



Profile

Team Name : ACED

Campaign name

Trade Places

Campaign background

Our campaign “Trade Places” main objective is to make children free of stereotypes, aiming to achieve a better and more equal future. To achieve this, we want to raise awareness of the issue among parents so that they acknowledge the problem and change their behaviour in order to set the children free. We will explain our choice of focusing on sons in the Research part.

“Trade Places” campaign highlights the fact that the relationship between fathers and sons can somehow be complicated. As our research has shown, fathers would not be happy if their sons were to play with a doll, or perform an activity considered girly. Furthermore, many campaigns focus on girls, women empowerment, and girl power. We decided, through this campaign to focus for once on boys and men. This focus is supported by our research.

Therefore, our campaign will help us reach fathers and ask tell them: if you do it, let your son do it.

Our campaign will make fathers understand that their sons need to have a free choice of toys and should not be judged for that. Toys are the main focus of the campaign, but we will use real-life examples to illustrate our strategy.

Campaign summary

Through role inversion we will explain that if you as a father do something (house chores for example) why don't you let your son play as if he was doing the same (in this case, with a vacuum cleaner). In brief, don't act hypocritically and don't judge children.

Additional information

N/A

Conducted Research

We started by conducting secondary research: We searched for information about the organization, about the toys market, and about other campaigns.

Then, we focused on the topic of parents and children, and how kids are affected by their parents' choices. We decided to learn more about the parents' behaviors and attitudes towards their children when it comes to gender.

We found that the biggest problem when it comes to challenging gender stereotypes is with parents of sons. In fact, OurWatch Survey “Challenging Gender Stereotypes in the early years: the power of parents” as well as an article in the journal of Gender and Society: “ ‘No Way My Boys Are Going to be like That!’ Parents' Responses to Children's Gender Nonconformity” have shown that parents enjoy

dressing their girls in sports clothes or buying them toys that are considered for boys but would not like their sons to wear pink or girly clothes and play with dolls. 23 out of 31 parents of sons mentioned a negative response to their sons wanting “girls’ toys”, dressing in girls’ clothes, and playing dress up. More often, parents of sons reported that they try to avoid giving their sons a Barbie doll and pushing him into activities that are considered atypical for boys.

Furthermore, we also discovered that fathers of sons have a bigger problem questioning gender stereotypes than fathers of daughters. In fact, fathers are more likely than mothers to follow “traditional” gender rules and stereotypes and wanting their children to follow them, especially their sons.

This helped us defining our target audience, and we decided to shed light on fathers of sons only.

In addition to that, we decided to conduct three focus groups in three different countries. This would allow us to have three different point of views from countries in Europe. We conducted focus groups in Spain, Portugal, and France. We each chose a group of 5-6 parents of both daughters and sons to confirm our primary research. We asked them questions regarding their children’s activities, and their own activities in order to better understand their behavior. The results confirmed our primary research and showed that fathers more than mothers had a hard time accepting their sons to do “girly” activities. Even further than that, some fathers encouraged their daughters to play football and do sports, while completely prohibiting their sons to watch princess movies.

Key consumer insight

Following the results of our research, our key consumer insight is:

The tension in the relationship between a father and his son.

This explains in one sentence our whole idea behind the campaign, the target audience, and our strategy.

Prioritized objectives

Our main objectives through this campaign are:

1. Raise awareness: make both mothers and fathers aware of the situation of tension between fathers and sons.
2. Make fathers realize how bad their behavior is by shocking them.
3. Get fathers to change the way they act with their sons.

Proposed strategy & tactics

Our target audience is fathers of sons between the age of 1 and 3 years old. They are active and love helping their wives around the house with chores. They also have up to 3 children, both girls and boys. We have chosen this target because our research and insight have shown that the biggest issue is with fathers and sons, rather than mothers and sons, mothers and daughters or fathers and daughters. We chose to focus explicitly only on fathers and sons and make the whole campaign around this issue to shed more light on the problem and make everyone aware. While focusing on this target, the others will also be affected indirectly. Mothers will be present in the whole process and will help raising awareness.

We have chosen to communicate on these social networks because these are the most used social networks in most European countries. People in our age range (25-40) use these social media the most.

Campaign Evaluation

First of all, we will evaluate how many people used our hashtags after seeing our OOH campaigns on the streets: how many questions? What people are thinking?

In addition to that, we will look at how many impressions we have through our pop-up ads on toys’ websites.

Then, we will see the number of interactions with our short spots on social media: likes, comments, share. Also, we will evaluate the campaign through the engagement of the audience, and thus how many fathers participated in the challenge.

Finally, we will look at the number of times our song was listened

Creative brief

The big idea is the role inversion between fathers and sons and the idea of trading places. There's no better way to raise awareness on this issue than showing fathers how they actually behave through their sons' eyes. Trading places with their sons and seeing the situation from another point of view will create an effect of shock and will directly touch the fathers.

Creative execution

1-OOH posters and pop-up ads will show a juxtaposition of two situations: one with the father, and the other with the son. The father is allowed to do the activity. The son is not.

The short spots will be 20 seconds long and will show a boy shouting at his father for doing things that are considered for girls: most common clichés.

The song will be in an ironic tone, sang by little boys dressed as their fathers. (Lyrics in pdf). It will have a catchy rhythm. (E.g: Dumb Ways to Die.)

Media plan

Our media plan is mostly based on the most used social networks in Europe (Facebook, Instagram, YouTube).

1- OOH ads and pop-up ads: raise awareness and make the audience ask questions about the campaign and be curious.

2- Short Spots: shared on Facebook and Instagram: visuals attract the eyes of the audience better and these social networks are (mostly) made for pictures.

3- Song: YouTube is the best place to share our song for free with everyone. The link will be shared on all Let Toys Be Toys social media.

Media

- [ACED_EDCOM_CreativeMaterials.pdf](#)
- [ACED_EDCOM_EntryKit.pdf](#)