



Profile

Team Name : EDEN

Campaign name

You are what you play.

Campaign background

The purpose of our campaign is to move towards a situation where offering boys and girls a free choice of toys and interest becomes a social norm. Working towards that goal, we aim to make parents understand that offering the widest range of play experiences to all children irrespective of their sex ensures the best chance for boys and girls learning opportunities and equalities in life.

Toys gendering is a deeply ingrained cultural phenomenon, our research indicates that a big part of European society somehow participates in gender stereotyping, some consciously but mostly unconsciously.

Our campaign strives to impactfully bring clarity and simplicity to the subject by establishing diverse play as a crucial pillar in any child's physical and personal development. Sounds simple right? It is not.

Considering our vast European target audience with all its social, cultural and economic disparities our biggest challenge was to craft a declinable concept with very strong relevance and influence, regardless of the country or cultural background.

We will be bringing this concept to life through a dual campaign engine:

Long term brand building: aiming to bring clarity, alter perception and change the culture in the long run. #YouAreWhatYouPlay

Short term activation: aiming to immediately convert and change the habits of our core target population by offering targeted solutions.

This dual campaign engine is translated into the three following phases:

- Raise awareness
- Change behavior
- Engage advocates

Campaign summary

The essence of our challenge resides in parents not being aware of the importance of diverse play to their children's development.

The campaign objective is to impactfully clarify the importance of offering a wide range of play.

How?

By linking our strategy to a category in which parents know they should be providing their children with diversity. Nutrition! Because offering a wide range of nutrients to raise healthier children is embedded in modern culture parenthood.

We aim to serve our cause by utilizing the knowledge of this occurrence.

Additional information

N/A

Conducted Research

We had two initial research objectives; first was to define our target audience, then find out what type of message would resonate most with them.

1- TA definition:

At first, we thought that our TA consisted solely of working-class parents who do not have sufficient education on the toys gendering subject. We were wrong.

Our secondary and primary research indicates that our TA consists of all European parents and grandparents who:

Are influenced by cultural beliefs: Pan and Pfeil (2004) count 87 distinct "peoples of Europe". All of whom have different representations of the role of men and women in society. Sometimes limiting the development of their children in a quest to make them fit into their depiction.

Are too busy with work: half of the British parents spend less than one hour of quality time a day with their children – according to research (Dr. Sam Wass). Among the activities, parents are unable to find precious hours for playtime. This results in parents not being fully aware of their children's passions. Hence, they offer presents or activities based on gender instead of interests.

Big Families: having a big family is quite challenging. Parents have to manage a lot of tasks at once and course resolve conflicts. Most of these conflicts revolve around the toy box. To minimize the frequency of such quarrels, parents set up two toy boxes, one for the boys and the other for the girls.

2- The message: (see attachments for data)

We needed to find a sweet spot that would resonate with any parent despite their disparities. We asked ourselves, what do they have in common? socially not much, however, culturally they had a common point. Most parents are very aware of the importance of a diverse diet to raise healthy children.

Play and nutrition have a lot in common, they both participate in the emotional, intellectual and behavioral development of a child. Below are some examples:

Emotions: Play allows children to release their stress and be calmer, vitamins and minerals boost morale and develops the emotional system.

Intellect: Play encourages children to learn, imagine, categorize and solve problems. Foods that are high in lutein and zeaxanthin, have been linked to greater crystallized intelligence.

Behavior: Play offers opportunities to socialize with same age children, to learn how to understand others, and negotiate. Zinc is shown to improve social behavior and help kids stay calm.

Key consumer insight

Lacking knowledge on the role of diverse play in a child's development but very aware of the role of diverse nutrition.

Prioritized objectives

Our campaign has three main objectives:

1/ Raise awareness: the role of the first phase is to clarify the importance of diverse play to a child's development. We aim at using an analogy between nutrition and play to spark obviousness.

2/ Change behavior: the objective here is to start encouraging and guiding parents into providing their children with more options.

3/ Engage advocates: the goal is to enlarge and engage our community to turn them into advocates that will spread our waves.

Proposed strategy & tactics

The essence of our strategy is to encourage parents not to restrict their children to a certain type of play by showing them that non-gendered/diverse PLAY is just as essential as diverse NUTRITION in a child's development.

How? By building a brand platform from an analogy between play and nutrition.

YOU ARE WHAT YOU PLAY

We decided to use the globally known expression: "You are what you eat" from the American author and nutritionist Victor H. Lindlahr.

Why create a brand platform?

Building a platform has many advantages; it creates consistency by having a link between all your campaigns, which reinforces the message and results in building a distinctive brand image. It could also be used as a brand slogan. A platform lasts 3 years on average, meaning that it has better ROI than a single-minded campaign idea.

/Tactics/

*Raise awareness: ignite the conversation by installing the brand platform's key message to create the following reaction: I never restrain my children from a certain type of food due to their gender, then why do it with play?

- PR stunt (Earned media/UGC).
- Social media movie (hidden camera of the PR stunt).
- Key visuals.

*Change Behavior: provide parents with the tools to help them give their children options and generate the following reaction: I won't buy my children toys based on gender, i'll buy them toys based on benefits.

- Fake articles (SEO, SEA).
- Mobile App.

*Engage advocate: build a united community that shares our vision and advocates for our cause in order to create the following reaction: A few little tweaks in behavior can have a massive impact on my child's development, I'll start telling my friends/ Donate to help the cause.

- Mobile App.
- Social Media.

Campaign Evaluation

Awareness

- 200 news and blog articles generated by the PR Stunt
- Top of Mind awareness in the UK and brand recognition in Europe.
- Mentions volume: above 400,000 online
- Campaign reach: 3M
- Facebook audience x2

Change Behavior

- Increase search volume for Let Toys be Toys and related keywords
- Website traffic: 800,000 users throughout the campaign
- A conversion rate of 8.5% (app downloads on the website) (avg. 8.1% shopping app)
- 120,000 total app-downloads

Generate Advocates

- 6,000 registered donations
- 80,000 shares (donations and articles)

Creative brief

Our Campaign for 2019: Play is food for the brain

The core creative idea clarifies our brand analogy between the benefits of diverse nutrition and the benefits of diverse play.

Creating a strong analogy allow us to simplify a complex problem. We capitalize on our target audience's knowledge of diverse nutrition's benefits.

Just like children need various foods with different nutritional values (Proteins, Vitamins, Carbs) they also need toys with different play benefits (Intellectual, emotional, social). Thus, "Play is food for the brain"! We aim to express the concept through different mediums across our 2019 campaign.

Channels: PR, social media, SEO, SEA, advertorials, mobile, all aiming to make an analogy between toys and foods.

The tone of voice: friendly and caring, our creative executions will aim to surprise, entertain, spark obviousness, educate and engage.

Notice that 'You are what you play' can inspire many creative executions and give us a lot of room in future campaigns.

Creative execution

Raise Awareness:

- PR Stunt: what if the food was gendered in the supermarket aisles?
- Key Visuals

Change Behavior:

- Fake articles: searching 'toy for a 3-year-old boy' you'll find an article with a similar headline. The content explains how you can choose toys based on benefits, not gender. Includes a CTA to download our App.
- Mobile App: scan any toy and see how it will develop your child (social, emotional, intellectual) similar to a food scanning app.

Engage Advocates:

- Mobile App: donation CTA when using the app and a share option on social media.

Media plan

Our media plan, like our campaign, is translated into the 3 following phases:

Raise Awareness: drive an impactful campaign to install the brand in the consumer's mind with the PR Stunt and Key Visuals.

PR stunt.

Hidden Camera movie shared on social media.
Earned media.
key visuals.

Change Behavior: our objective is to create fake article headlines to hijack 'google gendered search' (eg: a toy for a 3-year-old girl) the content of the article would provide guidance in a friendly and informative way by offering a tool (app) that helps parents buy toys based of benefits, not gender.

Fake articles.
SEO.
SEA.
Mobile Application.

Engage Advocates: Using our mobile application and social media platforms we aim to create a community of parents that would advocate our vision and help us raise funds:

Mobile Application.
Donations.
Social Media.

We aim to get a partnership with a European retail chain to produce our stunt at an even bigger scale. Lidl illustrated itself by not classifying toys by genders on its websites and ads, we see both boys and girls play with the same toys. With their values and leadership in Europe, Lidl is the best ally for our campaign.

Media

- [EDCOM-PRINT5.jpg](#)
- [EDCOM-PRINT6.jpg](#)
- [EDCOM-PRINT7.jpg](#)
- [EDCOM-PRINT8.jpg](#)
- [Mockup Toy Scan APP 2.jpg](#)
- [Mockup Article CTA App.jpg](#)
- [Creative and Research Materials.pdf](#)