



Profile

Team Name : Rebuilt Agency

Campaign name

Let them be themselves

Campaign background

Our "Let them be themselves" campaign makes parents aware that for several years, marketing and, more broadly, society have trapped children in boxes and restricted their freedom. Through our campaign, parents will realize the presence of these invisible boxes created around their children and the harmful influence that they can have on them.

We hope that through this positive and benevolent campaign, society as a whole will be able to take a position on gendered marketing and refocus on what is essential: the development of children.

Our campaign will allow parents to make a difference by encouraging them to make small changes in consumption and put their child back at the centre of the buying process. This campaign also reminds everyone of the singularity of each child. They each have dreams and aspirations just waiting to be revealed. Through many life stories, parents will identify with these adults and will also want to make small changes in their consumption to allow their children to live their dreams.

Any change is a long process and we decided to divide our campaign into three steps :

- Let me be aware
- Let me learn
- Let me act

Campaign summary

We started out on the assumption that the priority of each parent is for their child to develop in their own way in order to become the person they want to be. "Let them be themselves" is a call to parents to release their children from the pressures of gender-based marketing and, more broadly, society on them and let them become the person they want to be.

Additional information

N/A

Conducted Research

We first began our analysis by doing research on the influence of play on the development of children in order to better understand the issues that are linked, in particular through the report of the delegation for women's rights and equal opportunities in France (December 2014), and articles written by several psychologists or psychoanalysts like Winnicott.

After having forged a global vision on this issue, we focused our research on the analysis of Let toys be toys and on old campaigns to understand their orientation, their way of communicating in order to set up a campaign that corresponds to them.

Subsequently, we analysed the competitors of Let toys be toys like "Play Unlimited" present in Australia, and the campaigns related to the awareness of gendered toys like the advertising of the Super U stores. More broadly, we analysed the campaigns related to genre like the Audi Spanish campaign. Our goal was to capture what was happening in this sector and to be able to propose a different and innovative campaign.

Along with this research, we talked to several parents from different geographical areas and social classes to discuss with them about gendered toys and find out what their perceptions were. We also exchanged with them during our different stages of design to redefine our strategy and our creative concept.

Key consumer insight

"I want to please my child with toys he loves without categorizing him. I am not necessarily aware of the influence that toys have on his future and I would like to be informed. "

Prioritized objectives

A three-phase campaign to encourage parents to make small changes in their consumption:

1) Raise awareness

We want to make parents aware of the benefits of offering choice to their children and of the influence of gendered toys in the development of their children.

2) Give tools and knowledge

We want to give them the tools and knowledge to offer this choice to their children by encouraging them to visit our website (information pack, educational articles).

3) Encourage action

We want to encourage parents to oppose marketing messages by pushing them to make small changes in their consumption.

Proposed strategy & tactics

Our main target is quite broad since it includes parents aged 25 to 45 who come from different geographical and social sectors.

We have nevertheless defined several profiles of parents:

"I usually buy toys for my children, but I select those I think are the most suitable."

Many families encourage their children to choose a particular product and thus create barriers in their child's choices. The identification of the parent with the stories of lives presented in the posters and digital spot, will free them from their prejudices and make them aware of the benefit of leaving children to choose.

"I'm used to buying toys for my children, but I do not know if they have any influence on their development."

This profile of parents is not informed of the influence of gendered marketing on our choices and more generally on the development of the child. Our strategy is to create buzz content with video and posts on social networks. The poster campaign will strengthen our online campaign and allow parents to become aware of the influence of gender-based marketing on the development of their children.

"I usually buy toys for my children and I pay attention to the influence they can have on them."

This type of parent is used to learning about toys and the link they can have in the development of their child. Our strategy is to strengthen their interest through our publications on social networks and to stimulate action on their part, especially with the operation on Twitter or the operation on Facebook.

Our secondary target is family and close friends who can offer gifts to children: grandparents, brothers / sisters, uncles / aunts, godparents.

Finally, our relay target groups associations for equal opportunities, media related to early childhood and early childhood professionals.

Campaign Evaluation

In terms of KPIs:

Social networks: number of views of the video; number of likes, share, comment on video and campaign posts; number of likes on the page, number of hashtags and publication posted; number of RTs.

Website: number of unique visits to the website; pages per view per session, average time on each page; number of donations; number of people who commit to becoming the mystery shopper; search queries online;

Media: number of articles, reports, media interviews about our campaign

In the field: number of partner stores; number of signs that remove gender signs (stores, advertising)

Creative brief

Through a positive campaign that does not make parents feel guilty about their current consumption, we want to put the child and their well-being back in the centre with our baseline: let them be themselves.

From childhood, children develop skills and build an identity. They reproduce what they see and hear. Toys, fictional characters, advertising, and everything that contributes to the representation of reality count heavily in the socialization and behaviour of the child. Our campaign aims to give back freedom to children from these societal constraints and allow them to develop different skills in order to give them all possible choices for their future professional and personal lives.

This campaign meets the different needs of our target:

- to have more precise information on the influence of marketing on the development of children
- to give parents a way to act against gendered marketing and offer freedom of choice to their children

Creative execution

Our different creations will illustrate the life stories of people lucky enough to have had the choice over their lives and the blessings this freedom has had on them. Our campaign will be available on the Let toys be toys website on the tab « Let them be themselves ». The films and the posters are touching and refer to life stories to strengthen the identification of parents with the situation. Our social networks will be the main channel to broadcast the campaigns with a special graphic charter.

Media plan

Our campaign is orchestrated in three steps with simple, precise and effective actions to keep to a small budget :

- Let me be aware: A serie of 3 short videos to reach out to a maximum number of parents quickly and without needing a big budget. Publications on social media. With advertising, we can touch several thousand people. Posters in partner toy stores. Sending a press release to have some interviews on several media mainly for childhood media.
- Let me learn: Campaign of the website: redesign the current website in the colours of the new campaign, articles about gender marketing and childhood development, tab on let them be themselves. Some videos to publish on our Youtube page about the influence of the gender marketing on the toy

choice and more generally about children's development with the intervention of psychologists and other childhood professionals. Short video (/Brut) to give information on Facebook.

- Let me act: Twitter campaign #Mytoymychoice on which one can share information about the favourite toy with which we played when we were children. Special decor for Facebook profile picture and more generally for social media. Some publications about the mystery shoppers to encourage people to become one.

Media

- [Ad Venture - presentation.pdf](#)