

Drop the “Phone”

(they're not using it anyway)

a media solution for

Kids Help Phone



Kids Help Phone 

Audience.

"Kids" aren't defined by age. Neither should our audience.



Lizzie & Billy

"Elementary Schoolers"

Never knew life without the internet

Socially naïve



Liz & Will

"High Schoolers"

Digital *is* their life – everything is curated

Speaks openly but puts on a façade



Elizabeth & William

"Young Adults +"

Digital streamliners

Resistant to open communication

Insight.

PREACH!

Kids **don't talk** on the phone anymore. They would rather communicate through a text message, messaging app, or social media platform.

Even with constant social interaction, kids can feel **isolated, different, or strange** – and a lot of the time, they don't realize that **they are not alone.**



Strategy.

Show kids that they're not alone with a message that is **universal, yet **tailored** to their preferred method of communication.**

Establish accessible channels of communication that invite **one-to-one** dialogue from those with physical, emotional and mental health concerns.



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Kids are on every platform of communication except the one where you have to dial in a number.

Introducing “Kids Help”: a universal symbol for open ears *and* open eyes.

Kids Help  

Kids Help  

Kids Help  

Kids Help  

Kids Help  

Kids Help  

Media.

Use a **contextual language engine** to identify kids who are at risk or are crying for help. Automatically serve them a **message of reassurance** and invite them to have a **conversation with a real-life Kids Help counsellor**.

Media Investment: \$500,000



Messenger



Instagram



Snapchat



Messages

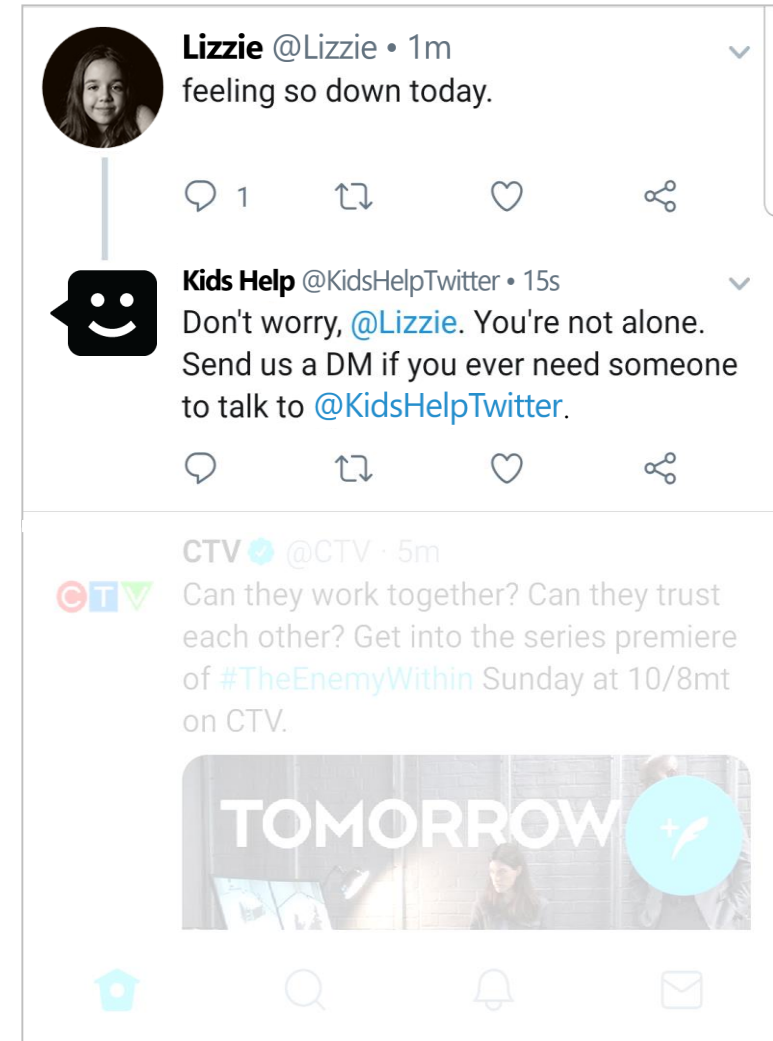


WhatsApp



Twitter

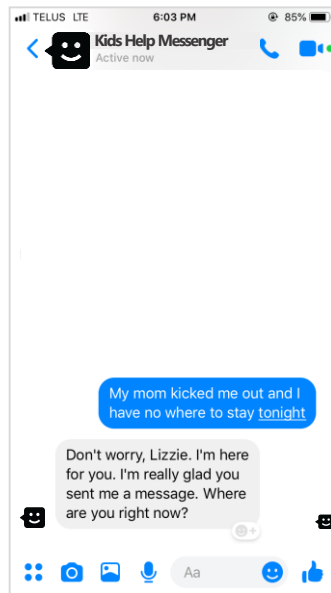
aww
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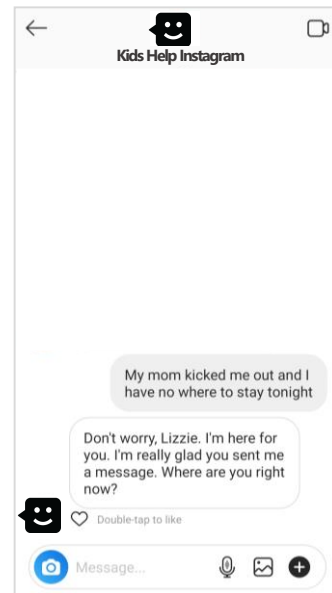
An ongoing conversation.

Even though the media has been served, kids who started a conversation will continue to stay in contact with Kids Help counsellors within those platforms.

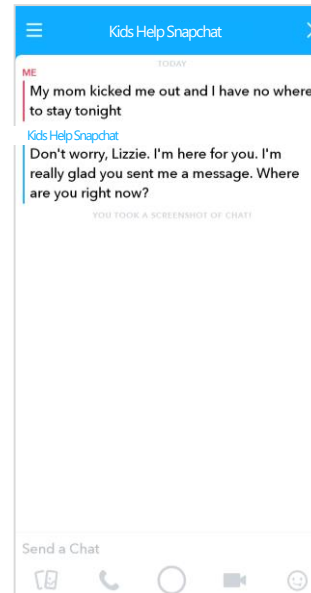
Media Investment: \$0 — Nice!



Messenger



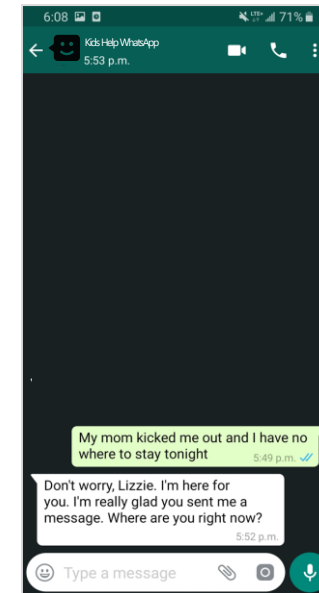
Instagram



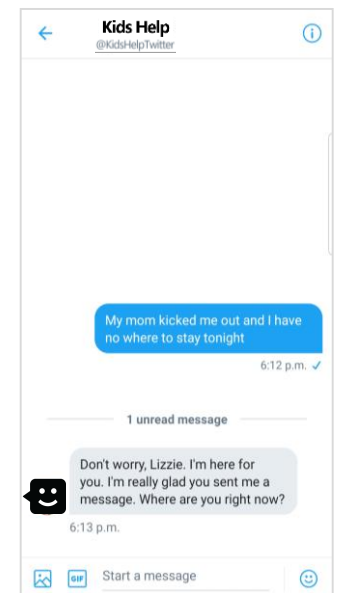
Snapchat



Messages



WhatsApp



Twitter

PR.

Leading up to *Walk so Kids Can Talk Day* (Sunday, May 5, 2019), seed to all major Canadian news outlets and publications that Kids Help is dropping the "Phone".

Media investment: \$0 — VERY NICE!

THE
GLOBE
AND
MAIL

VICE

The
Guardian

CTV
NEWS

»TORONTO STAR«

msn

MACLEAN'S

CBCnews

YAHOO!
NEWS

HUFFPOST

CP
24

Global
NEWS

Cityline

LA
PRESSE
CA

BuzzFeed.News

NATIONAL POST

canoe.ca

Effectiveness.

Maximizing Access. Achieving Resilience. Demonstrating Impact.

Kids Help will be able to offer support and counselling to kids on any platform they're on – including the ones that don't exist yet – creating a truly agile, adaptable, and resilient solution.

Paid and earned media will bring in thousands of kids and keep them in the community. But most importantly, the ongoing conversations will make a lasting impact on the lives of these kids forever.

62.5 MILLION

PAID MEDIA IMPRESSIONS



40 MILLION+

ESTIMATED EARNED IMPRESSIONS

3 MILLION+

NEW INTERACTIONS

1.5 MILLION+

ONGOING INTERACTIONS PER YEAR

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The Brief & Audience

Kids Help Phone, a national charity that provides free counselling to children and youth across Canada, needs to maximize access of their services to kids aged 6 to 26. The thing is, “kids” aren’t defined by age, and so their audience shouldn’t be either.

Insight & Strategy

Kids don’t use their phones to talk anymore. To eliminate the barriers of using Kids Help Phone, they need to reach all “kids” no matter what platform they are on.

Solution

Time to drop the “Phone” – introducing “Kids Help”: a universal symbol for open ears *and* open eyes. Using a contextual language engine to identify kids who are at risk, Kids Help will automatically serve messages of reassurance and invite them to have conversations with real-life counsellors in those specific communication channels. But most importantly, it will keep them in conversation long after the campaign has ended.

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SUPPORTED CHANNELS



MESSANGER



INSTAGRAM



SNAPCHAT



MESSAGES



WHATSAPP



TWITTER

EARNED COVERAGE

