

01/22/2014

DATE**JOB NUMBER**

Cossette

CLIENT

TBD

BRAND

\$0.00

BUDGET

TBD

DUE**TARGET** Who are we talking to?

5- to 12-year-old children and the parents and influencers of children living in Canada. Children are spending more and more time in front of video screens (upwards of 8 hrs a day) which, along with other factors, such as personal safety concerns, have led to a significant drop in physical activity to the point where we now face an epidemic of overweight children and obesity. Obesity rates among Canadian children have nearly tripled over the past 30 years, and, today, almost one in three are either overweight or obese. They now face the prospect of being the first generation to live shorter lives than their parents.

PURPOSE What is the communication supposed to do?

To motivate our target to get children off the couch and become more physically active.

INSIGHT What is the hidden or universal truth?

Exercising itself is no fun unless it's a game.

KEY MESSAGE What is the ONE, single-minded thing that we need to say?

Make time for game time.

PROOF Why should they believe us?

Science has shown that when children increase their daily physical activity, they decrease their chances of developing many diseases such as heart disease and type 2 diabetes and are generally healthier and happier. Being active for at least 60 minutes daily can help children dramatically.

MEDIUM When and where will our communication be most powerful?

Given Canada's seasonality, we would like to go to market during Spring/Summer 2014 so that we can capitalize on everyone's appetite to get outside once Winter is over and the sun is out. The client is hoping to have a contagious game-based idea that will encourage children to become more physically active and help generate substantial earned media through an inspiring public relations program, resulting in significant national free media coverage and lots of attendant social media buzz. Given the potential for donated media, creative development for TV, print and digital is also encouraged.

BRAND What is the brand strategy?

To help save our children from the path of becoming overweight and obese, and, in so doing, improve our country's health and our collective future.

MANDATORIES What must be in the communication piece?

Consider the development of a game-based idea that will get children to become more physically active. Consider how to engage not only individuals, but also corporate partners in Canada in order to create a movement that champions and promotes exercising. The more people we get on board, the better. Digital and social media platforms must be leveraged in order to bring the idea to life. Must also consider those influencing our target, including teachers, parents, friends, and more.