



Profile

Team Name : Five Agency

Campaign name

Blue or pink, it's just marketing

Campaign background

Our campaign is denunciatory

The main objective of our campaign is to denounce the pressure of society and marketing that totally shape our consumption, and especially the fact that they force parents to buy toys according to gender criterias, for example in term of colour (pink for girls and blue for boys).

Through our campaign, we want to make parents and future parents realize that they are influenced by marketing. We hope to change their attitudes about gendered marketing. Actually, the situation is like a vicious circle, because the way these parents consume allows the brands, manufacturers and distributors to create boxes in which consumers find themselves "trapped" thereafter. The logic of consuming pink toys for girls and blue ones for boys is part of society and is intuitive.

Due to the previous campaign of Let Toys Be Toys, many toys shops have already started to change the way they are exposing toys, and they are trying to mix boy and girl toys and stop, step by step, the gender marketing.

But with our campaign Blue or pink, is just marketing, we would like that parents take meaning of the concept and be aware of it and we also want to invite parents to fight against gender marketing and the rules imposed by society.

Campaign summary

Our start point is the impact of colours. The campaign will denounce the fact that toys colour is just marketing.

How does it work ?

Blue or pink is a concept that's running for almost 50 years now, and it's rooted in consumers' memory. The only way to make parents realize that it's only marketing, is to be clear and precise with a simple and impacting message.

Saying clearly to people that it's just marketing will make them react to something they are already aware of.

Additional information

Beforehand, pink was a colour especially for knights, while blue was the colour of the virgin, a divine colour weared by women.

Gender marketing took place in the 70's with the arrival of echography to determinate the sexe of the baby. The stores had to adapt and thus found that the objects were selling better if they were gendered.

Conducted Research

First of all, we carried out a market study through secondary research on the Let Toys Be Toys

association (creation, concept, actions...), we also studied and analysed the external environment of Let Toys Be Toys using a matrix such as the SWOT, and the benchmark to set the context. We carried out the same research strategy concerning the concept of gendered marketing (definition, history, key figures, studies...).

In a second step, we produced interview guides that focused on the concept of gendered marketing (appearance, definition, practice, opinion...) that we administered to our relatives, peers and colleagues in order to obtain information on the perception of this concept among different targets and thus draw trends and conclusions. Once our research (market research and interview guides) was done, we summarized it all by a market observation in order to have a complete knowledge of the association and definition of gendered marketing and thus be able to find our big idea. Concerning the definition of our concept, we used the brainstorming method so that each of us could express and explain his idea. Thus, several axes were mentioned such as the future, the environment, education, the evolution of mentalities... To conclude, we found the importance of colour during a workshop organized with the team. Throughout our work, we have sought the help of our coaches at school and our managers in companies.

Key consumer insight

"I wasn't conscious that marketing influences so much my choices and consumption, but I don't want it to influence the education I wish I give to my children. I want to act and give to the next generations the best opportunities, and the chance to make their own choices".

Prioritized objectives

Stage one: Make the parents (afraid of buying the "wrong" toy) aware that gender marketing exists and that it is very simple to consume in a different way, giving the choice to their children to play freely.

Stage two: We will encourage our target to create a community of aware parents. Word of mouth and the power of committed parents will be key to the success of this campaign.

Ultimate stage: Thanks to our campaign and parents involvement, we wish we can change the offer of brands all around Europe, as Let Toys be Toys did in the UK.

Proposed strategy & tactics

Our strategy consist in being everywhere at the same time, so that our message will be shared in people's mind. The goal is to overcome evil with evil: marketing over marketing.

Through social media, street marketing, talks, our label and word of mouth, the goal is to create a real community that wish to change their consumption habits. We hope they will find out that by easily changing their own habits, they will change in a positive way the future of their children.

Our core target will be parents and future parents, who wants to give the better education they can to their children.

The main target is families and friends of these parents, who also have an impact on the children education.

Our secondary target will be the press, all the childcare professions (family doctors, teachers, child psychiatrist,...) and gender marketing specialists. This audience will help us being credible to parents, by joining themselves with our cause.

Campaign Evaluation

The objective is to increase the commitment and the notoriety and visibility. In terms of KPI's:

Reach: number of people reached by our message and official hashtag

Number of mentions: number of messages evoking the campaign and its themes and breakdown by channel

Interaction rate: level of shared engagement
Virality level: the most shared messages and articles
Volume of conversation peaks
Socio-demographic indicators
Positive and negative feelings rate
Number of Influencers and Ambassadors
Flagship countries: number of countries relaying the campaign
Increase in communities
For the website with Google analytics: visits, time spent, most viewed content, rebound rate...

Creative brief

We have created a campaign to inform and especially denounce gender marketing. Our campaign is based on our idea, illustrate by this catchphrase: "Blue or pink, it's just marketing". Our concept is simple, efficient and clear: with these words, we wish to reveal the role of marketing and its deliberately sexist use of colours, for the purpose of selling. These colours, blue and pink, are wrongly used by the marketing, and using this catchphrase and visuals, we wish to end it.

To illustrate this campagne, we used two techniques, namely, to make the toys speak and to personify those toys. The techniques are the following: use speech bubbles, colour filters and strong texts. We decided to use the toys to promote our message, this strategy makes parents and children aware and created a strong link between childhood and the present. Lastly, the audiences always respond more to impacting visuals, and with this campaign will catch the eye and raise public awareness of the problems of gendered toys.

Creative execution

The goal of this campaign is to inform parents about the impact of gender marketing. The campaign will be on digital media and print media. More specifically, social media will be the vehicles for contestation and denunciation through visuals. Our images will show the absurd use of colours by marketing and will give voice to toys. The designs and the message will be almost the same for all supports, but we will duplicated some catch and visual in order to draw the audience in, and strengthen the existing community created on social media.

Media plan

The conduct of our media plan will respond simply and effective way to our three priority objectives :

- AWARENESS: launch of the communication campaign on social media (Facebook & Twitter), actions of Street Marketing in strategic locations (graffiti, stickers & vox pops), press relations in destination to professional magazines ; in all European capitals.
- ACTION & LEGITIMATION: second wave on social media with user's testimonials & colour filters (Facebook & Instagram), launch of new YouTube page and diffusion of vox pops videos, label creation to certify the movement in destination to places related to the children's sector (which will become ambassadors), setting up conferences with professionals to legitimize our actions and campaign, integrate the education domain through parents' associations to discuss the topic by workshops with specialists; in all European capitals.
- UPSET THE CODES OF MASS RETAILING: join forces with big retailers, to change their sales methods within their stores, online stores and magazines (colour scenography in stores).

We will launch our campaign on November, on the festive season, when distributors starts to advert on Christmas and children gifts.
You will find more details in the attachments.

Media

- [Five Agency Blue or Pink its just marketing.pdf](#)