


**Kids Help Phone** 

2019 Young Lions Media Competition





if you're  
thirsty,  
you're  
already  
dehydrated.

**Proactivity is key when  
addressing mental health.**

Kids Help Phone can mitigate high-cost crisis situations, by narrowing our target to reach younger kids ahead of major life stages such as **starting school**, getting their **first cell phones** & joining **social media**.

1

Youth are more likely to reach out for help reactively, after they have been exposed to difficult situations. However, research indicates that proactively **teaching kids coping strategies** results in stronger problem solving abilities and better mental health in their adult lives.

2

One of the most common coping strategies for school-age children is **imaginary friends**, with an estimated 65% of kids using this strategy to cope with fears, explore ideas and gain a sense of competence .





Hello  
darkness,  
my  
imaginary  
friend



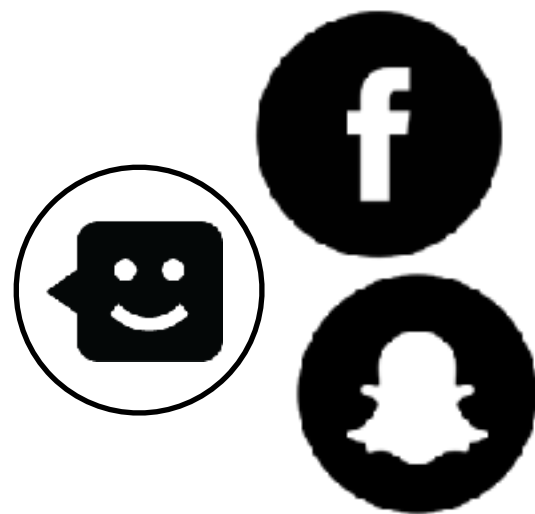
Elevate the KHP platform to include a feature where youth can create an avatar that represents their imaginary friend. Councillors on the platform communicate with kids as their personal avatar, and help them navigate everyday situations in a positive way.



Kids create imaginary companion on KHP platform



Profile is created and saved to that specific user



Profiles are linked across multiple channels



Councillors differ by platform, but look and feel stay consistent



End result is a multi-platform, personalized youth service



# The art of storytelling

Launch the platform through different stories that will inspire kids to get started on their own adventure.





“ Partner with Canadian authors to write stories featuring imaginary friends that help kids work through day to day problems. Stories will live digitally and on shelves, with a call to action to create your own KHP profile. Kids can use devices to bring the stories to life, and insert their own imaginary friends into the narrative through the KHP app. ”

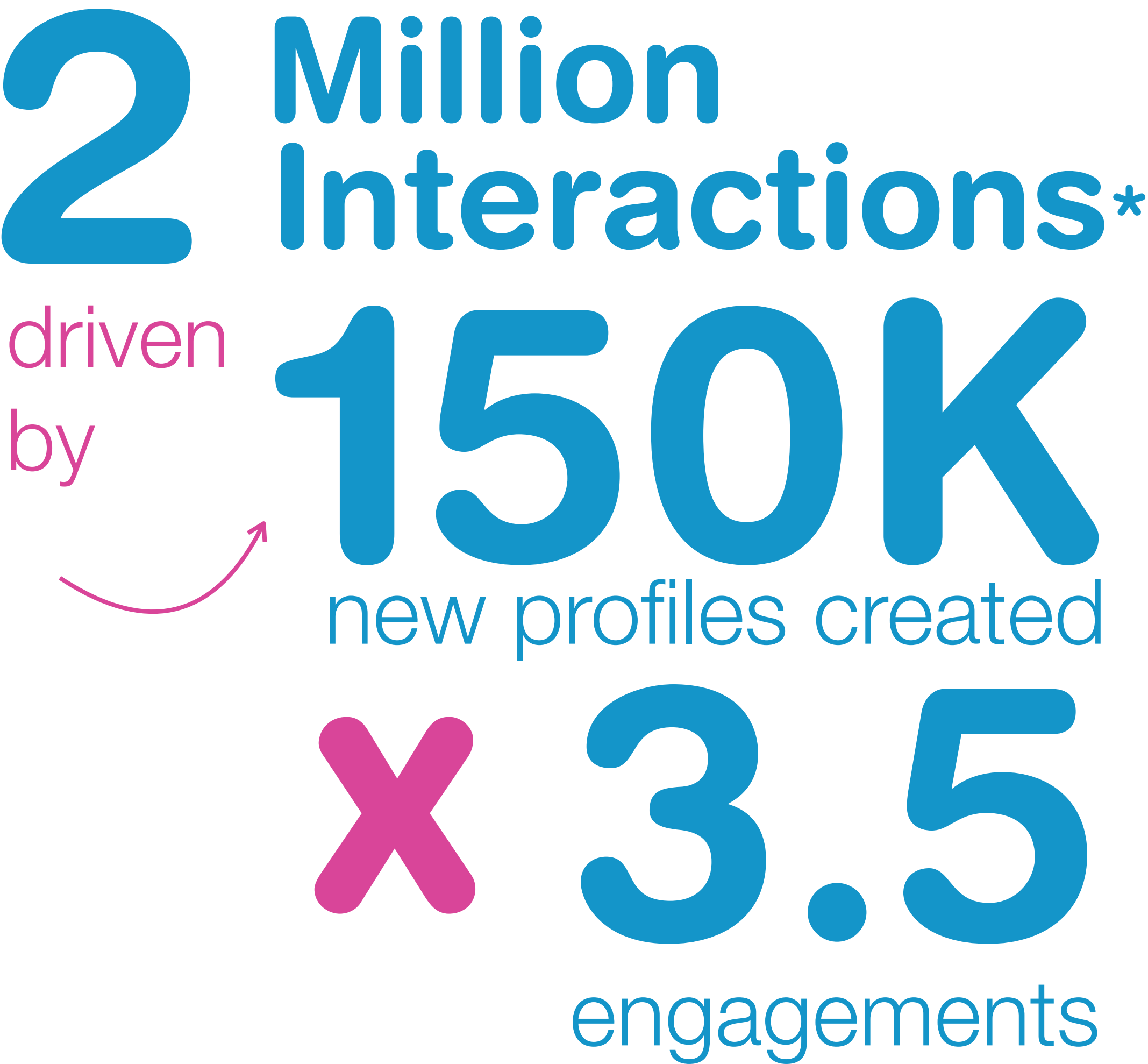




Co-brand an animated short with cineplex to run in theatres and across relevant online children's content.







children’s book  
200K impression | \$100,000

cineplex feature  
2M impressions | \$350,000

online video  
800K impressions | \$50,000

\*1.5M base activity + 500K incremental



1

**target**

Youth who are navigating major life milestones

2

**insight**

Imaginary friends are a natural coping mechanism

3

**strategy**

A platform to help kids further develop these strategies

4

**solution**

Emotive and engaging media based in storytelling

5

**results**

150K new profiles to drive incremental engagements