

## CLOUDS PARTNERSHIP



### A look inside the partnership...

CCRF and leading jewelry brand Kendra Scott came together in partnership during Zach's Movement, a campaign celebrating Zach Sobiech, a singer/songwriter who passed away from osteosarcoma, and raising funds for osteosarcoma research. Kendra Scott created a "Clouds" necklace, named after Zach's song, which went viral after his death in 2013. The campaign, with the help of social media influencers, Hollywood actors and pediatric cancer families reached an audience of nearly 2 million on social media, sold 1,288 "Clouds" necklaces and raised \$9,131 for osteosarcoma research.



### Campaign details

In this multi-layered partnership approach, 20% of proceeds from the Clouds necklace in-store and online nationwide during a 3-month period, were donated back to Zach's Movement at Children's Cancer Research Fund.

In association with the launch date of the Clouds Movie, Kendra Scott at the Mall of America hosted a premiere "Kendra Scott gives back" event to launch and promote the Clouds necklace. Twenty percent of proceeds on October 16 at the MOA store were also donated back to Zach's Fund.

#### LET'S GET SOCIAL

Eight social media influencers were gifted the Clouds necklace. These influencers shared Zach's powerful story, the significance of the Clouds necklaces and the impact being made through each necklace purchase.

### Campaign Type: Cause Marketing

#### MARKETING TACTICS

THE MULTI-CHANNEL CAMPAIGN WAS DEPLOYED ACROSS:

- + SOCIAL
- + WEB
- + EMAIL
- PLUS...
- 8 INFLUENCER PARTNERSHIPS

#### CAMPAIGN RESULTS

**1.78 million**  
COMBINED INFLUENCER FOLLOWER REACH

**1,288**  
NECKLACES SOLD

**\$9,131**  
DOLLARS RAISED

#### ABOUT KENDRA SCOTT

Founded on the principles of Family, Fashion, and Philanthropy, Kendra Scott thoughtfully and joyfully connects through beautiful jewelry that gives back to the causes and people you care about most.

Kendra Scott's products are thoughtfully crafted in their Austin, Texas studio, pushing the boundaries of design and innovation while staying true to their principles: color, shape, material and value.

To learn more, visit:

[WWW.KENDRASCOTT.COM](http://WWW.KENDRASCOTT.COM)