

# CHECK YOURSELF



# THE TASK

## YOU ASKED US TO...

Promote a safe, inclusive environment for trans, non-binary and gender-fluid kids by raising awareness of discriminatory behaviour and advocating for change.

## TO PUT IT SIMPLY, WE NEED TO...

Improve the school experience for trans, non-binary, and gender-fluid kids through media.



# TARGET AUDIENCE



*Changing* adult minds is hard...  
but kids' minds are being *shaped* every day.

With kids typically joining social media by 11 years old, we need to shape their experience by aligning with those they listen to; the kids who socialize and post online.  
A lot.

Our ***Future Influencers.***

Digital Natives - Aged 11-17

~ 2 million kids

Source: MTM Junior 2019



# INSIGHT

Kids are motivated by a need to **feel good about themselves.**

When kids aren't being encouraged at home, or at school, where does their validation come from?

Social media provides external validation to an especially impressionable audience.



# STRATEGY

Mobilize Future Influencers to become advocates for their trans peers by educating and rewarding them with a highly sought after status symbol.



*Introducing*

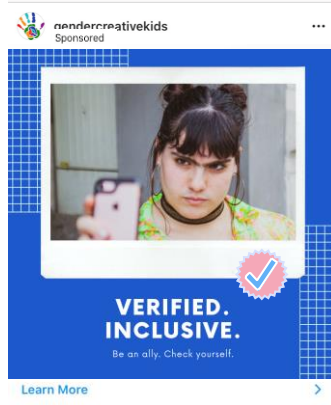
## VERIFIED INCLUSIVE



A variation of the coveted blue check mark created and implemented in collaboration with social platforms.



# IDEA

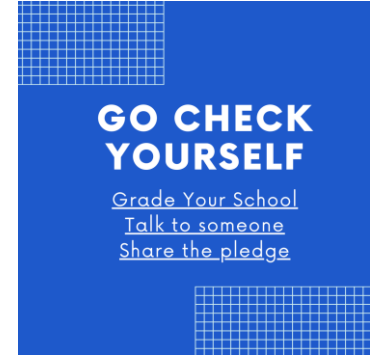


Introduce the new 'Verified Inclusive' badge across social media platforms, with ads on each, uniting the platforms in the fight for gender inclusivity.

**\$50,000**



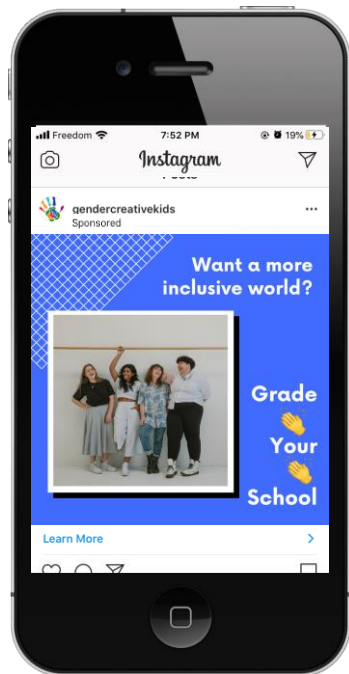
Kids watch a video and take a pledge to receive a verification badge that will appear across every social media profile linked to their account.



Taking the pledge unlocks *Go Check Yourself*, a Gender Creative Kids tool. To keep the badge, kids need to return annually. Pledge violators will lose their badge.

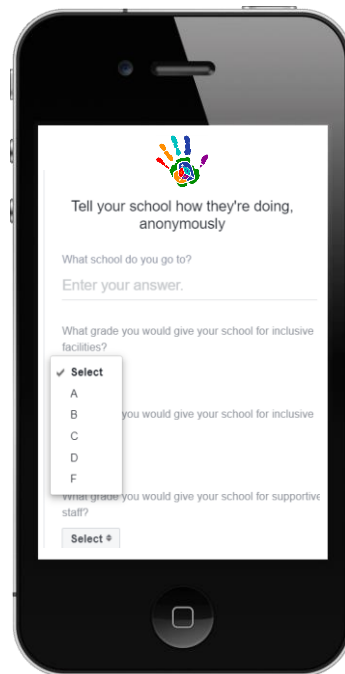


# INNOVATIVE MEDIA SOLUTION



Instagram Lead  
Ads served to  
Verified Inclusive  
accounts let kids  
**grade their**  
**schools** on  
inclusivity without  
leaving the app.

\$50,000



Feedback is  
submitted to  
schools  
without  
identifying  
students.

*"Verified and I get to grade my school??"*





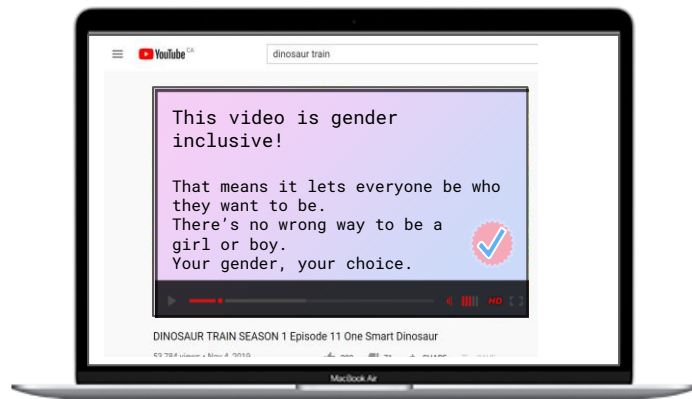
# INNOVATIVE MEDIA SOLUTION

Verified Inclusive lives beyond social media.



Content Notices on TV before gender inclusive programming to prompt conversation during co-viewing.

\$100,000 **CORUS.**



YouTube pre-roll bumpers before whitelisted content introducing gender inclusivity and building familiarity.

\$50,000 **YouTube**



# EFFECTIVENESS/RESULTS

estimated  
 **88**  
million total  
campaign  
impressions  
including  
earned

## AWARENESS (Unique Reach)

Reach 72% of kids on social media - 1,451,520

## CONVERSION RATE (% of those reached who get verified)

Convert 15% of kids reached to Verified Inclusive - 217,728

## ENGAGEMENT (Grade Your School)

Engage 30% of Verified Inclusive users with Grade Your School - 65,318

*Based on Facebook Campaign Planner Data and results of campaigns found on WARC with similar budgets/reach*



# SUMMARY

## TARGET

Future Influencers - digital natives aged 11-17

## INSIGHT

Kids want to need to feel proud of themselves.  
Social media is where they go to feel seen.

## STRATEGY

Mobilize Future Influencers to become advocates for their trans peers by educating and rewarding them with a highly sought after status symbol.

## SOLUTION

Verified Inclusive: The only cross-platform badge, used to educate and develop allies for the trans community.

## RESULTS

Total of 88 million impressions (including earned)  
2 million kids reached  
302,400 new allies

