

# PART 1: Concept Board



## Introducing: **Pulse Check**

*Powered by Kids Help Phone*

### *Insight*

While access to support has expanded, the burden still falls on a vulnerable, young person to take the first step and ask for help.

### *Idea*

Reduce barriers to receiving help by leveraging machine learning to administer proactive well-being check-ins with young smartphone users.

### 1 **Detection**

Machine learning detects and flags concerning behaviour on kids' smartphones, like certain search terms or overuse of social media.

I have an eating disorder



### 2 **Check-In**

A prompt then appears asking kids to indicate how they're feeling to identify if they need help.

How are you feeling today?



### 3 **Intervention**

Finally, KHP starts a text message conversation with those that have indicated that they are not feeling well.

Hi there! I'm sorry to hear you're not feeling well. Would you like to talk to someone a bit more about it?

Yes please

No problem. What has been troubling you?

I haven't been feeling like myself lately

### 1. Idea Name:

*Pulse Check, Powered by Kids Help Phone*

Reduce barriers to receiving help by leveraging machine learning to administer proactive well-being check-ins with young smartphone users.

### 2. Marketing Objective:

Improve well-being support and outcomes for the next generation of smartphone users.

*KPIs:*

1. Increase Kids Help Phone (KHP) touchpoints (maximize access) to those in need of help through text-based, proactive communication
  - Increase the number of touchpoints by 30% YOY
2. Make TELUS the most trusted option for parents purchasing a child's first smartphone
  - Statistically significant share growth amongst first-time smartphone purchases

### 3. Role of Communication:

We want consumers to feel comfortable and confident in choosing TELUS for their child's first smartphone.

### 4. Target:

Amy & Greg are 44-year old first time parents, living in Waterloo, Ontario. Like their friends, they try to keep a keen eye on their 12 year-old daughter, giving her the support she needs and preparing her for the modern world. They now face a critical juncture of parenting in the 21<sup>st</sup> century: providing her with her first smartphone.

They know that with a smartphone, the world will be at their daughter's fingertips, and want to ensure that the technology they provide her is equipped to deal with the challenges of today.

### 5. Insight:

#### Human Truth:

It's daunting to reach out and ask for help with our problems.

#### Category Truth:

Options for young people to get help have never been more readily available.

#### Insight:

While access to support has expanded, the burden still falls on a vulnerable, young person to take the first step and ask for help.

#### Brand/Product Truth:

TELUS and KHP have the ability to leverage technology to reach young people and support them proactively.

## 6. Key Message:

*Pulse Check, Powered by Kids Help Phone*, provides young smartphone users *with* support *without* them having to ask.

## 7. Reasons Why:

- A. **Proactive:** We know that the hardest part of getting help is asking for it. This is often because of fear - fear of being seen as weak, or fear that your problem doesn't matter. By eliminating the barrier of requiring young people to reach out, we'll be able to provide more at-risk kids with the support and resources they need.
- B. **Transformative Technology:** Machine learning provides KHP the tool to harness their institutional knowledge of child welfare issues and remain nimble as issues develop.
- C. **Experience:** KHP has over 30 years of experience intervening in crisis. Since parents won't be informed of their child's *Pulse Check* interactions, KHP's experience inspires confidence that situations are being handled appropriately.
- D. **Privacy:** A core tenet of KHP is privacy and confidentiality. This is crucial for the platform's long-term viability, as children need to trust that the service is completely private and anonymous to feel comfortable interacting with it.

## 8. Brand Character:

Supportive, understanding, and friendly

## 9. Deliverables:

- Full IMC campaign, timed to the Back to School phone purchase cycle
- TV a must to reach key target demographic
- PR strategy promote and build trust in partnership with KHP
- Budget: \$4 million