



Profile

Team Name : Pineapple Pie

Campaign name

The Big Christmas Switch

Campaign background

The past years, the opinion about the subject of gender equality and gender specific toys has already changed tremendously. This is visible in our families, toy stores and schools. However, there are still important steps that need to be taken. Studies show that the majority of parents is already open-minded towards this equality, but there are still parents that do not want to change anything.

There is also a fairly large group of parents that still do not give their child full freedom, because they are afraid of the judgement of other children, parents and society in general. This problem is a part of our society and to change this point of view, there have to be changes on all grounds: families, schools, nurseries, toy stores, publishers, toy manufacturers,... This campaign is part of the bigger picture, one of the many steps that needs to be taken in order to change society.

Campaign summary

Each year 54% of Christmas presents are exchanged for a better one. Not only adults receive gifts they don't like. Many children get toys based on gender or the colour of packaging.

The Big Christmas Switch is a free online platform for those who get a present that matches their gender, but not their personality. People can exchange the unwanted stereotypical presents they received.

It is a way to make people more aware of the problem surrounding stereotypical toys. Therefore, we want to shout out: Make new traditions!

Additional information

One might wonder why we also allow parents to do the Switch. We believe that by being able to do the switch as an adult/parent, you will notice that getting a stereotypical gift is not always what you want. By example: receiving a vacuum cleaner as a woman without asking. This way, after noticing this, the chances are less likely to give stereotypical gifts to children yourself.

Nevertheless swapping gifts with the platform is not the big change we want to achieve. This campaign is a first step to create awareness for the ultimate switch: stopping stereotypical gift-giving.

Conducted Research

Our desk and field research gave a clear picture of three important elements:

- Let Toys Be Toys and the environment they are working in.
- The problem as a result of gender marketing
- The opinion of the target group and the society we are living in.

We conducted different types of research:

-Desk research

-Field research

-Quantitative research: an online survey with 293 respondents.

-Qualitative research: a focus group with 15 people who gave us the possibility to gain an understanding of underlying reasons and motivations and provides insight to the problem.

-Comparison of Belgian toy stores and their website and advertising.

We came to the following conclusion:

In general, it is safe to state that we have already come far, but we still have a long way to go. It is not only about giving children the freedom to choose their toys, but also about letting them know it is ok to play with any kind of toy. This is important because it affects the future of these children in a big way. For example, the subject they choose to study, their future jobs, the roles they play in their future homelife and the way they perceive and treat other people in society.

We have already changed our view towards the subject of gender equality throughout the years. This is visible in our families, our toy stores and our schools. However, there are still important steps that need to be taken. Studies, including our own, show that the majority of parents already is open-minded towards this equality, but there are still parents that do not want anything to change. There is also a fairly large group of parents that still do not give their child full freedom because they are afraid of the judgement of other children, parents and society in general. This problem is a part of our society and to change this point of view, there have to be changes on all grounds: families, schools, nurseries, toy stores, publishers, toy manufacturers and so on.

Nevertheless, the future of this issue with gendered toys is looking bright. Numerous brands, toy manufacturers and filmmakers are making the switch and showing to other brands and society that not attaching gender to every product is possible and profitable. If we continue going this way, every generation of children will feel more included. That is definitely a cause worth fighting for.

Key consumer insight

Society has changed, the world of toys has not.

Although society has evolved a lot the last 50 years (women are more active, men can do household chores,...), the world of toys is still very conservative. For example, a little boy playing with a doll is still perceived as odd, while nowadays it is normal when a father is holding and taking care of a baby.

Prioritized objectives

The campaign should result in a situation where offering boys and girls a free choice of toys and interests is a social norm, by motivating parents to challenge gender-stereotyped marketing aimed at children. It is important to make parents understand that offering the widest range of play experiences to all children regardless of their sex ensures the best chance for boys' and girls' learning opportunities and equalities in life.

The campaign needs to raise awareness to parents and parents to be about gender specific marketing, the issue pink vs. blue and the conservative style of the world of toys.

Proposed strategy & tactics

The target group is the lower and middle class parents between the ages of 20 and 45 in Europe. This is an attainable group of people, who already know a little bit about gender specific toys and marketing, but do not perceive it as a problem. We do not go for the high-class segment of the market, because they Let Toys Be Toys has already reached them in previous campaigns.

This meant that our target group contains younger people, as well as parents with some experience. By setting an example for these parents, they will make the right decisions about gender-specific toys now

and in the future. The goal is to remove the taboo on gender-specific toys that they often have. Besides the campaign will target parents with younger children.

These parents are from generation Y en Z. They know really well how to manage the internet and social media and are not afraid of buying or exchanging things online. They spend more time online than on traditional media, so the lack of television or radio commercials is not that important.

These parents realize that gender specific marketing/advertising towards children is a problem. However, they are afraid of the reaction of other children and society, so they often opt for stereotypical toys. Parents think that the colours pink and blue are very stereotypical but they admit to being influenced by society, which is why they still buy gender specific toys.

Campaign Evaluation

At the end of the campaign, our goal is to have reached 5.000 switches.

KPI (Facebook and Instagram):

- 2 % CTR from ad on social media to website of The Big Christmas Switch in 1 month
- 20% CTR from The Big Christmas Switch to the website of Let Toys Be Toys in 1 month
- 5% more likes on the Facebook Let Toys Be Toys page in 1 month
- 5% of viewers who share their experience on their own social media in 1 month

Creative brief

This campaign is part of the bigger picture, one of the steps that needs to be taken in order to change society. The aim of this campaign is for people to get the gift they really want. We want people to experience the problem themselves to really understand the effect of stereotypical thinking patterns.

The proposition; society has changed, the world of toys has not; is visualized by showing people the effect of traditional thinking patterns on themselves and their children. The visuals show that giving a man a screwdriver set and giving a women kitchen supplies are outdated and that if you truly care, you should not give them gifts they do not want.

The site translates the proposition into action. People can actually change traditional gift giving and receiving by exchanging a gift they do not like. Instead of saying the world of toys has not changed, we give people the possibility to actually make a change. This will not make the big difference, but we hope to create awareness for the problem and make a first step towards a world where people base their choices for presents or toys on a person, not on a gender.

Creative execution

The theme and atmosphere of our campaign is obviously Christmas. However, we do not show the traditional Christmas story with lovely presents and happy people. Everybody on our visuals or commercial is extremely sad or mad about the gift they got. This contrast gives the campaign a humorous touch and makes the campaign really stand out.

We believe that by exaggerating the whole situation, our message will be far more clear.

This contrast will be visualized in four types media. The message will be transferred on a website, a video, an email and in a press release.

Media plan

The planning schedule for the campaign will be continuous. The campaign starts with the email that will be sent to those who are already subscribed to the newsletter of Let Toys Be Toys and a press release during week 50 of 2019. The poster and video will be visible on Facebook and Instagram during four weeks, from 16 December 2019 until 12 January 2020. Afterwards, during week 3 of 2020, another

email will be send. Starting from week 51 of 2019 4 influencers will alternately write a blog post for 4 weeks about their experiences in testimonials.

This period was chosen because the Christmas period is a time where parents buy many gifts for their children.

The campaign will focus on both international and national media. First, the practice of international mediums as Facebook, Instagram, email and The Big Christmas Switch website will be important to use. Besides the campaign will appear in a press release and influencers will spread the message of the campaign.

Media

- [Website.pdf](#)
- [Storyboard commercial.docx](#)
- [Pitch paper campaign.pdf](#)
- [Visual3.pdf](#)
- [Visual2.pdf](#)
- [Visual1.pdf](#)