



# PLAN

---

## INTRO

1. START FROM THE BRAND
2. CONNECT TO CULTURE
3. FIND THE CREATIVE IDEA
4. MAKE IT COME TO LIFE

## WRAP UP



INTRO



# HELLO, THIS IS US!



**LAURÈNE**  
ACCOUNT MANAGER



**MOHSEN**  
STRATEGY LEAD



**ADRIEN**  
CREATIVE LEAD



**MÉDOUNE**  
MEDIA LEAD



START FROM  
THE BRAND



CONNECT TO  
CULTURE



FIND THE  
CREATIVE  
IDEA



MAKE IT  
COME TO  
LIFE



# BRIEF RECAP

## CONTEXT

LET TOYS BE TOYS IS AIMING TO CAMPAIGN ON A WIDER EUROPEAN SCALE

## OBJECTIVE

TO MAKE PARENTS UNDERSTAND THAT VARIED PLAY ENSURES THE BEST CHANCE FOR THEM LEARNING OPPORTUNITIES AND EQUALITIES IN LIFE.

## TARGET AUDIENCE

PAN-EUROPEAN PARENTS WHO ARE NOT AWARE OF THE PROBLEM OF GENDERED MARKETING,



# LET TOYS BE TOYS IS INFORMATIVE AND CREDIBLE

## Let Toys Be Toys – Early Learning gift guide

December 16, 2018



Early learning toys are a fantastic way to introduce fundamental understandings and encourage creativity in very young minds. Sadly, even at this early stage, several toy makers and retailers are sorting their products according to the all too familiar pink and blue division.

In this gift guide, we've picked out toys that help babies and toddlers grow their minds without restricting them according to gender.

[Read more...](#)

Comments: 0

Posted by: Tessa

Categories: 2018giftguide, Blog

Tags: 2018giftguide

## Let Toys Be Toys Arts and Crafts gift guide

November 17, 2018



If you're looking for an arts and crafts gift, and want to shop outside the pink and blue boxes of gender stereotypes, check out our inclusive gift guide for fun arts and crafts present ideas for children.

[Read more...](#)

Comments: 0

Posted by: Tessa

Categories: 2018giftguide, Blog



Let Toys Be Toys

April 24 at 9:04 PM · 🌐

Great piece - it's still all too rare to see boys even featuring in marketing for dolls so it's brilliant to see this impressive new ad created by Ogilvy for Hasbro Gaming showing boys as equal partners in play. Scan down to watch it and let us know what you think! [https://www.adweek.com/.../hasbro-and-ogilvy-created-a-.../amp/...](https://www.adweek.com/.../hasbro-and-ogilvy-created-a-.../amp/)



ADWEEK.COM

Hasbro and Ogilvy Created a Simple, Lovely Ad About Why Boys Should Play With Dolls

👍❤️👤 338

15 Comments 723 Shares



# YOU SUCCEEDED IN BUILDING A UNIFIED AND ENGAGED COMMUNITY


Let Toys Be Toys Retweeted

**Beth Southern** @Bethan\_Southern · Apr 28  
No gender stereotyping in our house...whatever makes you happy! #ballet #pirates #starwars #awesome 🥰



18 14 312

**Jane Slatter** Best friends - he loves a dress but won't be seen dead in the pink one 🤔




9

Like · Reply · 2w

**Laurel Stevens** Love these pics! 😊

Like · Reply · 2w

**Natasha Jones** They love playing superheroes 🦸 ...



7

**Bryony Rose** My fabulous little boy 🥰 he loves wearing my scarves 🧣



12

Like · Reply · 3d

**Victoria McCarthy** Boys can love dinosaurs AND flowers 🌺



7

Like · Reply · 2d

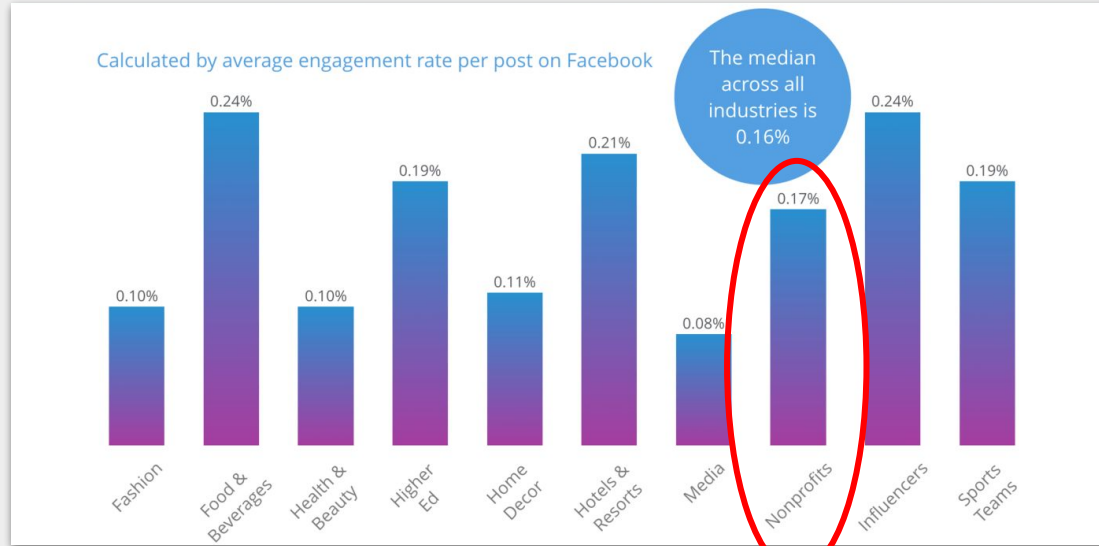
View more comments

2 of 2





# A COMMUNITY THAT IS 6 TIMES MORE ENGAGED THAN AVERAGE



x6

LTBT'S FB ENGAGEMENT RATE: 1,09 %



# BUT, UNTAPPED REACH POTENTIAL BECAUSE OF A LACK OF IMPACT



Profile statistics:

Tweets	Following	Followers	Likes	Lists
37.2K	2,986	37.5K	41.9K	3

Community See All

Invite your friends to like this Page

31,928 people like this

32,175 people follow this

The UK ALONE has approximately 15,4 million parents with dependent children



WE ARE ONLY REACHING 0.24% OF OUR POTENTIAL TARGET AUDIENCE



**‘CONTENT WITHOUT REACH IS LIKE BUILDING CATHEDRALS  
IN THE DESERT’**

**- HAMISH PRIEST**

**HEAD OF DIGITAL, UNILEVER**



**BUT... WHO ARE WE  
REALLY TARGETING ?**



**AT FIRST,  
WE FELL INTO STEREOTYPES...**



WE THOUGHT OUR TARGET  
AUDIENCE WAS

SOLELY, THE WORKING CLASS PARENTS WHO DO  
NOT HAVE A SUFFICIENT EDUCATION ON THE  
TOYS GENDERING SUBJECT.



**WE WERE WRONG...**





URNS OUT OUR TARGET AUDIENCE INCLUDES ALL EUROPEAN  
PARENTS WHO...



# ARE INFLUENCED BY CULTURAL BELIEFS

PAN AND PFEIL (2004) COUNT 87 DISTINCT "PEOPLES OF EUROPE" THAT BELONG TO DIFFERENT ETHNICITIES, CULTURES AND RELIGIONS.



# ARE TOO OCCUPIED

HALF OF BRITISH PARENTS SPEND LESS THAN ONE HOUR OF QUALITY TIME A DAY WITH THEIR CHILDREN ACCORDING TO RESEARCH (DR. SAM WASS).

AMONG THE ACTIVITIES PARENTS ARE UNABLE TO FIND PRECIOUS HOURS FOR ARE PLAYTIME.



# ARE BIG FAMILIES

MOST OF THE CONFLICTS REVOLVE AROUND THE TOY BOX.

TO MINIMIZE THE FREQUENCY OF SUCH QUARRELS, PARENTS SET UP TWO TOY BOXES, ONE FOR THE BOYS AND THE OTHER FOR THE GIRLS.



„ LET TOYS BE TOYS , WE HAVE A  
**PROBLEM.**“



**HOW DO WE CRAFT A MESSAGE THAT WOULD  
RESONATE WITH ALL PARENTS, DESPITE OF  
THEIR DIFFERENCES ?**



START FROM  
THE BRAND



CONNECT TO  
CULTURE



FIND THE  
CREATIVE  
IDEA



MAKE IT  
COME TO  
LIFE



‘WE ALL WANT TO BE DIFFERENT, WHICH MAKES US ALL THE SAME’

- INTERNET MEME



ALL PARENTS WANT WHAT'S BEST FOR THEIR CHILDREN





# OFFERING A WIDE RANGE OF FOOD TO RAISE HEALTHIER CHILDREN IS EMBEDDED IN MODERN CULTURE PARENTHOOD.



## How highly do parents rate early years nutrition?

82%

of parents expect childcare providers to seek expert nutritional advice from a nutritionist or a dietitian.<sup>1</sup>

88%

of parents think it is important for a childcare provider to provide "healthy food".<sup>1</sup>

90%

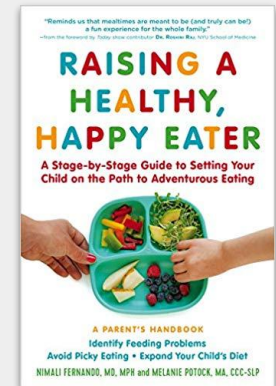
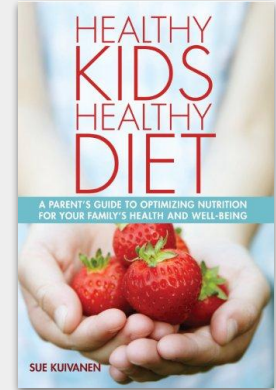
of parents believe it is important that their childcare provider has a good general understanding of young children's nutritional needs.<sup>1</sup>

79%

of parents say a good approach to the provision of food and child nutrition would impact upon their decision to choose a childcare provider.<sup>1</sup>



Screenshot



**BUT CULTURALLY, VARIED PLAY IS NOT CONSIDERED TO BE  
IMPORTANT FOR A CHILD'S DEVELOPMENT**



# BUT, PLAY AND NUTRITION HAVE A LOT IN COMMON



EMOTIONAL  
DEVELOPMENT



INTELLECTUAL  
DEVELOPMENT



BEHAVIOURAL  
DEVELOPMENT



SOURCE:



SO, LET'S RECAP



LET TOYS BE TOYS IS INFORMATIVE, CREDIBLE AND HAS A VERY ENGAGED COMMUNITY.

HOWEVER THERE IS AN UNTAPPED POTENTIAL BECAUSE OF A LACK OF IMPACT THAT RESULTS IN LOW REACH.



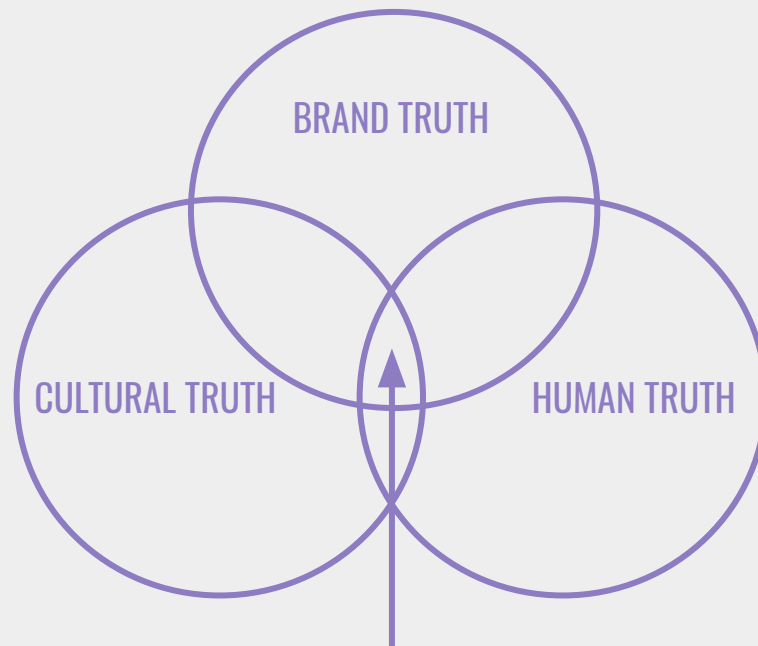
PARENTS ARE NOT AWARE OF THE BENEFITS OF OFFERING A WIDE RANGE OF PLAY TO THEIR CHILD'S DEVELOPMENT.

HENCE THEY DON'T FEEL GOOD ABOUT PROVIDING THEIR CHILDREN WITH VARIETY.



HUMANS TEND TO COMPREHEND COMPLEX SUBJECTS BETTER WHEN PROVIDED WITH AN ANALOGY.





## OUR STRATEGY

BY USING THE POWER OF ANALOGIES AND YOUR ENGAGED COMMUNITY WE AIM TO MAKE PARENTS UNDERSTAND THE BENEFITS OF OFFERING THEIR CHILDREN A WIDE RANGE OF PLAY AND FEEL GOOD ABOUT IT, LIKE THEY DO WITH FOOD.



# OUR CONVICTIONS

TO MAKE PARENTS UNDERSTAND THE IMPORTANCE OF VARIED PLAY TO THEIR CHILD'S DEVELOPMENT WE NEED TO:

1. CREATE AN IMPACTFUL CAMPAIGN WITH EXTREMELY HIGH REACH POTENTIAL TO GROW OUR COMMUNITY.
2. MAKE PARENTS UNDERSTAND/FEEL GOOD ABOUT THE BENEFITS OF DIVERSE PLAY.
3. USE LTBT'S CREDIBILITY AND ENGAGED COMMUNITY AS AN AMPLIFIER.



START FROM  
THE BRAND



CONNECT TO  
CULTURE



FIND THE  
CREATIVE  
IDEA



MAKE IT  
COME TO  
LIFE



# STARTING FROM A CONTINENTALLY KNOWN PROVERB

## YOU ARE WHAT YOU EAT

A multi-cultural expression that has worldwide appeal.

Der Mensch ist, was er ißt. (German)

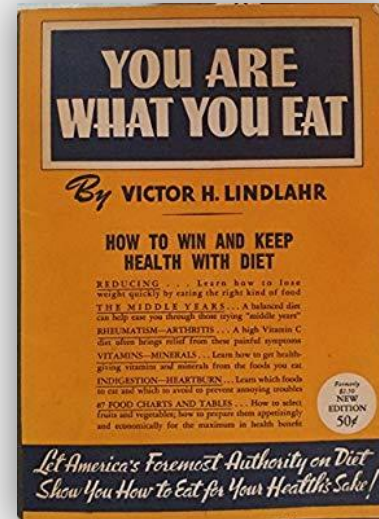
De lo que se come se cría. (Spanish)

Siamo ciò che mangiamo. (Italian)

Você é o que você come. (Portuguese)

Je bent wat je eet. (Dutch)

On est ce que l'on mange. (French)



# TO CREATE AN IMPACTFUL BRAND PLATFORM

YOU ARE WHAT YOU ~~EAT~~ **PLAY**



# BRAND PLATFORM: YOU ARE WHAT YOU PLAY

## OBJECTIVES:

1. IT **CREATES CONSISTENCY** BY HAVING A LINK BETWEEN ALL YOUR CAMPAIGNS.
2. WHICH **REINFORCES THE MESSAGE** AND RESULTS IN BUILDING A DISTINCTIVE BRAND IMAGE.
3. A PLATFORM LASTS 3 YEARS ON AVERAGE, MEANING THAT IT HAS **BETTER ROI THAN A SINGLE MINDED CAMPAIGN IDEA.**



# OUR MESSAGE AND CREATIVE IDEA FOR THE 2019 CAMPAIGN

PLAY IS FOOD FOR THE BRAIN

**TOV:** Friendly and caring, our creative executions will aim to surprise, entertain, spark obviousness to educate and engage.



START FROM  
THE BRAND



CONNECT TO  
CULTURE



FIND THE  
CREATIVE  
IDEA

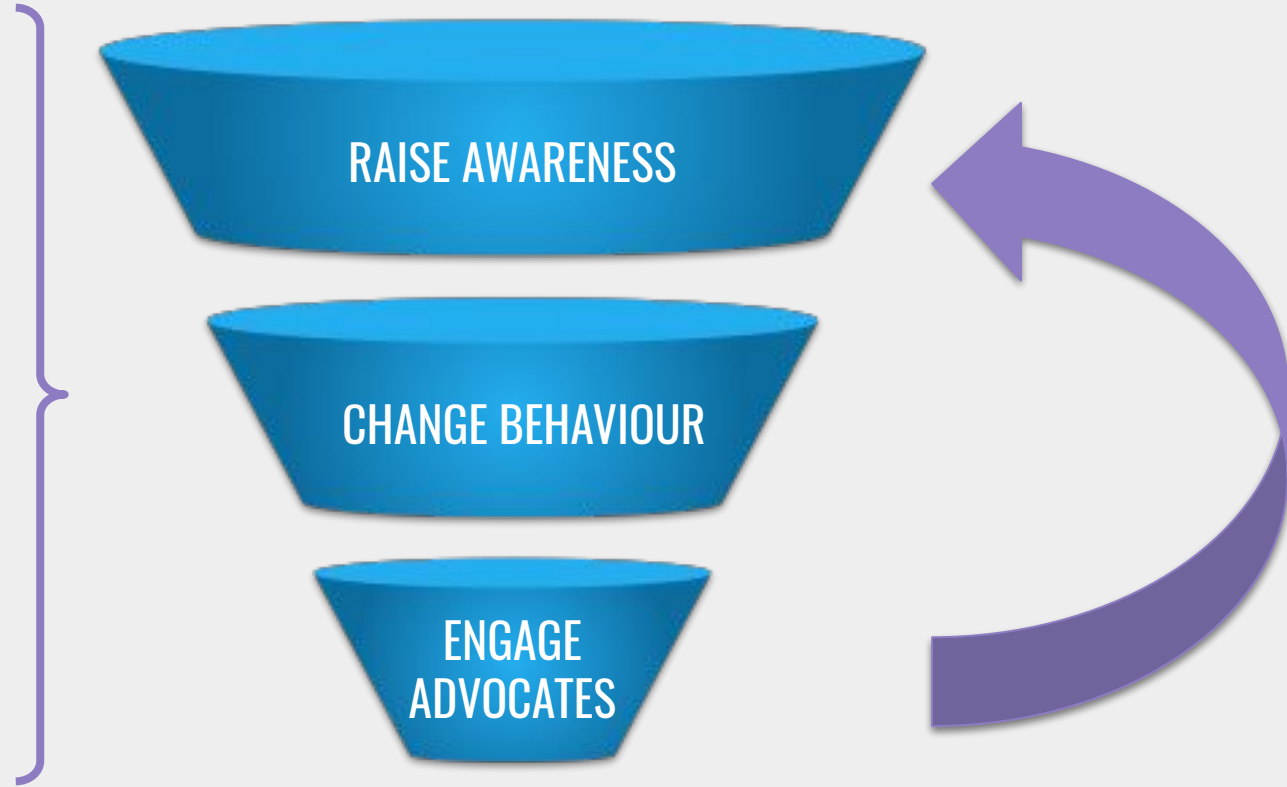


MAKE IT  
COME TO  
LIFE



# THIS CAMPAIGN WILL LIVE THROUGH 3 PHASES WITH YOUR COMMUNITY AMPLIFYING IT

LET TOYS BE TOYS'  
COMMUNITY AS AN  
AMPLIFIER





# RAISE AWARENESS

## OBJECTIVE



IGNITE THE CONVERSATION BY INSTALLING OUR ANALOGY TO TRIGGER THE 'AHA! MOMENT' AND CREATE THE FOLLOWING REACTION:

**'I never restrain my children from a certain type of food due to their gender, then why do it with play ?'**



# PR STUNT



# WHAT IF FOOD WAS “GENDERED” IN THE AISLES OF YOUR SUPERMARKET?

REINFORCING OUR ANALOGY BY GENERATING BUZZ  
AND EARNED MEDIA



“It’s absurd to choose food based on gender,  
how come we do it with toys all the time ?”

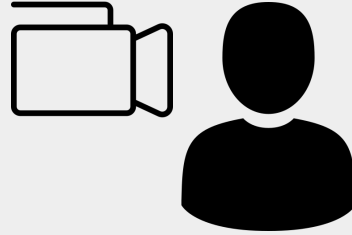
# IN STORE REVEAL



# HIDDEN CAMERA



# HOW DO WE MAKE A LARGER NUMBER OF EUROPEAN PARENTS QUESTION THEMSELVES?



BY FILMING PEOPLE'S REACTIONS IN STORE WITH A **HIDDEN CAMERA**.  
THEN SPREADING THE VIDEO ON SOCIAL MEDIA WITH THE FOLLOWING **KEY MESSAGE**:

“Absurd right? But we do it with toys all the time.  
Join our community of parents who are willing to change that  
mentality.”

**#YouAreWhatYouPlay**



# END SCENES - STORYBOARD

**ABSURD TO CHOOSE FOOD  
BASED ON GENDER?**

**BUT WE STILL DO IT WITH TOYS...**



**PLAY IS FOOD FOR THE BRAIN**



**YOU ARE  
WHAT YOU PLAY**

**JOIN OUR PARENTS' COMMUNITY  
ON SOCIAL MEDIA**



@LetToysBeToys  
#YouAreWhatYouPlay



# INCREASING REACH BY PARTNERING WITH A EUROPEAN PRESENT RETAIL STORE






German global discount supermarket store.  
10 215 stores all across Europe.  
Present in 28 european countries.





# INCREASING REACH BY PARTNERING WITH A RETAIL STORE WHO SHARES OUR VALUES

 <p>PLAYTIVE@JUNIOR Tête à coiffer et à maquiller Deviens une vraie esthéticienne et donne chaque jour un autre style à ta poupée !</p> <p><b>14.99*</b></p> <p>En ligne</p>	 <p>JAKKS Pacific Poupée Disney Choix entre Elsa et Anna de La Reine des Neiges et Raiponce</p> <p><b>14.99*</b></p> <p>En ligne</p>	 <p>JAMARA Ride-on Audi TT</p> <ul style="list-style-type: none"><li>• Conduit la propre Audi TT électrique !</li><li>• 104,0 x 55,0 x 30,5 cm</li></ul> <p><b>149.00*</b></p> <p>En ligne</p>
---	---	---



# DIGITAL PRINTS



# SHOWCASING PLAY IN A FOOD CONSUMPTION RITUAL TO REINFORCE OUR LINK AND ENCOURAGE VARIETY

PLAY IS FOOD  
FOR THE BRAIN

Variety  
matters



YOU ARE  
WHAT YOU PLAY

PLAY IS FOOD  
FOR THE BRAIN

Variety  
matters



YOU ARE  
WHAT YOU PLAY



# GUERRILLA MARKETING



# MULTIPLYING OUR TOUCH POINTS WITH GUERILLA MARKETING TO MAXIMIZE OUR REACH



# CHANGE BEHAVIOUR

## OBJECTIVE



PROVIDE PARENTS WITH THE TOOLS THAT HELP THEM GIVE THEIR CHILDREN THE WIDEST ARRAY OF OPTIONS AND GENERATE THE FOLLOWING REACTION:

**'I won't buy my children toys based on gender, i'll buy them toys based on benefits.'**



# NUDGE ARTICLES



# HIJACKING GENDERED TOY SEARCHES TO HELP PARENTS MAKE BETTER DECISIONS

Google search results for "Toy for a 8 year old girl". The search bar shows the query and the Google logo. Below the search bar, there are tabs for "All", "Images", "Shopping", "Videos", "News", "More", "Settings", and "Tools". The search results show "About 1,650,000,000 results (0.87 seconds)". The first result is an advertisement for "Toys for 8 Year Old Girls | Gifts & Presents" from www.lettoysbetoy.org.uk, with a 4.5-star rating and 22,734 reviews. Below the ad are several organic search results, including "33 best gifts and toys for 8 year olds 2019 - Today Show", "50 Best Toys for 8 Year Old Girls of 2018 - Cool Gifts She Won't Put ...", "Images for Toy for a 8 year old girl", "The 7 Best Toys for 8-Year-Old-Girls in 2019 - The Spruce", and "The Best Gifts for 8-Year-Olds, According to a Child Therapist".

HIJACK THE TOP RANKED  
KEYWORDS FOR  
GENDERED TOY SEARCHES

PEAK DURING CHRISTMAS  
SHOPPING PERIOD.

SEO & SEA

- toy for boy age 6
- toy for boy age 3
- toy for boy age 8
- toy for boy age 2
- toy for boy age 10
- toy for boy age 11
- toy for boy age 12
- toy for boy age 4
- toy for boy 5 year old
- toy for boy 8 year old
- a toy boy guitars
- a toy boy meaning
- a toy boy song
- the toyboy diaries
- the toy boy killer

- toy for girl baby
- toy for girl amazon
- toy house for girl
- toy box for girl
- toy car for girl
- doll toy for girl
- cashier toy for girl
- toy castle for girl
- walmart toy for girl
- cooking toy for girl
- toy box for a girl
- toy car for a girl
- toy aussie girl names
- toy bonnie girl anime
- toy american girl dolls





# GUIDING PARENTS TOWARDS AN EFFECTIVE TOOL WITH A CALL TO ACTION

## TOYS FOR 8 YEAR OLD GIRL - GIFTS & PRESENTS

December 01, 2019



**It's almost christmas time and you are looking for the perfect gift for your little 8 year old girl? It sounds like the perfect place a "top 10 toys for your 8 year old daughter"? But what if we were doing so outside of the gendered marketing scope?**

What you keep seeing for girls are PINK "insert cliché" toys... What if we could do a different selection. A selection that would be guided by some usefull assets for your child and not guided by the whole marketing industry who only wants you to by a blue bike for your son and a pink bike for your girl so you end buying one more bike instead of letting your children share...

Yeah it does look difficult on the first sight, but trust us, we have a very good solution for you.



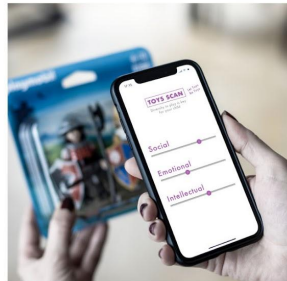
Tired of this silliness? Are you not tired with all this gendered differentiation for toys?



We live in a world totally incoherent. Despite the huge progress in psychology in the child development, marketers strive to keep their packaging and branding old fashion. We know by facts that toys are not gendered and that they all provide some kind of development benefits.

### But how can you choose toys now?

Knowing that there are other ways to choose toys for our children does not help yet. Indeed, we had to figure out a tool capable of guiding parents. A tool that would be a new scope, a non-gendered scope but a scope built through the development benefits that we were talking to you about. Introducing our new mobile app, a scanning app!



**DOWNLOAD OUR FREE SCANNING APP**

Seen any silliness recently? Tweet us at @lettoysbetoys using the hashtag #facepalm. Happy New Year everyone!

Guest blog by Janetta Willis (@jettawillis)

Share this:

AFTER READING AN INSIGHTFUL ARTICLE ENCOURAGING PARENTS TO CHOOSE TOOLS DIFFERENTLY:

THROUGH DEVELOPMENT BENEFITS

PARENTS ARE OFFERED A TOOL TO HELP THEM CHOOSE TOYS THROUGH THAT NEW SCOPE.



# MOBILE APPLICATION



# FOOD SCANNING APPLICATIONS ARE BECOMING WIDELY USED IN EUROPE

change 4 life

## Food Scanner



**Get the Food Scanner app**

Brings food labels to life and find out what's really inside your food and drink

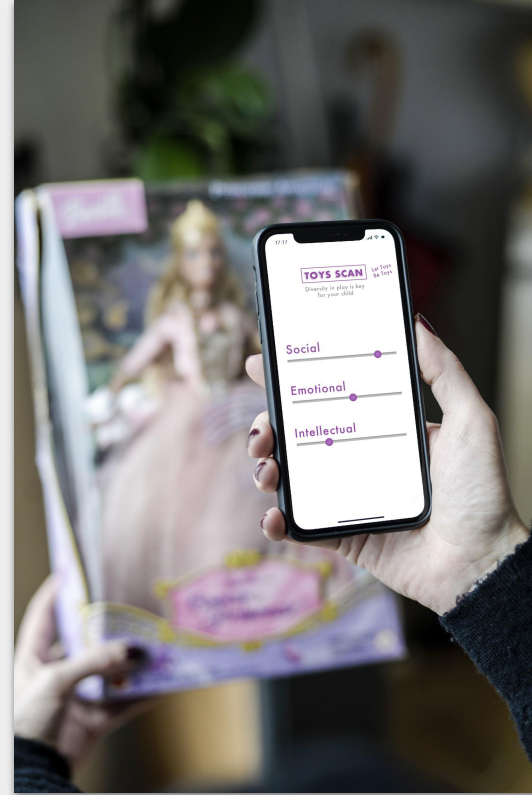
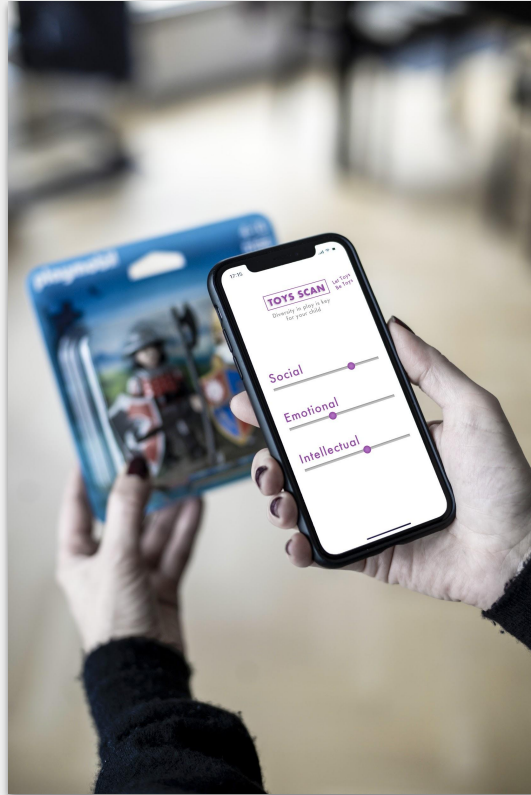
Available on the  App Store

 GET IT ON Google Play

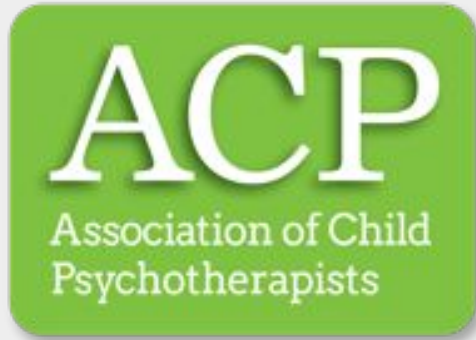


**Fun ideas to help your kids stay healthy**

# CAPITALIZE ON THIS HABIT TO CHANGE PARENT'S PERCEPTION OF HOW THEY SHOULD CHOOSE TOYS



# PARTNERING WITH CHILD PSYCHOTHERAPISTS TO SHARE EFFECTIVE AND CREDIBLE ANALYSIS



The Association of Child Psychotherapists (ACP) is the professional body for Psychoanalytic Child and Adolescent Psychotherapists in the UK. . It was established in 1949 and has over 900 members working in the UK and abroad.

# STARTING SIMPLE - AIMING BIG

## TOYS SCAN

Let Toys  
Be Toys

Diversity in play is key  
for your child

ITEM purchased?

	Playmobil - knights & dragons.	<input type="radio"/>
	Playmobil - knights & dragons castle.	<input type="radio"/>
	Lego - arctic expedition.	<input type="radio"/>
	Lego - ninjago stormbringer.	<input type="radio"/>
	Warhammer - ork snazzwagon.	<input type="radio"/>
	Disney - elsa singing figurine.	<input type="radio"/>
	Disney - moana singing figurine.	<input type="radio"/>
	Unicorn pet with leash.	<input type="radio"/>

## ACTUAL FUNCTIONALITIES:

- TOY SCAN
- PURCHASE CHECKLIST

## GATHER PURCHASE DATA - UPDATE PROFILE

## POTENTIAL FUNCTIONALITIES:

- TOY RECOMMENDATION (BASED ON PROFILE/PREVIOUS PURCHASES - AI)
- PROMO CODES - PARTNERING WITH TOY MAKERS




# POINT OF SALE



# BEING PRESENT WHERE THE DECISION IS BEING MADE

**CHOOSE DIFFERENTLY**




**DOWNLOAD OUR APP**

AND CHOOSE TOYS BY...


- EMOTIONAL
- SOCIAL
- INTELLECTUAL

DEVELOPMENT BENEFITS

~~NOT GENDERS~~



**DOWNLOAD THE APP**



**YOU ARE WHAT YOU PLAY**





# ENGAGE ADVOCATES

## OBJECTIVE



BUILD A BROADER COMMUNITY THAT SHARES OUR VISION AND ADVOCATES FOR OUR CAUSE IN ORDER TO CREATE THE FOLLOWING REACTION:

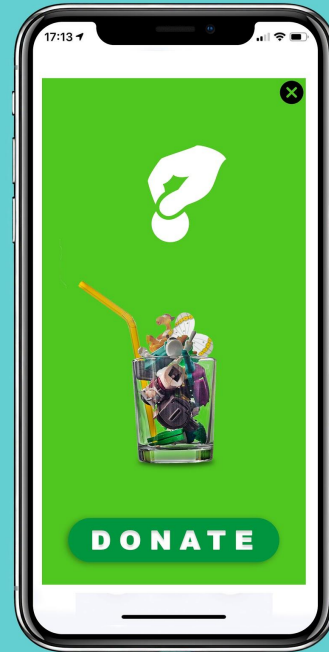
**'A few little tweaks in my behaviour can have a massive impact on my child's development, I'll start telling my friends and/or donate to help the cause.'**



# DONATIONS



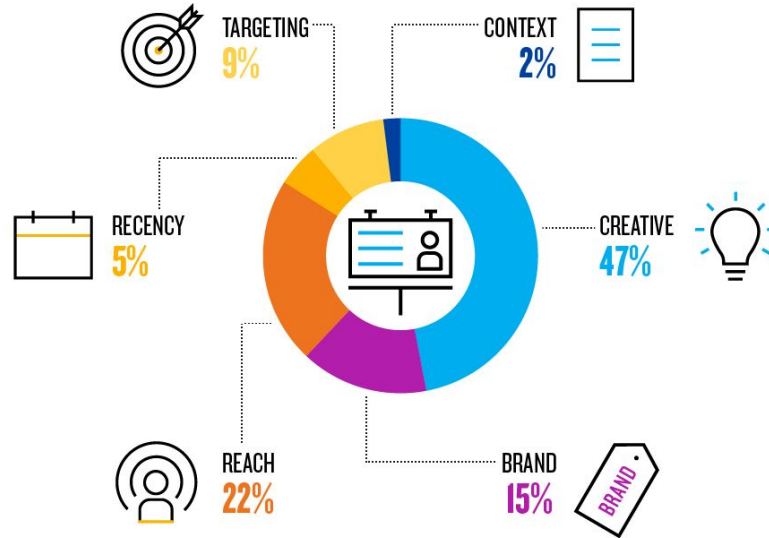
# CALLING PARENTS TO STAND FOR & SPREAD OUR CAUSE BY PROVIDING US WITH EXTRA BUDGET



# HITTING ON ALL GROWTH ELEMENTS TO MAXIMIZE CAMPAIGN EFFECTIVENESS



## PERCENT SALES CONTRIBUTION BY ADVERTISING ELEMENT

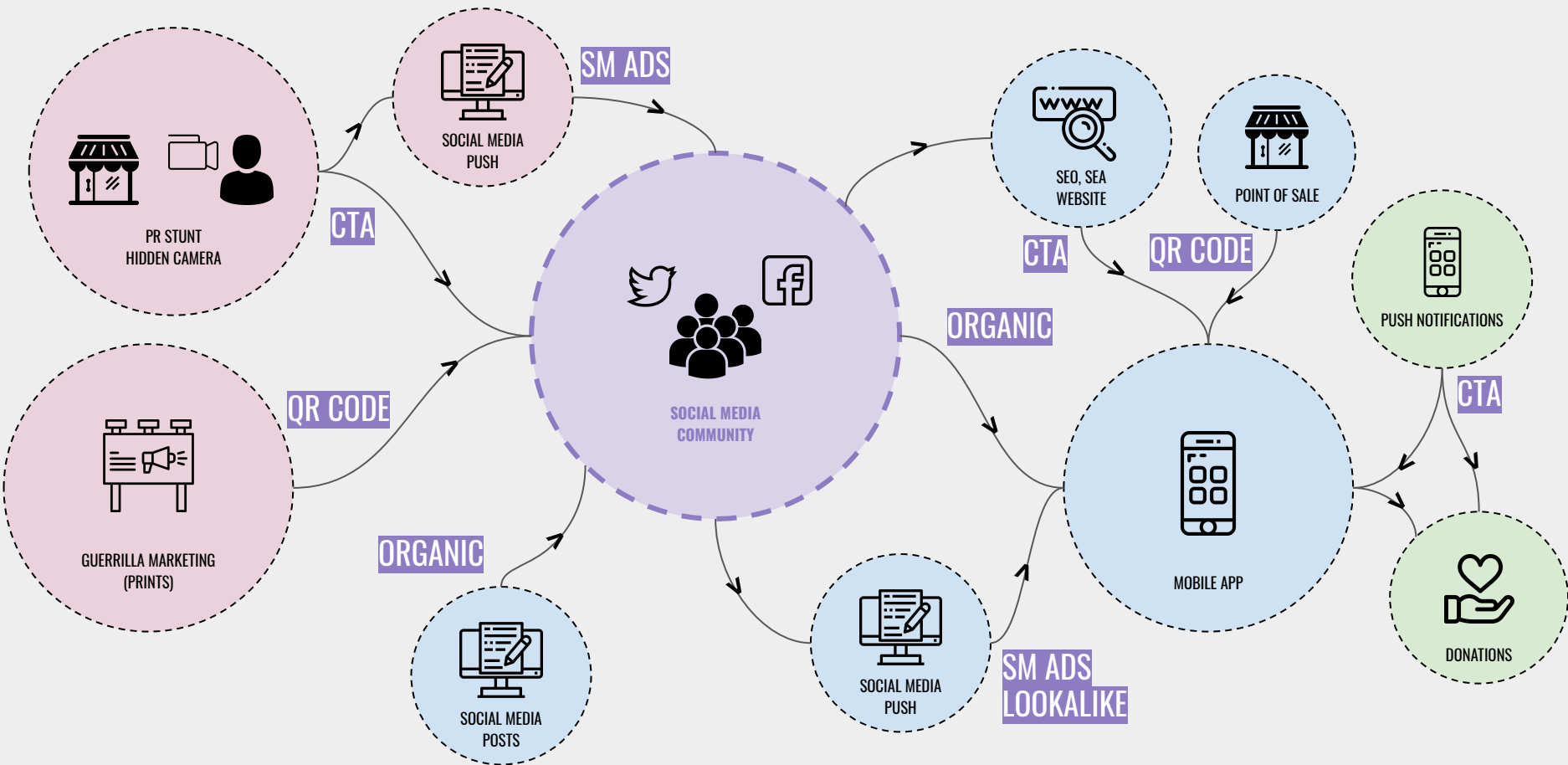


Nearly 500 campaigns across all media platforms  
Source: Nielsen Catalina Solutions © 2017; Period 2016-Q1 2017

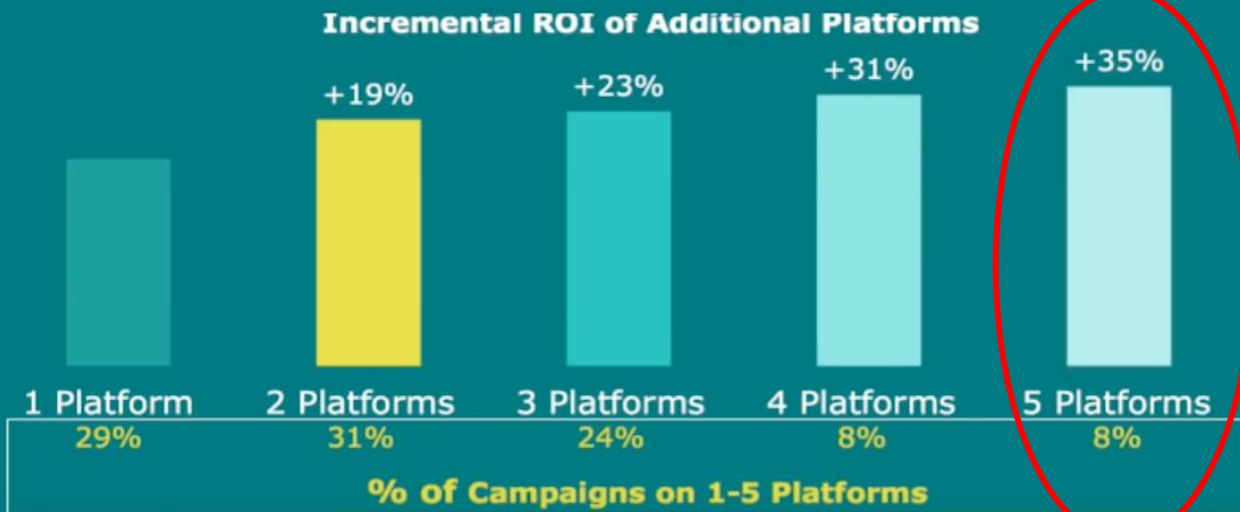
Copyright © 2017 The Nielsen Company (US), LLC. All Rights Reserved.



# ECOSYSTEM

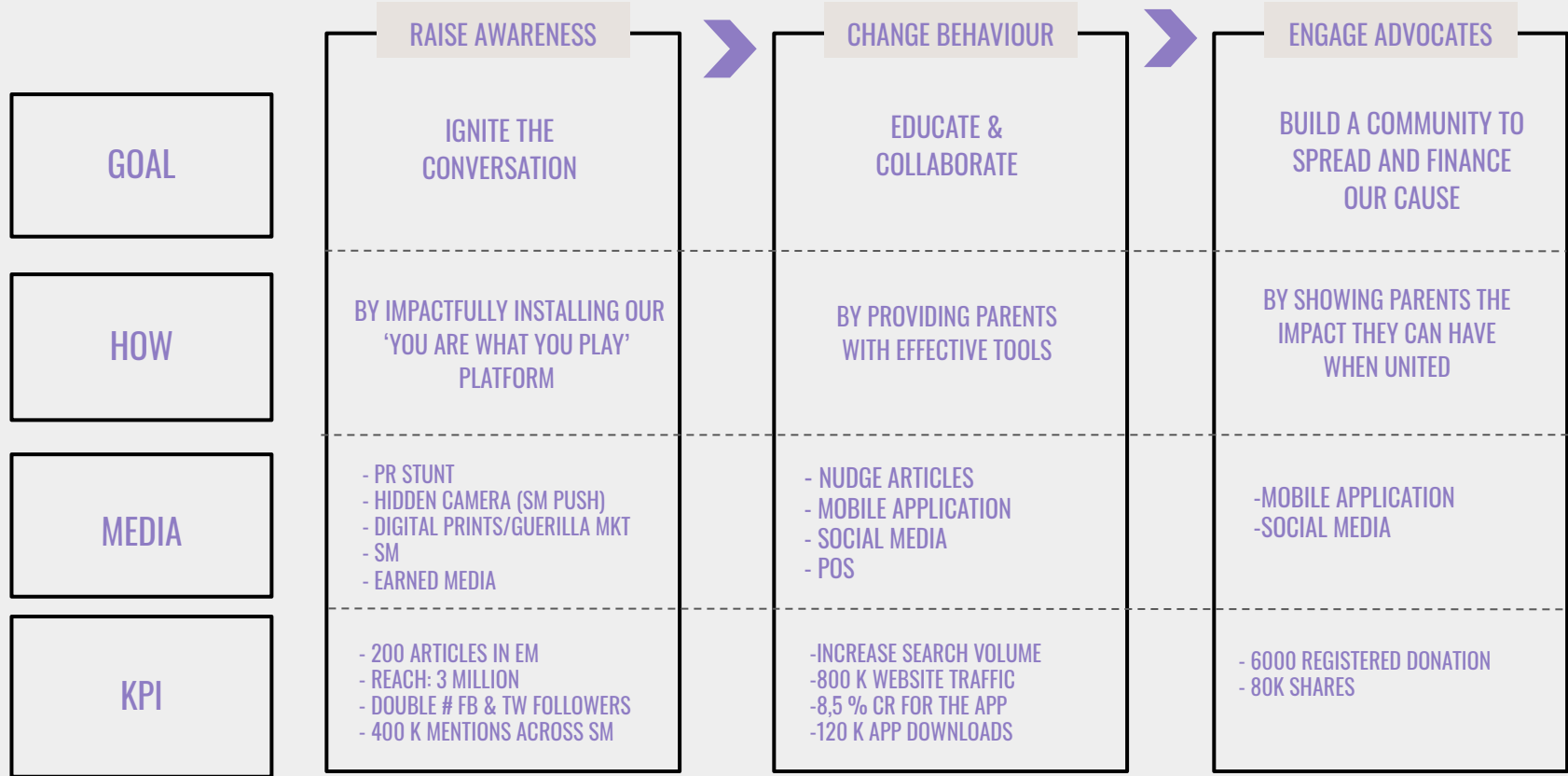


# The Synergies of Integration

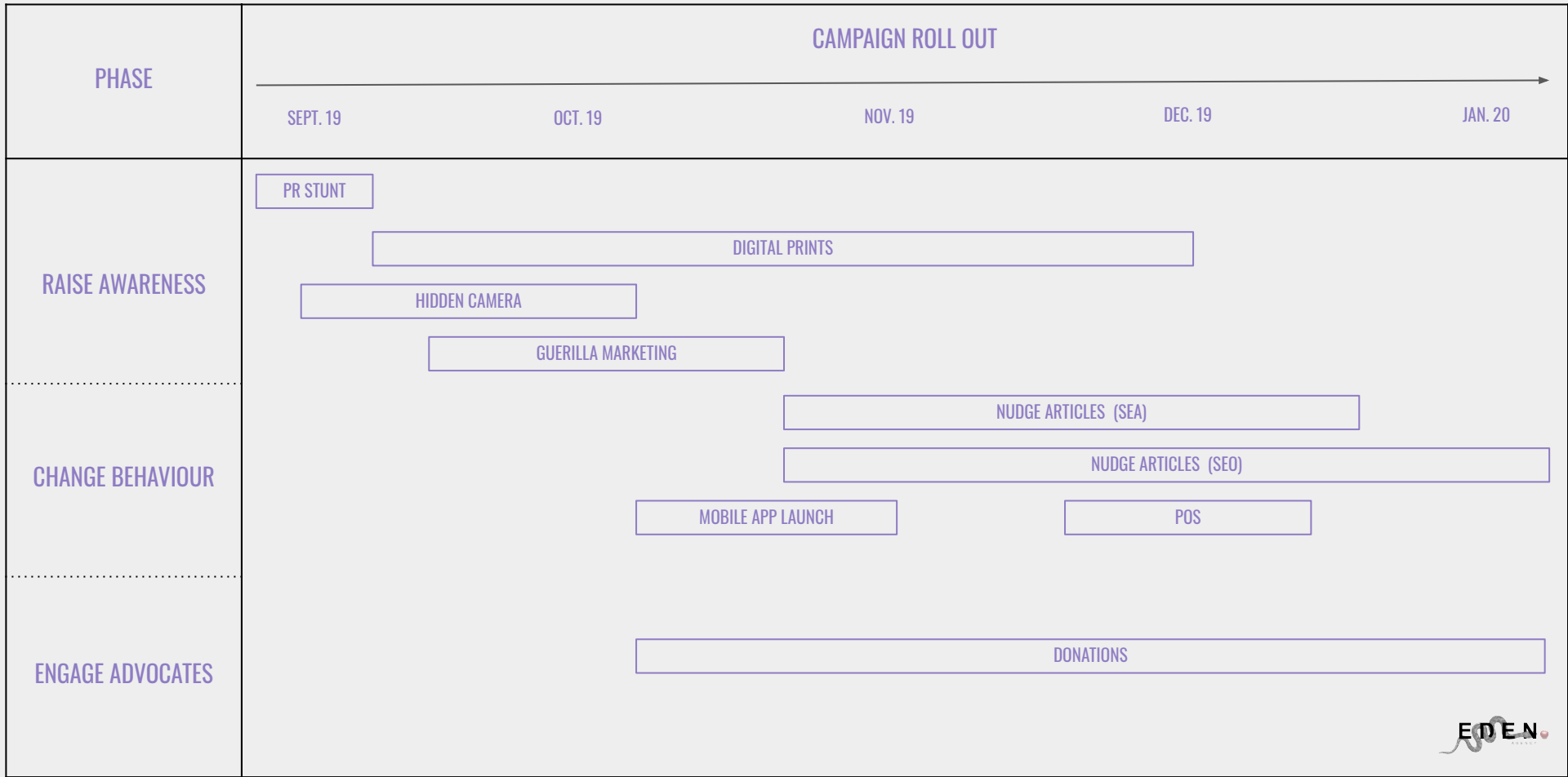


Source: Analytic Partners, 2016; Analysis based on over 3,200 campaigns from 2010-2015;  
Platforms Include TV, Print, Radio, Display, Paid Search, Online Video, PR, Out-of-Home and Cinema

# AUDIENCE JOURNEY & KEY PERFORMANCE INDICATORS



# CAMPAIGN ROLL OUT & BUDGET





Raise awareness	ACTION	DETAILS	COST
	PR STUNT	<ul style="list-style-type: none"> <li>Voice Over: 260€</li> <li>Film Crew: 780€/Day Film crew and all equipments</li> <li>Post production: 780€/Day</li> <li>Location of a store (Free if sponsored by Lidl) : 12,000€/Day</li> </ul>	13,820 £
	HIDDEN CAMERA	Social media push: <ul style="list-style-type: none"> <li>Twitter: CPM 6000€</li> <li>Facebook: 5000€</li> </ul>	11,000€
	GUERILLA MARKETING	<ul style="list-style-type: none"> <li>1000 posters (700cm X 1000CM): 400€</li> <li>Recovering fee (if needed and each time): 850€</li> <li>Posting fee: TBC</li> </ul>	1,250€
Change Behavior	SEO/SEA	<ul style="list-style-type: none"> <li>SEA Keywords' bids budget (14 KW * 10€ * 60 days): 8,400€</li> <li>SEO (Audit + articles following Keyword strategy - backlinking - clean coding - ...): 4,000€</li> </ul>	12,400€
	MOBILE APP	With the following features: 6,500€ <ul style="list-style-type: none"> <li>SalesForce (CRM integration), Users accounts (email, social login),Analytics (Google)</li> <li>Payment (paypal)</li> <li>Audio, Camera</li> <li>QR code</li> <li>Social sharing, Geo Location</li> <li>Push notifications, ads, Multilingual</li> <li>Data collection</li> </ul> Built with: Angulars, Ruby, Mongo database  Mobile App Launch CTA: <ul style="list-style-type: none"> <li>Twitter Awareness objective: CPM 4,000€</li> <li>Recommended media Facebook campaign: 3,000€</li> </ul>	13,500€
	POINT OF SALES	<ul style="list-style-type: none"> <li>Point of sales display (Free if sponsored by Lidl)</li> </ul>	4,700€
Engage advocates	DONATIONS	Social media push: <ul style="list-style-type: none"> <li>Twitter: 1.40€/engagement (5K targeted): 7,000€</li> <li>Facebook: 2,000€</li> </ul>	9,000€

**OVERALL ESTIMATED BUDGET: 65,670 £**

WRAP UP



# OVERVIEW

## START FROM THE BRAND

LTBT is Informative and credible, it has an untapped reach potential because of a lack of impact.

## CONNECT TO CULTURE

Conversely to food, Parents don't understand the benefits of varied play.

## FIND THE CREATIVE IDEA

You are what you play:

Creating a brand platform from an analogy between play and food to make parents understand and feel good about varied play.

## MAKE IT COME TO LIFE

Producing an impactful omni-channel campaign with high viral potential that will live through 3 phases:

- Raise awareness
- Change behaviour
- Engage advocates

**‘PEOPLE WILL FORGET WHAT YOU SAID, PEOPLE WILL FORGET WHAT YOU DID, BUT PEOPLE WILL NEVER FORGET HOW YOU MADE THEM FEEL’**

**- MAYA ANGELOU**

