Spread Joy

How do you raise money
for the Ronald McDonald
House and promote HP ePrint
functionality at the same time?

By building a solution that enables people
to upload their "smiles" to be printed in
Ronald McDonald houses with the intention
of raising the spirits of the child residents
as well as awareness of ePrinting. For each
"smile" that was uploaded, HP made a
donation for each approved submission to
Ronald McDonald House with the goal of
generating $50,000 to support the cause.

Numbers

170
Thousand

Total number of dollars raised
for charity

10
Thousand

Photos, poems, sketches, and
message received

Challenge

Astadia was engaged by HP to create mobile and desktop experiences for
the HP eSmiles campaign, an interactive solution for a joint project between
HP and the Ronald McDonald Houses that would encourage user-generated
content and raise a total of $50,000 for the charity. The eSmiles campaign was
setup by HP to raise money for the Ronald McDonald Houses at participating
locations: New York, Atlanta, Chicago, Orange County and San Diego. The
website and mobile apps allowed submissions of a photo, a poem, a sketch
or just a kind word. These submissions were validated and approved and
dynamically posted to the eSmiles site for public consumption, as well as sent
and printed via HP ePrint to the selected Ronald McDonald House and posted
for display. HP made a donation for each approved submission to the eSmiles
campaign.

Solution

Astadia developed an immersive interactive website as well as native mobile
applications across iOS and Android platforms - all in a very compressed
period of time in order to meet the Media buys associated with the project. The

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Services

- Digital Strategy
- Interaction Design
- Visual Design
- Web Application Development
- Mobile Application Development

interactive website included impactful design and playful interaction based on Flash and an administrative .NET backend for processing submissions, calculating donation totals and distributing and tracking submission to each of the ePrint systems at the participating Ronald McDonald Houses as well as sharing and interaction with all major social media sources. The native mobile apps were designed and developed based on each platform and allowed for the same accessing and submitting functionality as the interactive website. Each native app was created, processed, approved and available on the iOS App Store and Google Play.

Results

The interactive website and mobile design and development allowed for HP and the Ronald McDonald House to successfully deploy and maintain the eSmiles campaign for its duration. The overall eSmiles campaign was received very well by the public and social media in large. Through the interactive website and mobile apps, over $170,000 was raised to-date, and nearly 10,000 user-submitted pieces of content were received.

To learn more about how our Mobile solutions have delivered real-life results for our clients, go to astadia.com.

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