



Profile

Team Name : Pushed Agency

Campaign name

Let Toys Be Toys - IMAGINATION CAN NOT BE CENSORED

Campaign background

CAMPAIGN BACKGROUND

The grassroots campaign Let Toys Be Toys have started on social media in late 2012. The concern of the campaign is that children's interests are being limited by promoting some toys and books as only suitable for girls and others only for boys. They have started with a simple ask from toy and publishing industries to stop this limitation. Play is how they develop, learn and experience the world. Dividing toys and books into boys' and girls' section is to tell them they can only choose from a particular area and what is determinant about that area is their gender.

Kids must be the ones who decide which they think is fun. They should be free instead of being directed.

BRIEF

The brief is to encourage parents to challenge gender stereotyped marketing aimed at children. According to the this; the campaign arised should make the target audience aware, understand and care why this gender oriented division matters and how directly it affects children's chances to fully develop their potential with a positive, supportive and not judgemental tone.

The goal is to make parents conscious about the importance of toys and games during a child's development period, tell them wider spectrum of games would improve children's learning and increase awareness of gender stereotyped marketing in toys.

SWOT ANAYSIS

Strenghts: The topic (kids) concerns everyone. It is global, it invests in future.

Weaknesses: The case is sensitive, possible cultural norms and taboos might be difficult to demolish.

Opportunities: Parents are conscious and awareness aganist stereotypes are developing in today's world. Many trends are addressing both sexes.

Threats: The strategy is based on genders. There is a risk of having judgemental reactions.

Campaign summary

As Pushed Agency, we have improved a campaign idea to Let Toys Be Toys to carry onward their existing campaign.

The campaign invites parents to make a real change for their children's future by leaving their perception free. Within the campaign, we stop censoring together to let them discover their own full potentials.

Thereby; it emphasizes on the importance of toys for children's future and grabs the attention on the fact that there is a gender stereotyped marketing and orientation directed to children.

Additional information

N/A

Conducted Research

Review and Interviews: The review has led us to a point that there should not be a denial of the roles of toys either in gender and sexual identity or in children's improvement and future. Children do a lot more than just playing and having fun with toys. Grown-ups in fact, have a sharp opinion on this activity of toys, especially when it comes to gender roles. Parents think that their children would not be able to choose the right toys for himself/herself. Some toys are for girls, some are for boys; moreover, it is not okay for a boy to enjoy playing with girl toys. This opinion, in other words, perception transmission to kids, is too fast. So; as adults are the main guides of kids, the awareness of "toys are toys" must most importantly improve on adult's minds.

Eventually: Children socialise, develop personalities through games and by imitating their parents.

The process continued with Interviews. Parents don't think that their children is not free. The point is they think of "free" as within the limitations they determine for their children. So they say "my child is free to choose within the limitations I, as a true parent, determine for him/her".

There is a concern about children's homosexual orientations. The concern increases when it comes to boys playing with girl toys. Parent's sexist referrals increase as their children grow up. When the reason is asked, there are 2 main answers: "I was taught so." and "It is important for us to bond with similar hobbies, I want my children to enjoy what I enjoy." Employees from toy shops were interviewed as well. Employees think that children's friends and the toys they see on TV are very effective on preferences. They mostly come to the store already decided what they want. If not so, they run towards their own isle. Because they generally unable to read, what tells them which isle belongs to whom, it is the colors: blue and pink.

Interestingly, employees also observed the fact that parents, especially dads, want to purchase the toys they know, they are familiar with from their own childhood; they want their children to go through the same childhood. As a result: children are convenient to be oriented during the process of discovering and learning. They easily embrace and take action accordingly.

Key consumer insight

Parents want to raise their children the best way they can. This reason motivates and canalises them to restrict the child, this restriction would make them the best version of themselves.

We aim to see the best version of children is only possible by giving them the freedom.

Essentially, without limitations, children would be able to create the independent individuals they actually are.

Insight now: "I restrict my child so he/she can become the best version of him/herself".

Insight desired: "I shouldn't limit my child's freedom of choice (to be an independent individual)"

Prioritized objectives

We have started with the inner circle by targeting parents primarily. Parents are the ones who have the directive power on their children, as role models. All parents want their children to always be/do/choose what is best for their lives. We want to show them, if so; they should set their children free because those best pathways they imagine for their children can not be shaped by limitation, on the contrary, it is only possible with setting them free with their preferences. As a conclusion we have aimed to create awareness on parents and alter their perception.

Proposed strategy & tactics

TARGET AUDIENCE

- Parents (have kids between 2-8 years old) who are aware of the situation.
- Parents who are not aware of the situation.

MAIN STRATEGY

Considering all the research and inferences accordingly, mainly what is obvious is that; parents are guiding the lives of their children and they think their kids can not make the right choice of toys. From our perspective, this is actually “censoring their kids lives and dreams” which directly affects on their future. Though censoring their dreams, imagination and tendency, parents are censoring their kids’ future.

With this point of origin we say: “Don't censor your kids' dreams.”

ROAD MAP

The road to end up with liberalised parents and children starts with encouraging parents. In the first step, parents will see that all socialization and education area a kid has, which means the area that he/she develops his/her personality, is GAME and so, toys. This realization would directly carry the parent to a “what should I do for that?” point.

They will be saying: “I should not limit my child’s freedom for him/her to be an independent individual.”

With the campaign, we will let them find the answer.

TONE

The campaign speaks from a supportive, positive and not judgemental tone with parents. Parents would always want what is best for their children and most importantly, they are subconsciously sure that what they do is always the best. Because we are now emphasizing the opposite, we want them to be sure that the campaign is on their side as well.

The campaign aims to move together with parents.

Campaign Evaluation

The campaign by Pushed Agency for Let Toys Be Toys, mainly focuses on putting the target audience in action. The target audience, their behaviors and motivations has deeply been examined for the campaign to be the most suitable for our goal.

This action creating process is supported with encouraging and awareness providing creative works.

These works not only make a move but also motivate parents to question themselves which might actually seem passive, but in reality, it is exactly what the brief asks and the campaign aims to change about the target audience’s perception within the strategy.

Creative brief

What Let Toys be Toys wants?

Parents should unite against producers and marketers and should be able to offer their children a wide range of toy/future alternatives.

Who are we talking to?

Parents who have kids aged between 2 - 8

What is issue?

Gender roles are being imposed on children from a young age because the producers, the advertisers, even parents are not considered too much about this issue. However, there is no girl or boy gender for a toy.

Summarized Strategy

It is very natural to want the best future for the child, but if you don't show him/her alternatives he/she can never go out of specific stereotypes.

Their future is hidden in their playing attitudes.

Today’s toy Tomorrow’s profession.

The things that we must be careful

Positive > Negative

Budget

A creative work which will make producers and parent say “me too”

Creative execution

The idea of “censoring” comes from an experience everybody is familiar with, that moment in our lives when our parents have closed our eyes in front of something they don’t want us to see. They also teach their children which ones they “could” want to play with.

Therefore children’s point of views, personalities, future shape with a censored perception.

The idea “censoring” summarizes, emphasizes both the reason and the result.

The campaign invites parents to actually do something besides wishing the best for children, stop censoring perception together, so children can discover, be who they really are.

Media plan

The media plan has been prepared according to the foreseen important times of the year that parents buy “toys” as gifts to their children like Christmas time and the beginning/ending of school term. In the beginning of the year, the campaign starts with publishing the short film prepared on the social media accounts. Works on Twitter and Buzzfeed follows them. During summer, interactive works take place. With the new term start, billboards on outdoor and the movie are published again.

Then comes the Christmas time; interactive work is supported by the campaign movie.

Media

- [Pushedpresentation.pdf](#)