



TIM

TIME IS MONEY





“CHARITY ADVERTISING SEEKS TO MOTIVATE DONORS TO GIVE EITHER TIME OR MONEY, TWO RESOURCES THAT DONORS VIEW AS QUITE DIFFERENT FROM EACH OTHER. THUS, THE EXPECTATION IS THAT DONATIONS OF TIME AND MONEY ARE TRIGGERED BY DIFFERENT MECHANISMS. THIS STUDY AIMED TO DETERMINE THE TYPES OF NON-PROFIT ADVERTISEMENT THAT ARE MORE EFFECTIVE IN GENERATING INTENTIONS TO DONATE EITHER MONEY OR TIME. THE RESULTS OF THREE EXPERIMENTS INDICATED THAT DONORS ARE MORE MOTIVATED TO DONATE TIME RATHER THAN MONEY THROUGH ALTRUISTIC APPEALS.”

Namim Kim



PROBLEM STATEMENT

Young people are more and more invested in social or environmental issues but they lack the money to change something. So we ask ourselves what can they give if not money ?



But how to should they use their time ?
Travelling to help in other countries is a good idea but we are coming back to the problem of lack of money.
But where is the money to help ? We looked and found it !

Think outside the box



70% of donors are 50 or older

- With TIM we try to focus on young people as they are connected and have some time to give.
- TIM app combine both the need to act of youth and the wish of companies to improve their brand image
- No more advertising aggression, now you choose your own ads to watch

PROBLEM STATEMENT



559 Billion \$

This is the amount spent every year in publicity worldwide and its still increasing. Companies are always in search for new ways to promote their product and they are willing to spend a lot of money for it.

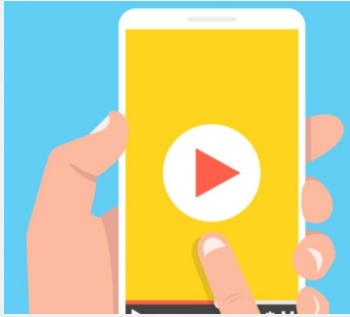


WHAT : WHAT CAN BE DONE TO JOIN THE MONEY BRANDS ARE WILLING TO SPEND ON ADVERTISING WITH THE FREE TIME YOUNG PEOPLE HAVE ?

HOW : WE PROVIDED WITH OUR APPLICATIONS AN ANSWER TO THE "HOW". WE PROPOSE TO WATCH SHORT ADS AND THE MONEY SPEND BY THE COMPANY IS GIVEN TO HELP HUMANITARIAN OR ENVIRONMENTAL PROJECT.

WHY : WE BELIEVE IN THINKING DIFFERENTLY.

HOW IT WORKS



Donors watch Ads...

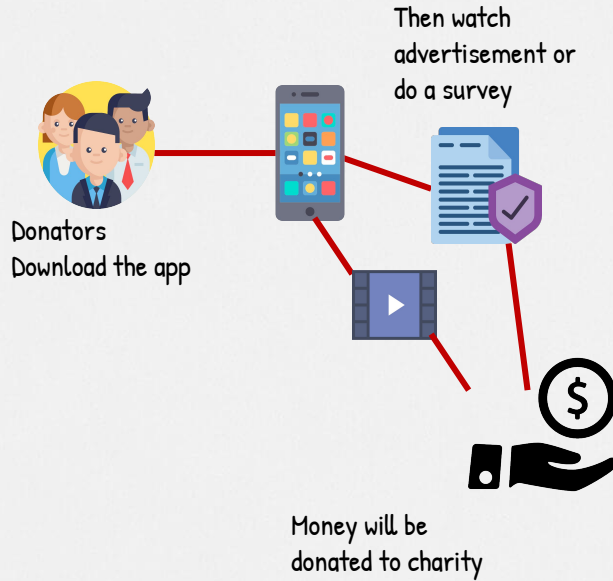


Companies then give money...



to the Website which
then give it to those
who need it

The Process



WHY VIDEO PLATFORM

Videos are great storyteller. They makes informations more digestible and more engaging to young people. That's why companies are trying to use video as much as possible. That is also why it is the best way for the donors and companies.

