



Profile

Team Name : Gamechangers

Campaign name

Purple Future (#PurpleFuture)

Campaign background

The main objective of our campaign is to create awareness on the topic of gender equal marketing communication towards children among parents who, consciously or unconsciously, stereotype genders.

Most people acknowledge that toys shouldn't be gender stereotyped, but aren't bothered with the topic once they buy products in stores or online. That's why we have created the #PurpleFuture campaign. The campaign offers people an alternative colour for everyone. Blue, pink and stereotyping are out of date. Instead, purple is the combination of both colours and it's the colour of happiness, available to everyone. This colour will be the big idea throughout our campaign.

By deploying a poster and flyer campaign combined with social media advertising and the use of influencers, we will create awareness around the topic of gender stereotyping. People must realise that small changes in toys can have a big long-term impact on the life of a child.

The campaign must drive the target group towards the PurpleFuture-website. On this site, they will receive the additional information they need to understand the topic so that we can help the problem of stereotyping in toys out of this world. Next to that, the website will include a game and a forum where people can share ideas, opinions, ...

Campaign summary

The #PurpleFuture campaign focuses on parents who stereotype genders. Our campaign will be spread out in West and North Europe. The colour purple is the main theme.

The principal objective of this campaign is to make sure parents recognize the importance of gender neutrality concerning toys and act accordingly.

To raise interest, we will organise a poster and flyer campaign, combined with online banner ads. To create awareness, we will make use of (micro-)influencers to activate a broader audience. Crucial in both stages is the PurpleFuture-website.

Additional information

N/A

Conducted Research

Desk research:

There is a big difference between different European areas when it comes to gender equality (pointed out by the Gender Equality Index). Top of the class are the Northern European countries (including

Ireland), followed by Western European countries. The countries with the lowest scores on gender equality are mainly located in Eastern Europe, although there are some exceptions to this.

71% of European citizens use internet on a daily basis and also mobile surfing is increasing. Also the usage of social media, particularly popular among younger people, is increasing. People within our target demographic are influenced by influencers and they primarily use Facebook and Instagram.

In order to spread an impactful message, people need to understand what we are trying to convey. Hence an insight into the knowledge of different languages across Europe is necessary. A research conducted by the European Commission revealed that 25 % of Europeans are able to read English newspapers or magazines and 7 % in French. The knowledge of English is also better in Northern- and Western-European countries.

That's why in most countries, due to lack of budget, English will be the main language in our campaign. France, having a strong chauvinistic population, will see a campaign translated to French. The same goes with Germany.

A research in 2016 has revealed why social media challenges, such as the ALS Ice Bucket Challenge go viral. These are some of the most important factors: social currency (people want to look good in front of others), high-arousal positive emotions (more likely to share) and public (public visibility encourages imitation).

A study that was conducted in 2015 demonstrates the power of games to overcome cognitive dissonance and reduce stereotypes.

Field research:

We conducted an online survey that was filled out by over 120 people across Europe between the 12th and 24th of november 2018. It was distributed using social media and different European parenting forms. This resulted in some useful qualitative insights: people know that toy-stereotyping is a problem but they aren't aware of the impact, people don't care what "type" of toy their kid plays with, although the public thinks children should choose toys on their own, the majority thinks that parents should have an influence.

Key consumer insight

Our field research has uncovered that one of the most important key insights is that most people accept the gender neutrality of toys. On the other hand they mostly act out of habits and don't pay attention to the topic. However, tiny tweaks could lead to big changes, it is a wake-up call and people have to become aware of the problem by putting theory into practice.

Prioritized objectives

Parents should be aware of the long time impact gender stereotyping can have on a child. Specific objectives will be set in two stages. The following objectives are all applicable to our target audience of parents between 25 and 39 years old who live in Western and Northern Europe.

Stage one:

-Raising interest and visits and interactions on all used social media platforms by 25% over two months.

Stage two:

-Raising awareness on the topic by 35% over a period of two months.
-Creating interaction and participation on social media channels and reach 10.000 challenge participants.

Proposed strategy & tactics

The target audience are (soon to be) parents between 25 and 39 years old living in Northern or Western Europe. They think gender neutrality is important but they don't know the impact of gender

stereotyped toys. The internet and social media consumes a lot of their time.

Next to that, our secondary target audience are parents of the same age group and region that do recognise the impact of gender neutral marketing and who want to influence the parents that are not aware of this impact. They mainly use social media to spread their ideas.

First, we count on the goodwill of the toy industry or other major brands that support our cause to change their logo to purple, to tease the public. Similar actions have been held in the past by other ngo's (e.g. Red Cross with #MissingType).

As our target groups are digital enthusiasts, online banner ads will be used to raise awareness. Next to that, a poster and flyer campaign will reach a broader audience. The printed materials will be spread in toy stores, by local volunteering organizations and local pr-bureaus who support the cause.

To engage the target group we will use the opportunities of social media. First, we will develop a profile picture filter so people can show support for our purple cause. Second, we will create a viral challenge comparable with the #IceBucketChallenge. To launch this, we will make use of several parent influencers across Europe.

The backbone of our campaign is the PurpleFuture-website, where people can receive more information, play educational games or take part in a community forum.

With the use of these strategy and tactics, we hope to draw the attention of the international press. Also, announcements of our actions will be reported to several news agencies.

Campaign Evaluation

Two questionnaires: One before the campaign to measure their awareness and involvement, one a couple of weeks later to evaluate the impact.

Conversations on the forum.

Social media monitoring: measuring the amount of views, shares, likes and the use of the hashtag.

Visitors and interactions on the website (Google analytics).

Creative brief

With #PurpleFuture we want to convey two things. One is that the choice of toys has an impact on the future of a child. Two is that it shouldn't matter to the parent what toy their child plays with. It should be a social norm to give children free choice of play without any gender barriers. Purple is the solution we offer them, it's not only just pink or blue, it's the best of both. It's the gender neutral colour, leading to happiness.

The "Purple-challenge wants to show people the importance of breaking stereotypes. It shows that thinking in gender stereotyped colours, isn't the utopian future. Purple on the other hand is. The challenge is about spreading this believe and therefore sharing a picture of yourself while dressing up with purple attributes.

We think the challenge has a high chance of going viral when using the right influencers.

The Out of Home campaign, online advertising and influencers all have the goal of raising awareness and redirect people to the PurpleFuture-website where people can find more information about the campaign, a game showing the impact of gender equal play and a forum.

Creative execution

The online ads, posters and flyers will all be in the same blue and pink colour children playing with toys

of the so-called “opposite gender”. In the middle a purple colour forms itself as a result of a healthy mix of both colours. The colour purple reflects what’s really important, happiness.

The logos of the different toy manufacturers and stores will be light purple on their social pages. It will help raise awareness and spread the cause. Several large firms have already supported similar causes in a similar way. This shows the feasibility of this action.

Media plan

The spreading of the “#PurpleFuture” will start with flyering and postering across major cities in Europe. Banner ads on different websites and social media advertising on facebook and instagram will supplement the poster and flyer campaign. At the same time the social media logos of other companies will change to purple for a week. Finally, influencers will be asked to post their video of the Purplechallenge.

Once the attention of our target audience has been caught, they will be redirected to the PurpleFuture-website where more information is waiting for them. The website also serves educational purposes. There will be several games available to play, that create a fun environment while teaching the importance of gender neutrality. Each game contains facts that will be taught interactively.

Media

- [Creative Mock-ups PurpleFuture.pdf](#)