



Daffodil Day

Daffodil Day 2020 Goes Digital!

Cancer Society, ANZ, TBWA/NZ and Good Thyngs partnered for a second year to enable cashless donations for the charity's 'Daffodil Day' campaign 2020.

Despite fundraising challenges and a last-minute lockdown for Auckland, people of NZ came together in new and powerful ways. With a cashless and touch-free Digital Daffodil strategy prepared, donors were able to support the campaign safely. ANZ pledged to match public donations made using Digital Daffodils up to the value of \$500,000.

The Digital Solution

The Digital Daffodils have bloomed, following the success of 2019's Smart Daffodil campaign, when wearable daffodil pins were able to take donations. In 2020, every daffodil deployed would be a donation point.

Printable Digital Daffodils were uniquely designed and made interactive with QR codes. They were deployed as posters, banners, website links and more. People of NZ were encouraged to download the posters to help collect crucial funds during lockdown.



The Unique Benefits

- ◆ The bespoke daffodil posters were made printable for supporters to distribute locally.
- ◆ The QR code daffodils are able to collect instant donations.
- ◆ Using the Cashless Platform, ANZ were able to see where the donations were coming from in granular detail. This let them better understand their donors.

37%

Digital Daffodil QR conversion rate

+1063%

Increase in donations since last year

“2020 has been a tough year for charities so by using our media as donation touchpoints we are able to get the daffodil in front of as many people as possible.”

- Shane Bradnick, Chief Creative Officer at the TBWA Group in New Zealand