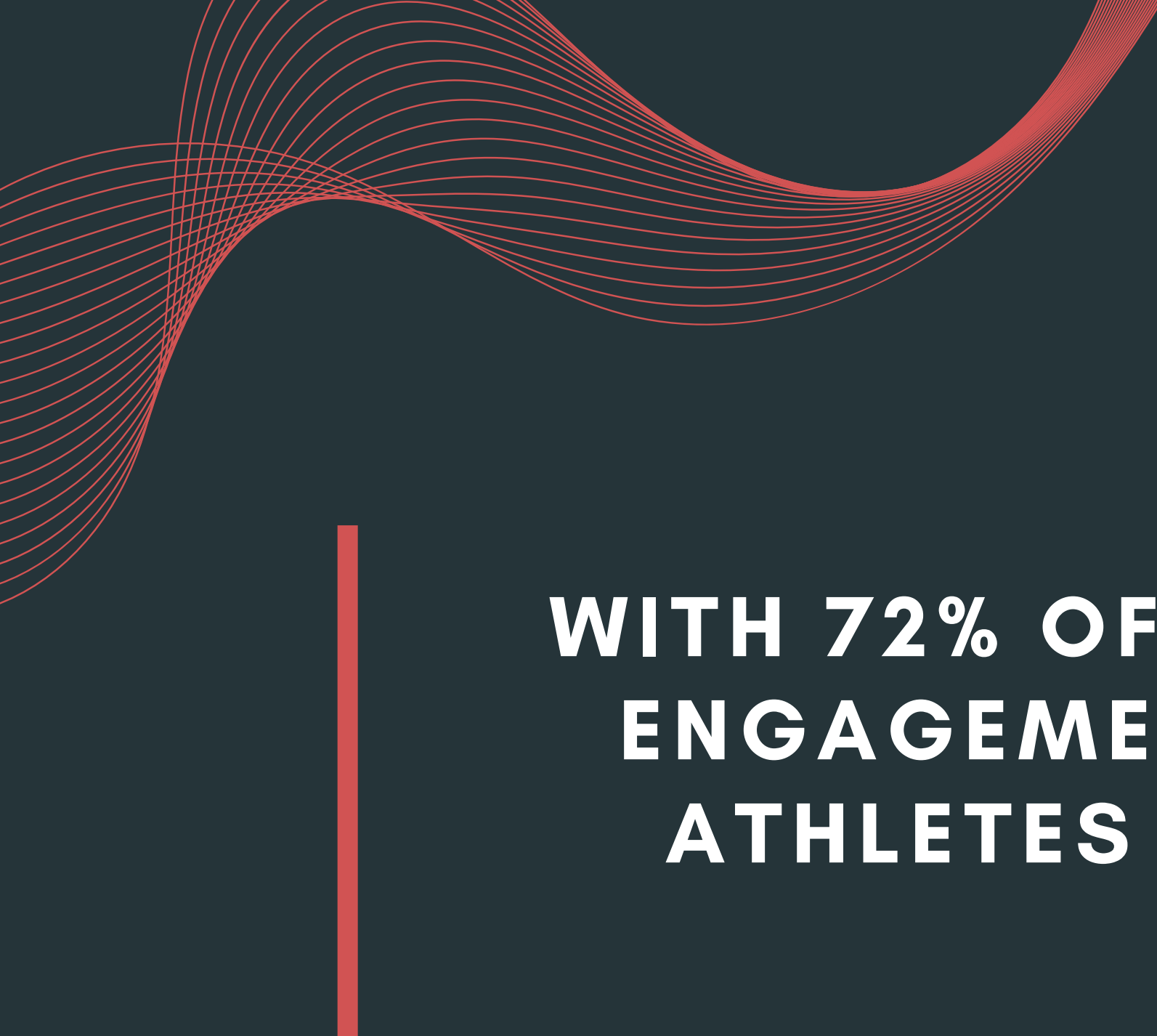


1,305,450 views Oct 4, 2024

CJ's growing concerns about the commercialization of College Football reach a tipping point when he's surprised by an unexpected friend at the local duck pond.



**57% OF
COLLEGE
STUDENTS
ARE WOMEN**



**WITH 72% OF WOMEN'S SPORTS SOCIAL
ENGAGEMENT DRIVEN BY INDIVIDUAL
ATHLETES RATHER THAN TEAMS OR
LEAGUES**

#SHEGIVES BLOOD



NIL for women's sports is impactful but it doesn't stop at social media

- public appearance at their hosted blood drive
- postcards
- giveaways
- docuseries



CHALLENGE CARDS



PLACE
STAMP
HERE

*Just donated blood for the first time and it felt good knowing I could actually help someone, so you better get out there and make your impact too. Love you so much, sis –
– proud of us already.*

Doubling our brand reach with voices people trust

#SHEGIVES BLOOD



BUDGET ALLOCATION

Promoting Season Long Rivalries ----- \$0

Class Competition ----- \$350,000

Triple Donor's Club Scholarships ----- \$1,590,000

#shegivesblood ----- \$580,500

Challenge Cards ----- \$110,000

GRWM Partners ----- \$10,800

Blood State Rivalry Ads:

Filming & Creation ----- \$250,000

University NIL Athlete Appearances ----- \$500,000

Air Time Expense ----- \$6,000,000

Contingency ----- \$608,700

Total ----- \$10,000,000

WRAPPING UP



OVERCOMING BARRIERS & TURNING
BLOOD DONATION INTO A TRADITION
ANCHORED IN SCHOOL PRIDE

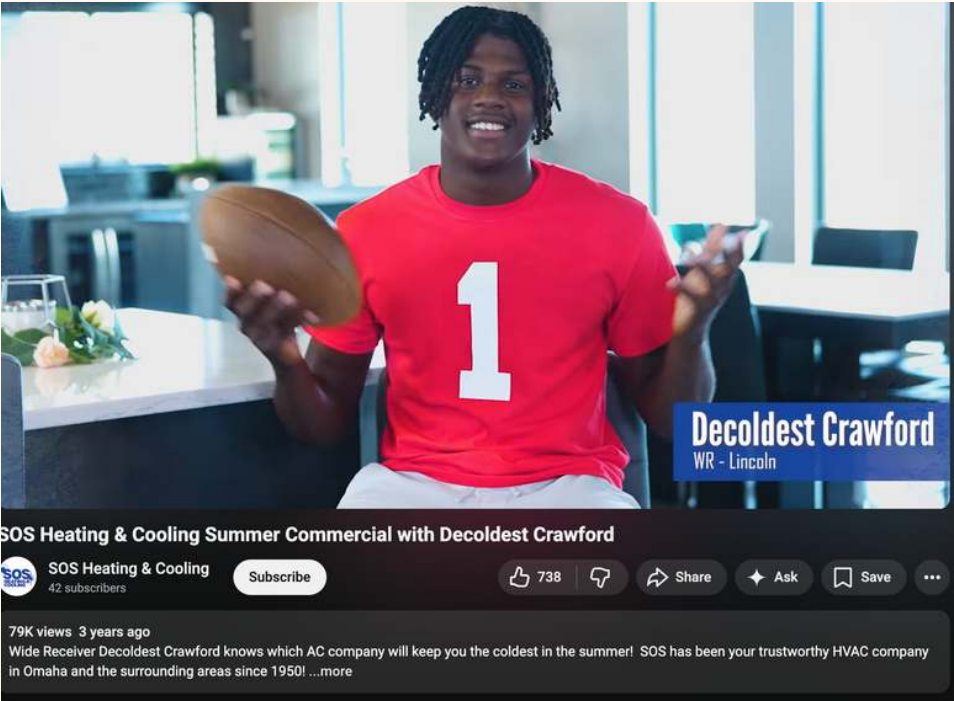
Activation	Line Item	Cost
Season Long Rivalries	Costs Carried Over From Current Strategies	0
Competition Segmentation	At School Ads , <20,000 / school	350,000
Triple Donors Club	Medals - Tier 3 reward (~\$8 x 30,000)	240,000
	Scholarships - 1 per School, 1 year Tuition	1,350,000
		1,590,000
NIL	She Gives Blood - Athlete Appearance	22,500
	She Gives Blood - Athlete Deliverables	18,000
	She Gives Blood - Venue Costs	540,000
	GRWM Instagram Posts	7,200
	GRWM TikTok Posts	3,600
		591,300
Blood State Rivalry Promo	Filming & Creation	250,000
	Athlete Appearances (NIL)	500,000
	Advertising Air Time Expense (~700,000 each)	6,000,000
	Contingency Fund	608,700
		7,358,700
Challenge Cards	Printing Costs (~\$0.5 x 100,000)	50,000
	Distribution	250
	Postcard Shipping Covered (~\$0.6 x 100,000)	59,750
		110,000
Total		10,000,000

“In 2021, there was a notable gender shift among blood donors, with female donors making up 54.1% ... This marks a change from the 2019 data, where [males were majority].”

-America's Blood Centers

Selecting the Right NIL Influencers

Influencer Tier	Follower Range	Avg Engagement Rate (by Followers)	Interpretation	Platform Examples
Nano	1K–10K	5–8%	Very high — trusted, niche audience	TikTok, Instagram, YouTube Shorts
Micro	10K–50K	3.5–6%	Strong — authentic & community-based	TikTok, Instagram
Mid-Tier	50K–250K	2.5–4%	Reliable — consistent content performance	Instagram, TikTok



authenticity and creativity outperform

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