

Young Media Lions 2019.



Kids Help Phone 



(Who) Help Phone

Canadian Kids between 13 and 19

- In high school, dealing with a lot of potential stressful elements (bullying, exams, unstable home, evolving body, etc.)
- Have personal phones
- Grew up with Internet
- Social Media savvy

<http://mediasmarts.ca/sites/mediasmarts/files/images/publication-report/infographic-ycwwiii.pdf>

The Problem

Kids need to express
in order to feel better
but they can't overcome
the last step of reaching out.

Kids Help Phone may be
ready to listen, but...

A photograph of two children, a boy and a girl, standing with their backs to the camera. They are looking out at a landscape with many bare, dark trees under a grey, overcast sky. The boy is on the left, wearing a dark grey sweater. The girl is on the right, wearing a light grey long-sleeved shirt. The overall mood is somber and contemplative.

Insight

**Kids don't
talk about it.
Because it's
not kids stuff.**

Abuse. Depression. Self-Esteem. Trust. Insecurity. Illness.
Insomnia. Divorce. Body Image. Violence. Anxiety. Grief. Anger.



Game is kids stuff.

z

Accessible. Easy to understand. Inoffensive. Fun.

The Strategic Approach

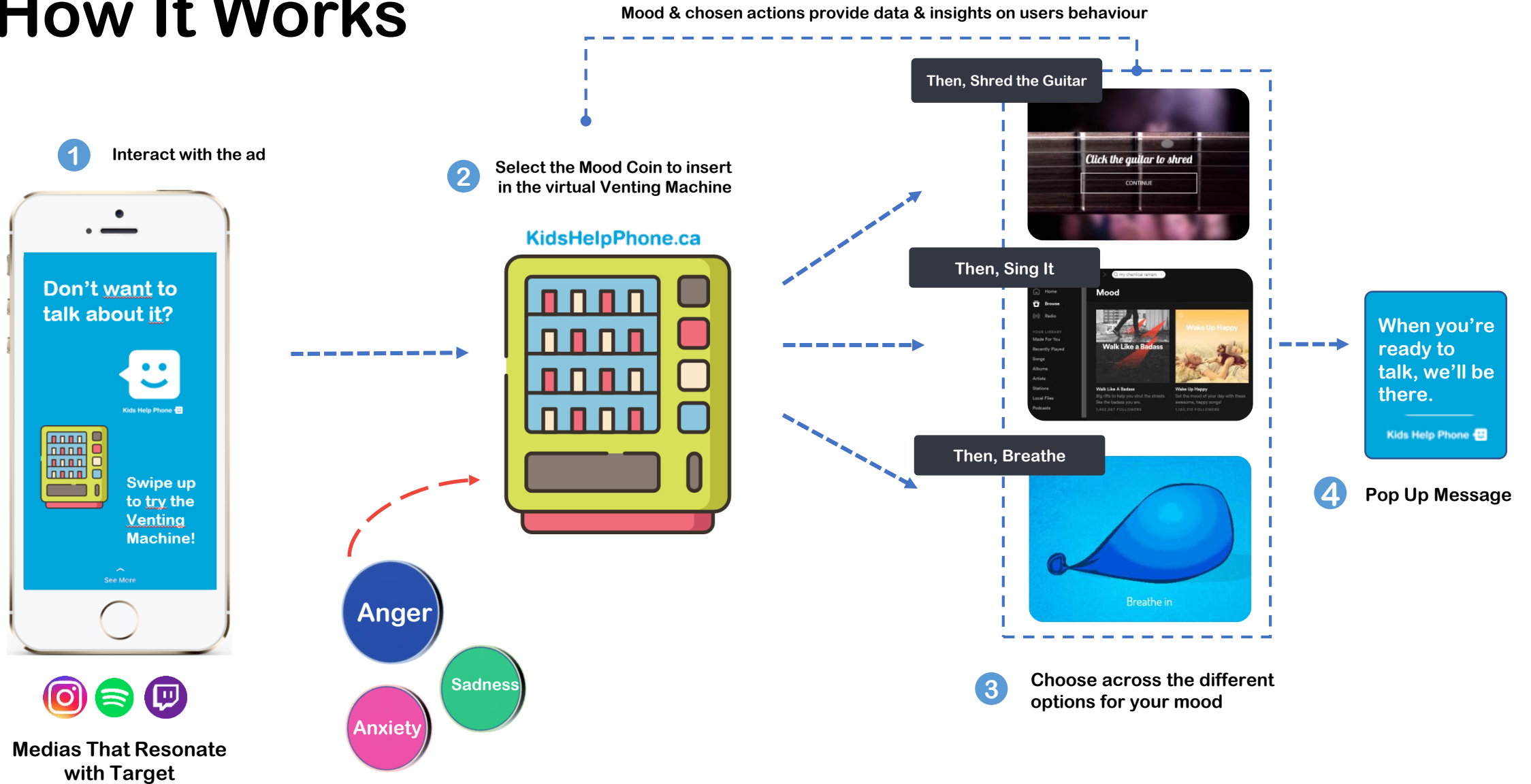
Create a new offering through gamification that helps kids take that first step at expressing and managing their distress.

Gain awareness and trust for Kids Help Phone through this first connection with them.

Don't want to
talk about it?
**Vent it with
the Venting
Machine.**



How It Works



Media Solution

Generating awareness to the new offering



Social

Efficient reach and engagement to drive users to the Venting Machine



PR Stunt

Create impact by installing real vending machines



Crush a can

Extend venting to real-life products



KitKat Wrapper

Using candy wrapper to spread MoodCoin



Schools

Teachers will share MoodCoin with students in every school partnered with KHP

We listen...but they don't talk.

They don't talk because it's not kids stuff.

Gamification is a way to have them express themselves.

Don't want to talk about it?

Try the Venting Machine.

Stunt + Partnerships + Paid Social Medias

A more accessible

Re-invented offering

1.65M+ interactions with the campaign only



Media That Resonate with Target

\$400,000 (Media)
Estimated (0.07% inter. & \$20 average CPM):
1,4M interactions



\$100,000 (Media & Production)
Estimated : 50K interactions



\$0 (Partnerships)
Estimated : 200K interactions