



David
Suzuki
Foundation

SOLUTIONS ARE IN OUR NATURE

YOUNG LIONS 2016

1. AUDIENCE & INSIGHTS

2. STRATEGY & IDEA

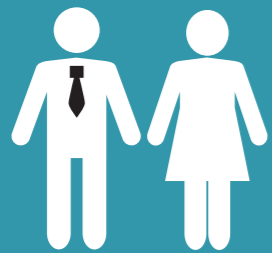
3. MEDIA SOLUTION

4. EFFECTIVENESS & RESULTS

AUDIENCE & INSIGHT

WC 81

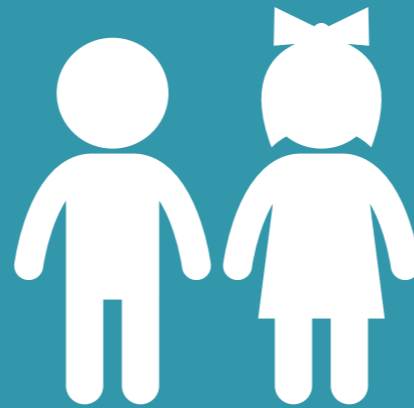
**PARENTS
MENTORS**



LACK TIME
WITH KIDS



**CHILDREN (5-13)
SUPERHEROES**



NEED TO STAY
ENGAGED



**TEACHERS
LEADERS**



FIGHT FOR KIDS'
ATTENTION

NOW MORE THAN EVER, CHILDREN
INFLUENCE THEIR PARENTS AND NOT
JUST THE OTHER WAY AROUND



CATERING TO KID'S INTERESTS IS
CENTRAL TO TARGETING THEIR
PARENTS & TEACHERS

GAMIFICATION IS A CROSS-GENERATIONAL AFFAIR. IT HAS THE POWER TO ENGAGE ALL OUR TARGETS EFFICIENTLY.

Wearable tech is more and more widespread and allows for an unprecedented freedom from static media. It has also proven to be a tremendous tool for gamification.



STRATEGY & IDEA

STRATEGY

LEVERAGE
WEARABLE
TECHNOLOGY
TO MAKE MEDIA
PART OF THE
GAME.



IDEA



- 1.** Turning the Superhero Challenge into a life-sized game, where children receive missions using a smartwatch synchronized to an app for the adults. Completion of the missions earns them badges
- 2.** The objective is NOT for children to interact with the app, but rather with nature.
- 3.** Media becomes be part of the game, as contextualized mission providers.



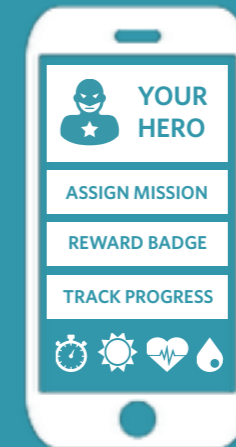
SUPERHERO CONNECTED WATCH

DISPLAY

- ★ Levels
- ★ Badges
- ★ Missions
- ★ Monitor

MONITOR

- ★ Biometrics & location
- ★ Environmental elements



ADULT APP & DASHBOARD

DASHBOARD

- ★ Superhero progress
- ★ Create and exchange missions with other parents & teachers
- ★ Assign missions
- ★ Share achievements on social media

MEDIA SOLUTION

WC 104

PRE-CHALLENGE

RAISE AWARENESS



1. PR TOUR 250 SCHOOLS

EDUCATE TEACHERS
AND GET KIDS
EXCITED ABOUT THE
CHALLENGE

- ★ Distribute 5,000 watches
- ★ Give challenge guides
- ★ Get classes to sign up to getbackoutside.ca



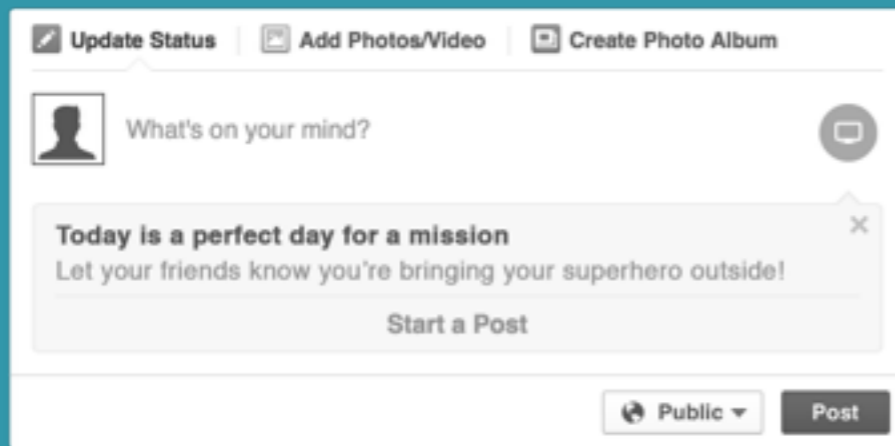
2. PARTNERSHIP * WATCH DISTRIBUTION

PARTNER WITH TELUS
TO OFFER WATCHES
TO PARENTS WITH
PHONE CONTRACTS

- ★ Distribute even more watches
- ★ Reach even more families

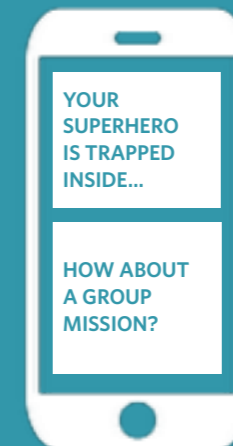
* Telus is an important donor to the David Suzuki Foundation and a very likely partner - Source: DavidSuzuki.org

IN-CHALLENGE — ADULTS ONLINE TRIGGER ASSIGNMENT OF NEW MISSIONS



1. FACEBOOK STATUS UPDATE SUGGESTION

WEATHER-TRIGGERED
& PUSHED TO FANS
ON EVENINGS AND
WEEK-ENDS



2. APP PUSH NOTIFICATIONS

PROMPT PARENTS &
TEACHERS TO PUSH
NEW MISSIONS WHEN
KIDS' WATCHES ARE
LOCALIZED INSIDE

* Source: The Verge - <http://www.theverge.com/2016/3/4/11164046/google-posts-search-results-self-promotion-advertising>

IN-CHALLENGE — ADULTS OUTDOORS

TRIGGER NEW MISSIONS & REWARDS



1. APP NOTIFICATIONS NEAR MISSION SITES

SUGGEST CLOSE-BY
MISSION FOR YOUR
SUPERHERO



2. SOCIAL MEDIA SHARES & STATUS UPDATES

UPON COMPLETION OF A
MISSION, ALLOW PARENTAL
BRAGGING RIGHTS

IN-CHALLENGE — KIDS INDOORS

ASSIGN NEW MISSIONS DURING IDLE MOMENTS



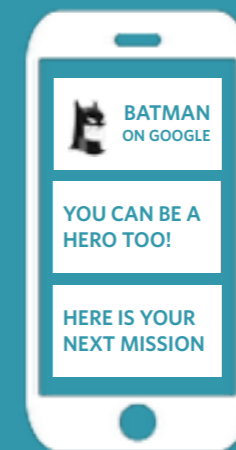
**1. TV ADS
SUPERHERO
CARTOONS**

**CAPITALIZE ON
SUPERHERO MOOD**



**2. SNAPCHAT *
SUPERHERO
TAKE-OVER**

**TAKING OVER YOUR
SNAP WITH A
SUPERHERO FILTER**



**3. GOOGLE **
NEW SEARCH
RESULTS FEED**

**GET INTO SUPERHERO
SEARCHES**

* Snapchat is the social media application the most used by children

** Source: The Verge - <http://www.theverge.com/2016/3/4/11164046/google-posts-search-results-self-promotion-advertising>

IN-CHALLENGE — KIDS OUTDOORS

ASSIGN NEW MISSIONS PERTINENT TO LOCATION



1. BILLBOARDS *
NEAR MISSIONS
(PAID & EARNED)

LEVERAGE THE ENVIRONMENT



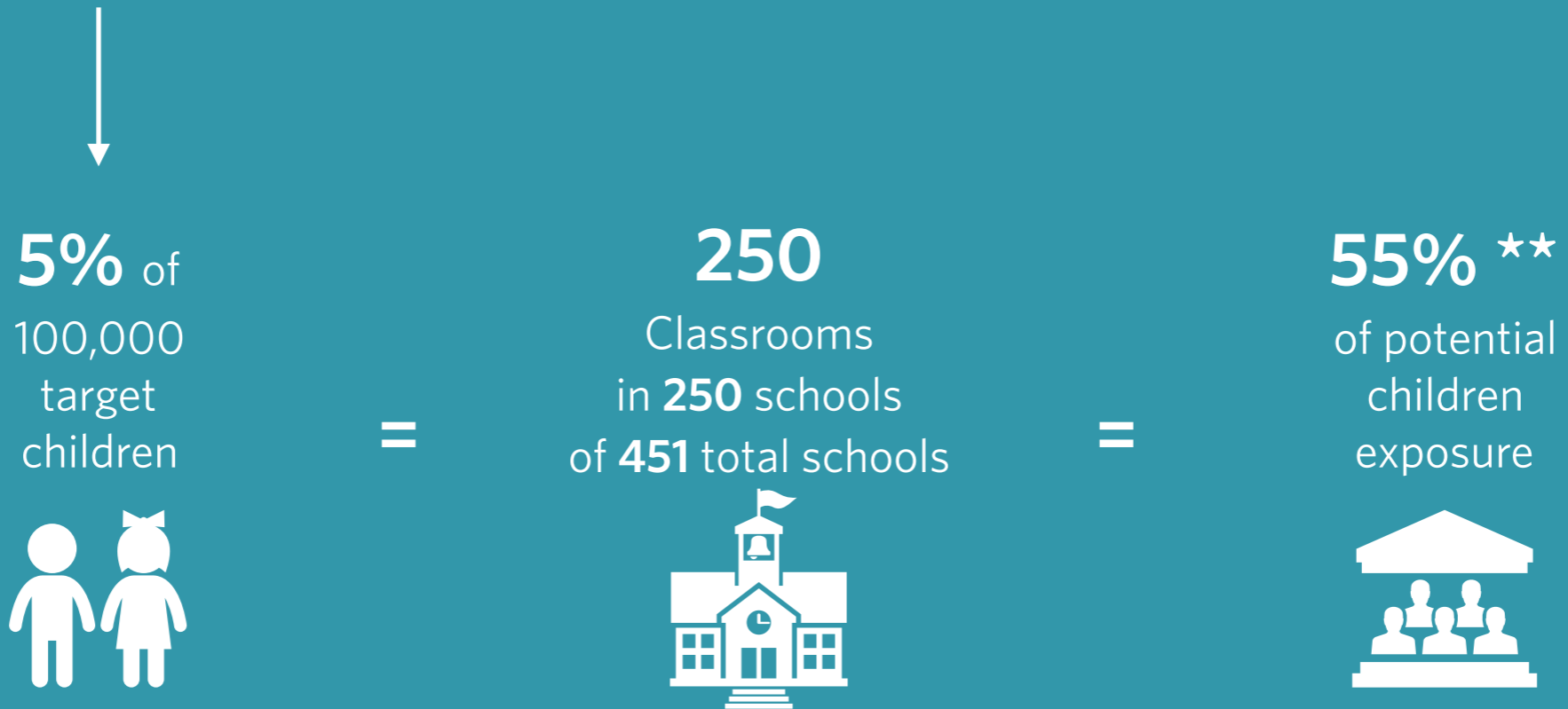
2. BUS STOPS **
INTERACTIVE &
CONNECTED

SHOW CHILDREN THEIR SUPERHERO SELF

** Partner up with sponsors such as Toronto Foundation & United Ways as well as parks & ecocentres*

** When no connected child is nearby, display awareness ads for the challenge*

Effectiveness & Results



* Source: Based on the Nike FuelBand - TechSights.com - <http://www.techinsights.com>

** Source: Toronto.ca Report - <http://www.toronto.ca/reportcardonchildren/>

PRE-CHALLENGE

\$100,000



PR & PARTNERSHIPS

IN-CHALLENGE

\$600,000



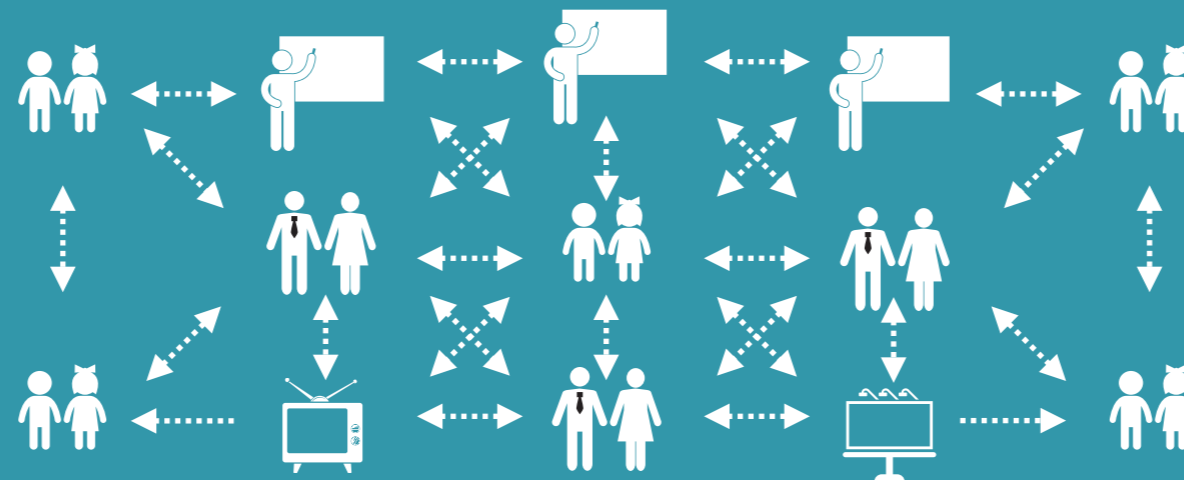
WATCH & APP ADOPTION

POST-CHALLENGE



THE CHALLENGE GOES ON...

- ★ Watch distribution
- ★ Challenge awareness
- ★ Challenge kick-off



- ★ Crowdsourced missions
- ★ Earned media
- ★ PR noise

WORD OF MOUTH & MEDIA AMPLIFICATION

KIPS

- ★ Subscriptions
- ★ Schools visited
- ★ Classes registered
- ★ Watches given

KIPS

- ★ Ads performance (clicks, CTR, recall)
- ★ Missions pushed & completed
- ★ New superheroes (subscriptions)
- ★ Watches bought & app downloads
- ★ Time spent active outdoors

KIPS

- ★ New missions
- ★ PR mentions
- ★ Measured behaviour shift through app data

THANK YOU.