



ASW x Operation Smile

Global Signature CSR Campaign



Why Operation Smile?

- A life-changing cause for cleft children
- Synergy with Group purpose and value

A.S. Watson Group

To put a smile on our customers' faces

Operation  Smile

Changing Lives One Smile at a Time





Objectives

- Create a global signature CSR movement
- Facilitate BU membership point donation



“

give a
SMILE

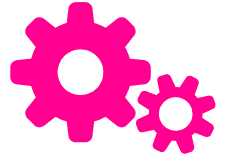




How?

**Membership
Point Donation**

Our process is straight-forward



Action	Member donates point on webpage or app	System records the donation per NGO (Transaction Upsert)	Payment with NGO
Involving Departments	eLab Marketing / eCommerce	CRM Finance	Accounting



WIN-WIN-WIN-WIN SCENARIO

Supported by Group CRM & eLab, eCommerce is enabled with membership point donation functionality

BU

Current
NGO
Partner

Additional digital channel for donation

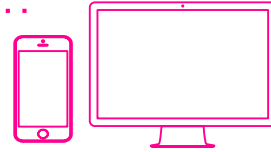
Help more children who suffer from cleft lip or cleft palate

Operation
Smile

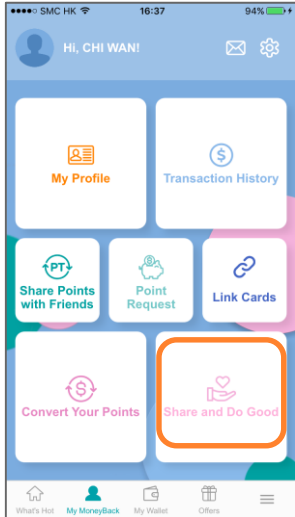
A.S.
Watson
Group

Kick start a global signature CSR campaign

ASW Internal Champion Moneyback HK User Journey



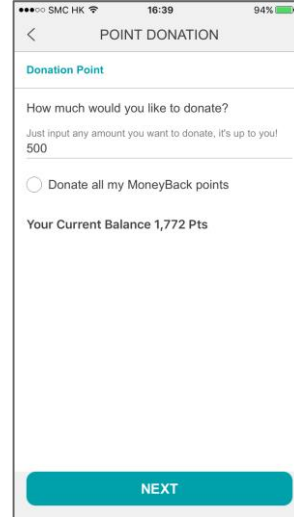
1 Click the **Share and Do Good** button



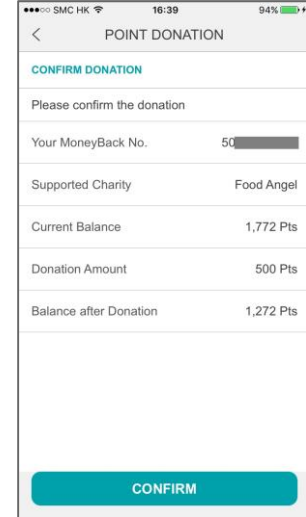
2 Select the NGO



3 Select the points to donate



4 Confirm donation transaction





ACTION PLAN

BUs are required to share your plan to roll out Operation Smile by 15 May 2018

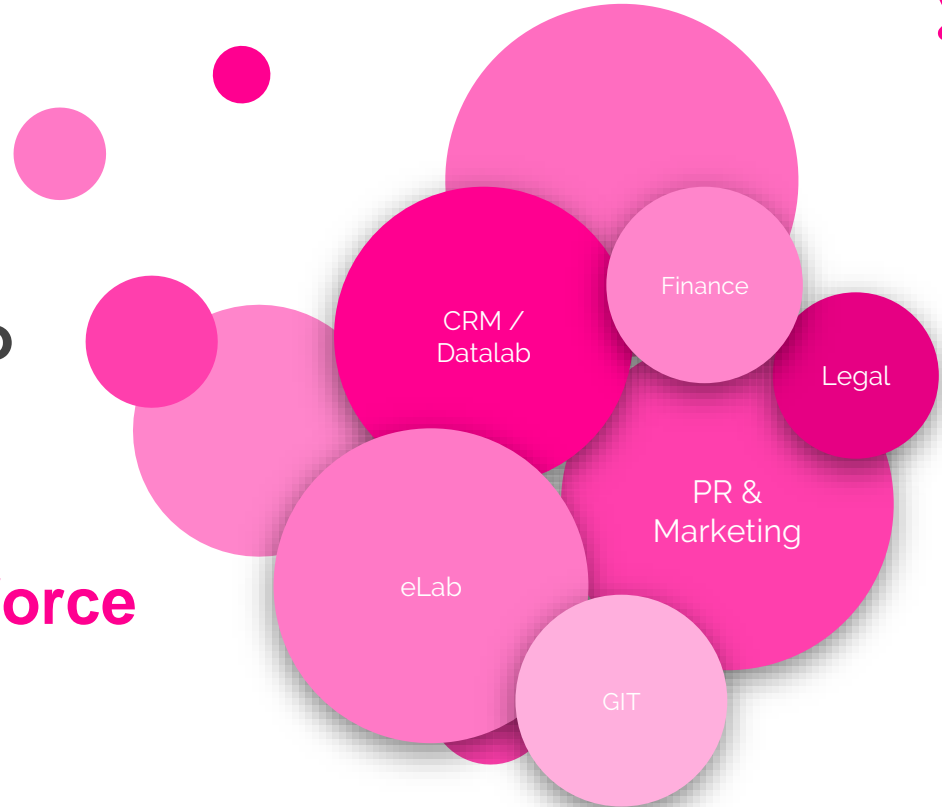
How to setup your own programme?



Technical support
available from Group
eLab & CRM

Everyone is **vital** to
make it happen

Setup your local **task force**
& **collaborate!**





PR & Marketing

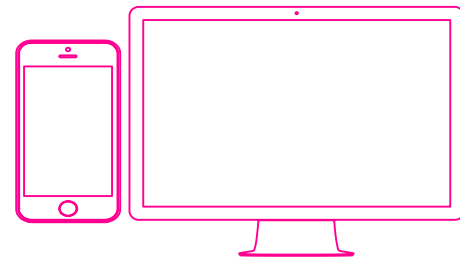
- Collaboration with NGO on social media
- Own brand product collaboration (H&B Asia: face mask packaging)
- Collaboration with suppliers (WIN & non-WIN) on sales donation
- Social media campaign
- Reminder to members for point donation
- Rewards of points donation
- Simple In-store support donation possibility (e.g. donation box at till...)





eCommerce / GIT

- Work with eLab team to ensure donation module works
 - eStore
 - Membership website
 - Mobile app
- Ensure member point redemption works and synchronised

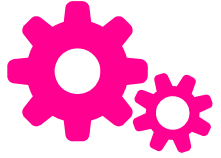




Legal / Finance

- Advise local legal requirements on donation by customer / marketing-related donation
- Settlement of donation with NGO (e.g. mode, frequency, etc)
- Additional cost on currency exchange if there is no NGO local office
- Arrangement of countries with VAT
- Tax reduction for point donation / direct donation, if any.





CRM / DataLab

- Ensure CRM real time record reflected on membership profile
- Using customer insights to boost campaign effectiveness (e.g. Profile : Pregnant? Parents?)





What if my market does not have an **Operation Smile** mission/office locally?

- Identify a country which your customers feel connected with*; or
- Donate to [Operation Smile International](#) and let them assign allocation of funding

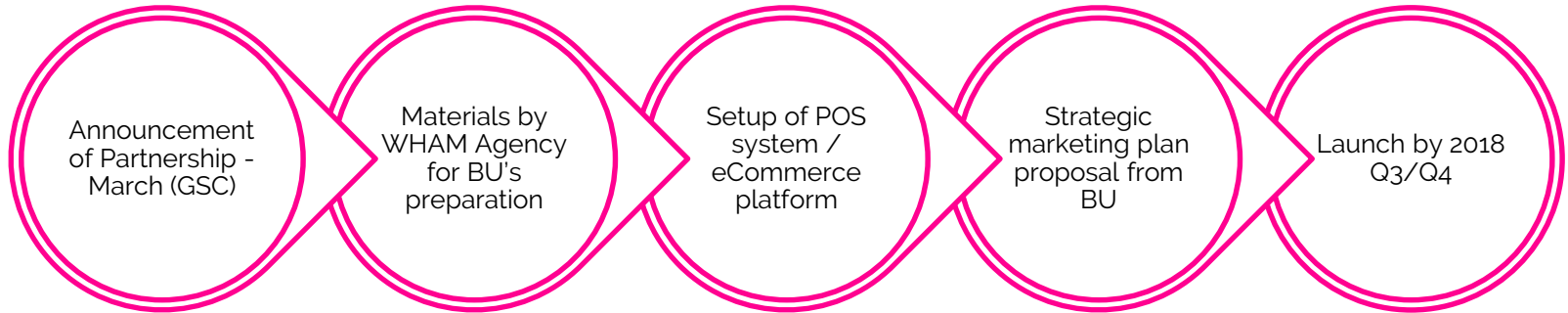


What if my BU has limited resources to execute the campaign right now?

- Campaign driven by **customer** point donation
- Collaborate with **suppliers** (WIN & non-WIN) on sales donation
- Consider to kick-off the campaign in end 2018 or 2019



Timeline



Group's Support



- Marketing :
 - Key Visual and messaging template
 - Social media activation ideas
 - Campaign Toolkits
- eCommerce :
 - Donation website module





Consultation

PR/ Marketing:	Watsons - Emily Wong/ Tina Tu Marionnaud – Josie Bristow (WHAM) josie@thewhamagency.com Rest of BU – Hanks/ Zoe Yeung
Finance:	Michelle Yam (Group Finance)
CRM:	Tony Ng (Watsons), Elaine Wong (Rest of Asia), Jonathan Bolden (Europe)
Legal:	Franz Brand
eLab:	Albert Tsang/Patrick So(Asia), Davide Pitzolu (Europe)
CSR:	Sebastien Pivet, Stephen Woods (Europe), Zoe Cheong (Asia)
WIN Partnership	Dora To (Asia), Nick Wickremesinghe (Europe)



Our **successful** campaign:

Watsons Philippines x Operation Smile #LotsOfLove Mega Mission



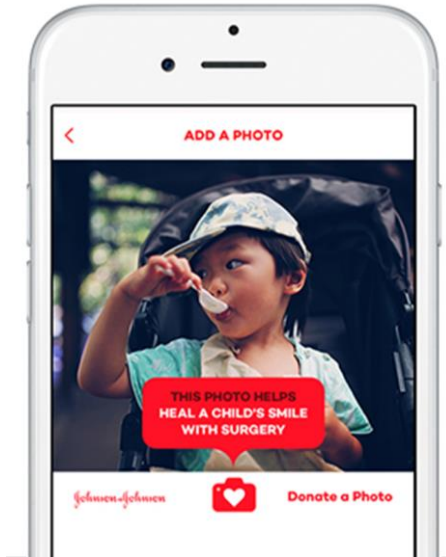
Click to play video



Reference:

J&J's partnership with Operation Smile

"Donate a Photo" App



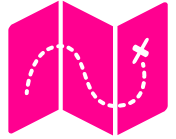
Social Media



Click to play video



Appendix: Operation Smile's Office:



Europe

Russia
Ireland
Italy
Sweden
Switzerland
United Kingdom

Asia & Australia

China
India
Jordan
Myanmar
Philippines
Thailand
Vietnam
Australia
South Korea
United Arab Emirates

Africa

Democratic Republic of the Congo
Egypt
Ethiopia
Ghana
Kenya
Madagascar
Malawi
Morocco
Rwanda
South Africa

North & South America

Bolivia
Brazil
Colombia
Dominican Republic
Ecuador
Guatemala
Haiti
Honduras
Mexico
Nicaragua
Panama
Paraguay
Peru
Canada
United States