



Rite Aid

Case Study

FOLDS OF HONOR: DREAMSHIP

A national cause-marketing experience centered on a one-of-a-kind hot air balloon created from children's dreams and built to support Folds of Honor.

Cause
Marketing

National
Tour

Experiential
Storytelling



CREATE SOMETHING BIG

ENOUGH TO CARRY A MEANINGFUL STORY

A cause-marketing activation built to make a powerful story visible, personal and memorable.



DELIVERED

\$7 MILLION
IN DONATIONS



PROGRAM FOOTPRINT

25+ PREMIER
EVENTS



OUR APPROACH

Design and produce the DreamShip hot air balloon using hundreds of children's drawings, then take it on a 12-month national tour. Manage production, logistics, operations, children's art experiences, 3-D virtual reality content and premier-event activation.

PROGRAM FOCUS

Rite Aid needed an emotional brand experience that could elevate its brand refresh, support the KidCents program and create a strong connection with coworkers, partners and consumers.

CORE OBJECTIVE

Turn children's dreams into a national symbol of hope.

THE TAKEAWAY

The DreamShip made the cause visible, personal and emotionally memorable.

