



FAIRLIFE'S NOURISHING CONVERSATIONS

INSIGHT: It can be uncomfortable for parents to have important conversations with their children about topics they are unfamiliar with, so they often avoid them altogether.

IDEA: Fairlife's Nourishing Conversations will enable a positive dialogue between parents and children, transforming individuals into allies and schools into safe environments.

1 PROVOKE

During the routine breakfast occasion, Fairlife will literally put the topic of gender identity on the table by showcasing stories of discrimination against trans youth and illustrating how even the most routine activities can be uncomfortable when you think you're alone.

2 ENABLE

The QR code on pack directs parents to an instructional video that enables them to make uncomfortable conversations comfortable with their children around gender identity, inspiring change by propelling them to become allies.

3 RECRUIT

By committing to become an ally via sharing the video through social, we will send parents a dozen free milk bottles for their children's lunches. Each bottle will have a sticker for kids to wear to let trans, non-binary, and gender fluid children know they are their ally and are not alone – plus a few extra for their friends.



SIDE PANEL SHOTS

Gender Creative Kids Canada

1. Idea Name

Fairlife's Nourishing Conversations

2. Insight

Human Truth: Children's values are instilled by the conversations they have with their parents at home.

Category Truth: A school's environment is a reflection of the values of the children who comprise it. 27% of trans youth feel unsafe going to school and 35% also experience bullying at school (CDC, 2019).

Insight: It can be uncomfortable for parents to have important conversations with their children about topics they are unfamiliar with, so they often avoid them altogether.

3. Business Objective

- Recruit 1 in 10 school kids to be allies for transgender youth; putting 2-3 visible allies in each classroom (550k 'Ally' bottles)
- Grow aided brand awareness +10pts
- Increase social traffic to Gender Creative Kids Canada (+46K Shares)

4. Role of Communication

Our packaging will provoke and enable dialogue between parents and children, recruiting them to become visible allies.

5. Target

In keeping with brand values, we will not market to children. Instead, we realize the conversations that transform school environments begin at home. Therefore, our target is the home category manager.

Susan is a working mother of 2, who seeks balance between her career and home life. Her 7 year old came home from school elated that she had befriended a new girl named Dee. As Susan is on the PTA, she learns that Dee identifies as female but was assigned the sex of male at birth. Susan notices the parents are uncomfortable with discussing this topic and realizes that they, and her, feel ill equipped to discuss it with their children. Susan has open conversations with her daughter, but here avoids having the conversation.

6. Benefit

With every bottle of Fairlife, parents will be confronted with the reality of discrimination against trans youth and be enabled to have impactful conversations with their children and transform them from bystanders into allies.

7. Reasons Why

Brand Position: Fairlife believes that proper nourishment allows us all to grow and thrive, knowing we can always make the world better.

Occasion: Fairlife over indexes during breakfast. As families start their day, it is the opportune moment to begin the conversation that we are facilitating.

Target: Fairlife is positioned towards those who want to provide the best nourishment for their children. Additionally, our campaign is reminiscent of a successful missing children campaign from the 1980's-1990's – a factor that will draw the attention of our target.

8. Brand Character

Fairlife and Gender Creative Kids Canada focus on advocating for change to make the world a better place, both of our goals begin with a conversation that inspires action.

9. Deliverables

Packaging: \$200K

Digital UX: \$50K

OLV Production: \$75K

Influencer Posting: \$100K

Free Product: \$450K

Total: \$875,000

Timing: Packaging In Market September (Back to School) – November (Month of Trans Awareness Week), influencer pulse in September and November.