



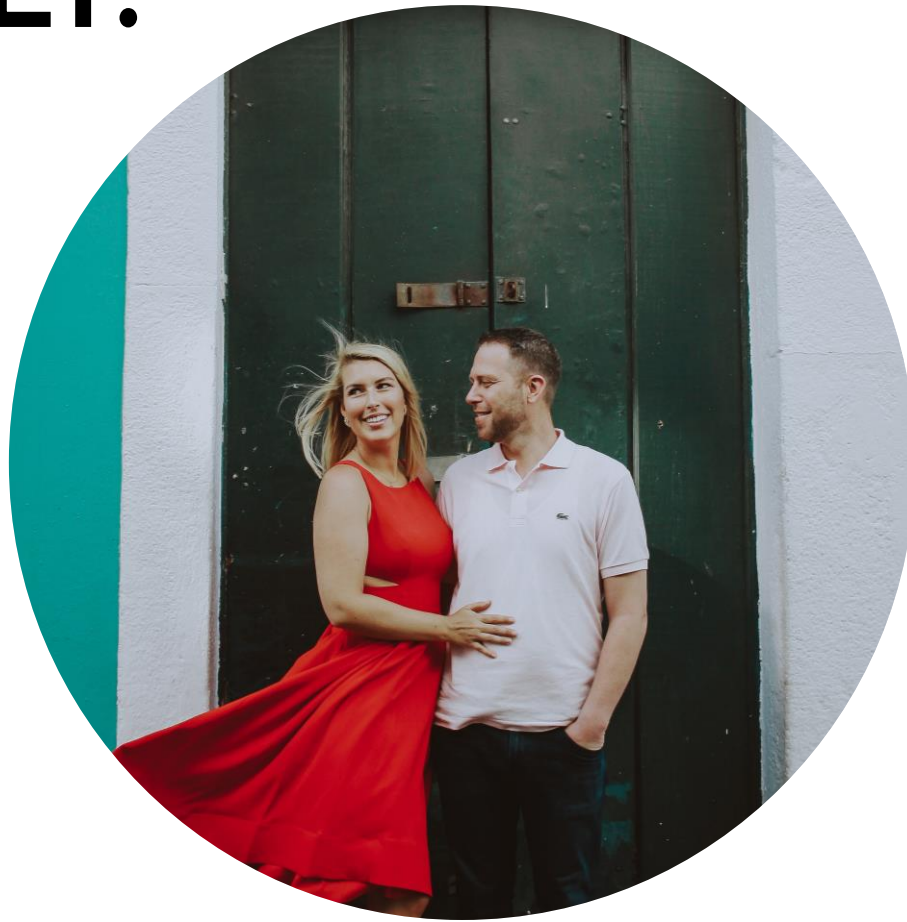
BUILDING A GENDERLESS WORLD



GenderCreativeKids
Enfantstransgenres
CANADA

YOUNG LIONS
COMPETITIONS 

OUR TARGET.



The Flow Of
Influence



Parents, Teachers, & Caregivers

Youth & Students

“My beliefs and values are
influenced by **society**.”

“My beliefs and values are
influenced by my **role models**.”

OUR INSIGHT.

90%

of youth & students base their morals & beliefs from their parents, teachers, & caregivers... So, that's where we'll begin.

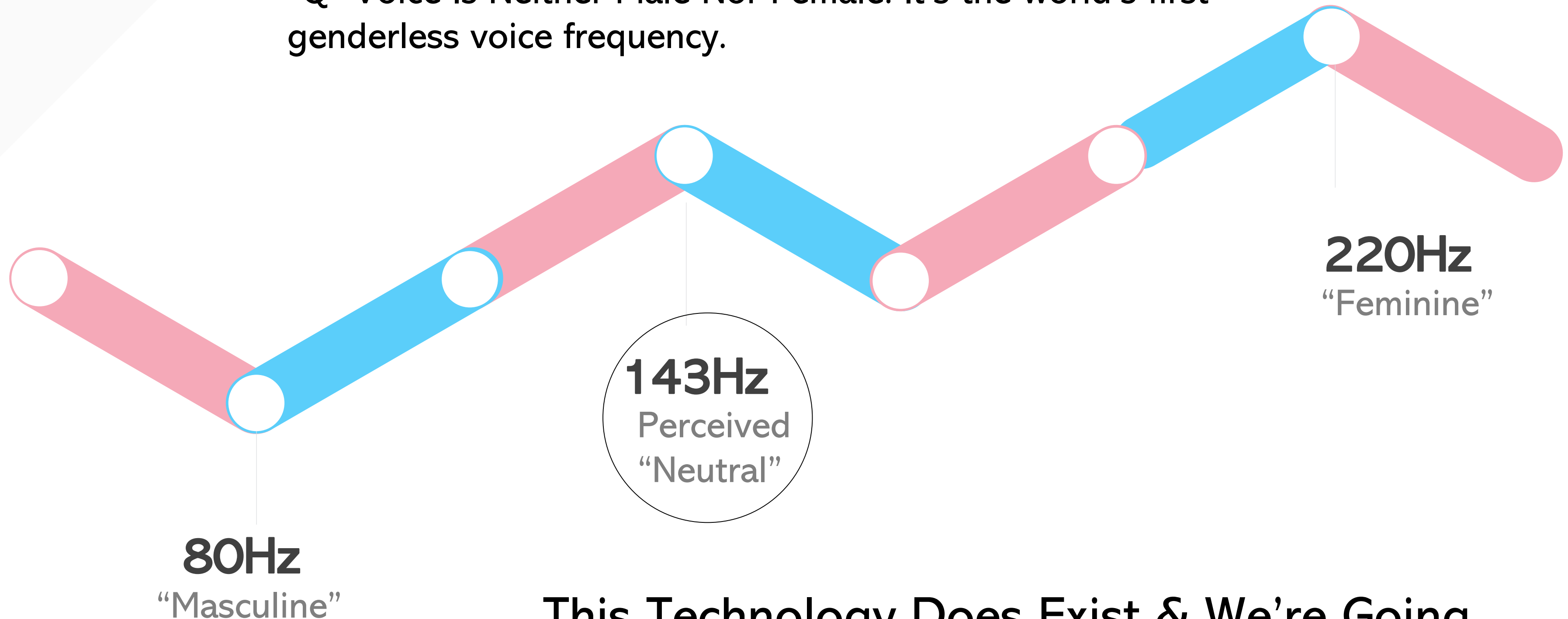
OUR BIG IDEA.

ENCOURAGE **ROLE
MODELS TO REASSESS
THEIR **BINARY**
PERCEPTION OF
GENDER.**

1. Educate by intercepting consumers when they least expect it.
2. Drive reach at scale to start the conversation.
3. Reinvent our daily voices & amplify.

And here's how we're going to do it.

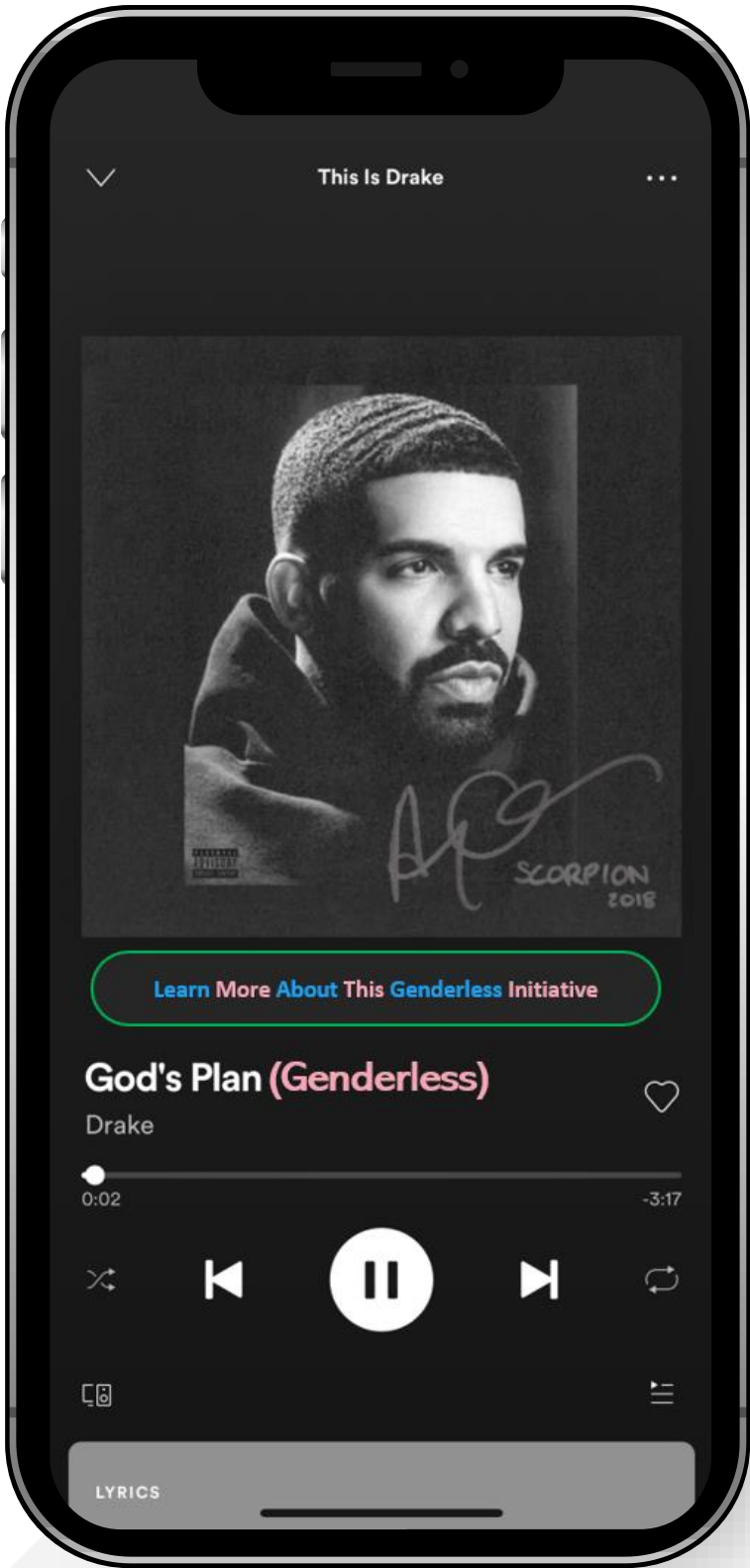
"Q" Voice Is Neither Male Nor Female. It's the world's first genderless voice frequency.



This Technology Does Exist & We're Going To Use It On Our Channels.

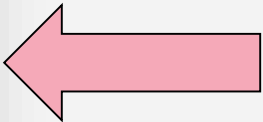
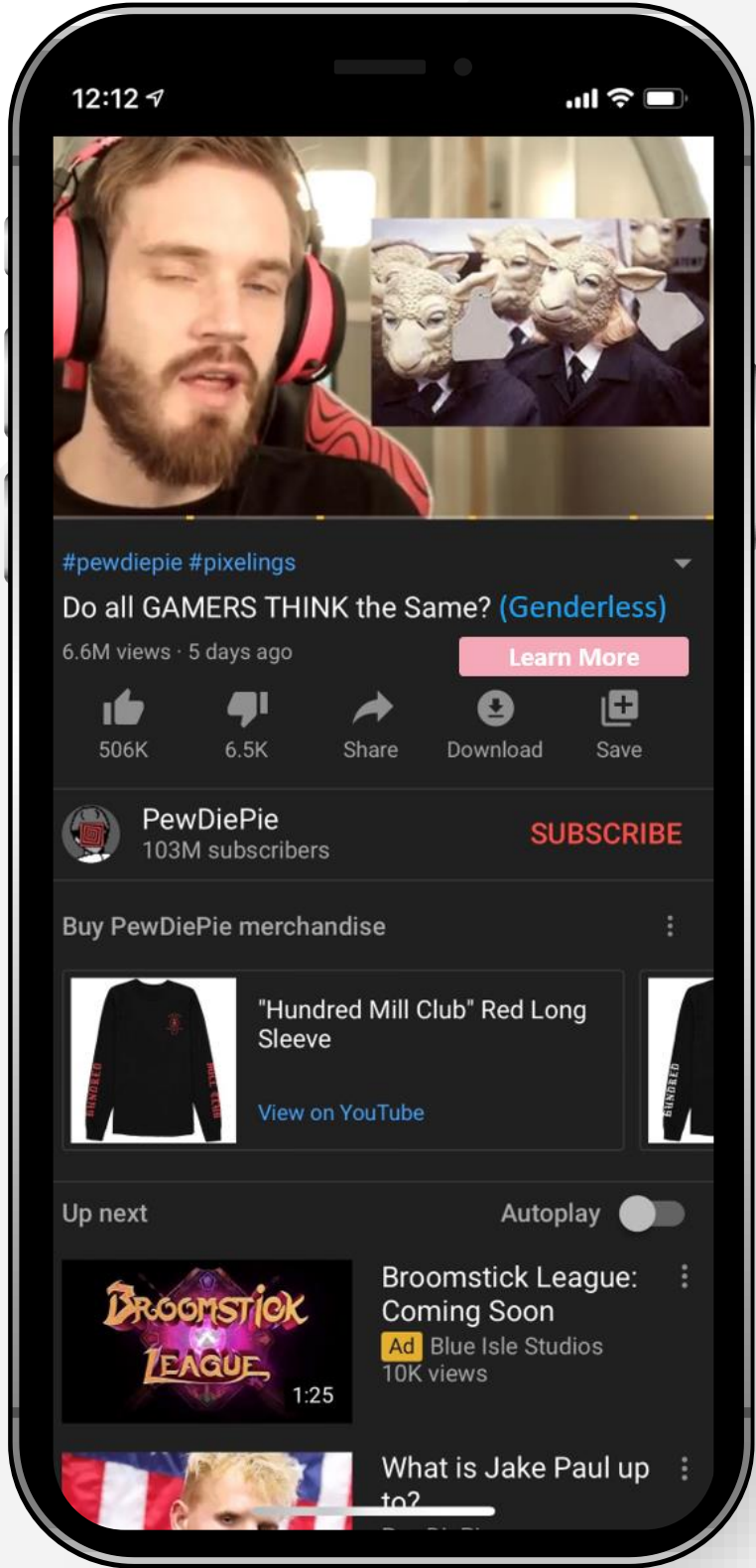


MASS REACHING
AUDIO & VIDEO



Spotify
\$90k

A genderless version of your
favourite songs.



YouTube
\$110k

A genderless version of your
favourite YouTubers.

REINVENT OUR
DAILY VOICES



Google Assistant
\$20k

Extend this genderless technology into our homes through google voice innovations.



Public Transit Voice
\$15k

Instead of your usual morning commuter voice, you'll hear "Q".



PR Amplification
\$15k

Amplify the innovative media partnerships developed through various custom content publishers.



OUR EFFECTIVENESS.

Paid & earned impressions will allow our target to begin their transition to become more comfortable with the idea of transgender people. Therefore, trickling down to the values of which they instill within their own children & those who they are role models for.

22.5M
PAID IMPRESSIONS

2.25M
ORGANIC IMPRESSIONS

1.13M
INTERACTIONS

7M
PLAYS OF GENDERLESS
AUDIO

188 Hrs
GENDERLESS AUDIO
LISTENED

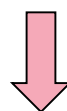
7.8 Days
GENDERLESS
AUDIO LISTENED



SUMMARY.



The Flow Of
Influence



90%

of youth & students base their morals & beliefs from their parents, teachers, & caregivers... So, that's where we'll begin.

ENCOURAGE
ROLE MODELS
TO REASSESS
THEIR **BINARY**
PERCEPTION OF
GENDER.



Genderless Voice
Technology



188
HOURS
OF GENDERLESS
AUDIO LISTENED
TO
22.5M
PAID
IMPRESSIONS

**YOUR CLOTHES, MAKEUP, & HAIR CAN CHANGE...
BUT, YOUR VOICE WILL BE HEARD.**