



iKnow brands

If you know then come and help children that don't

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What do iKnow

iKnow is a not-for-profit business that with its first campaign aims to inform children between 8 and 12 (tweens), of how brands are created and work. The campaign deals with any potential negative effects of brand marketing and not the products themselves. It is not an anti-brand campaign but enables children to interact with brands with more knowledge and perspective.

This will be achieved through the input of key brands and agencies, the media, brand sponsored celebrities, a multi-media interactive roadshow, website, PR campaign and accompanying literature for parents.

The aim is for all children to feel confident, included and have friendships without playground talk of who owns what brand having undue influence.

In essence we are creating a brand that's purpose is to reduce any negative effects from the marketing of other brands targeting children.

We are setting up a structure that will run an annual campaign that reaches children in the Autumn term of their final year at primary school, when they are 10 and 11 years old.

This is when they are the eldest children in their school and so have the confidence and authority that position brings. It runs in this period as children are free of exam stresses and it is prior to the period that leads up to the obviously busiest consumer period – Christmas.

Materials will though, be available to teachers and parents throughout the year should they wish to utilise them at any time and we will be running outside school activities all year round to keep the campaign at the forefront of minds. This will be an on-going annual piece of work and not a one off high profile campaign.

This campaign will only achieve its true potential with the significant involvement of individuals, brands and agencies. They have the skills, creativity and above all knowledge, that they can pass to children in the most positive way, supporting brand marketing whilst reducing any negative effects it can have.

We hope agencies, brands and individuals will identify with this situation and feel a social responsibility to support the enterprise.

In the first place we are looking to secure free support to run the campaign outlined below, although funding will be raised for this business through the standard routes.

Campaign

We are open to as many suggestions and ideas that people can put to us. There will be as a minimum the following:

Schools Roadshow

featuring 30-minute video programme, blind taste challenge, chat with the audience, parent notes, handouts etc. This will take the form of packages sent to schools or presented by volunteers from brand businesses and agencies.

TV Programme

We are looking to secure a TV programme commissioned that is a copy of the video we produce, as above, and a documentary about the foundation of this new business.

Youth media campaign

A month long campaign in association with national youth media.

PR campaign

A major PR campaign in trade papers, national newspapers, educational supplements but above all in the mass 'tween' media.

Website

An interactive website containing access to all information and videos.

Merchandise

iKnow merchandise for children to show they now know about brands

Roadshow Content (example)

A creative and contemporary, interactive multi-media presentation that creates an affinity with its audience

General discussion about brands with the audience

(Nike, MacDonald's, Ralph Lauren, Coco Pops, Adidas, Tesco, Top Shop, Resident Evil, Manchester United, Radio One, Nickelodeon, Coca Cola etc)

What are your favourite brands / why?

Which brands do you use / have / why?

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Which brands do you dislike / why?

What do you think about the brands your friends wear?

What do you think about your parents having to buy them?

When and why do you go shopping / do you enjoy it?

So what is a brand?

How the product is made and the business built. The organisation behind a brand, the owner, shareholders etc, how they are not necessarily cool, funky or sporty like their brands' image. How a product becomes a brand, showing how the marketing and brand building process works; brainstorm meetings, design etc.

Show how some products are almost identical, with the only difference being their brand logo, Where your money goes when you buy the product etc

Blind touch and taste challenge

Between brands and products. Taste 3 types of drink, wear three different t-shirts, taste three different snacks etc. What are the conclusions?

Why and how business personnel get you to buy their brands

Show how children are specifically targeted. How celebrity endorsement, product placement and licensing, promotions, advertising and public relations work.

Examples of all of above – showing clips of major movies with product placement in, clips from major trade papers about PR and ad campaigns targeting children (how much they are going to spend / how they are going to encourage children to buy their brand etc), show how toys in fast food outlets work etc

Celebrities and cartoon characters

Examples of individual celebs that endorse brands and how much they are paid.

Supportive words on video from celebs who are paid to endorse brands. Telling it like it is. I.e. "I am paid by ***** to wear their clothes because the brand think

I'm cool and that by wearing ***** you could be like me. That doesn't mean you have to buy everything they sell and it is much better to get yourself fit and healthy. You won't be like me simply by wearing the clothes – you have to put in years of training and practise”.

Celebs who have been found wearing one brand when they are paid to be endorsing another. Celebs who are against endorsement generally.

So what do you think of brands now?

Question and answer with the audience. Has E-bay made owning second hand things acceptable?

What can you Do instead of BUY?

Question and answer with audience...play more sport, hang out in cafes, play with friends more, go to art galleries, museums, exhibitions etc. Doing these things with your parents or getting them to help you.

Conclusion

Chat with audience.

Handouts

Supportive Parent Notes. This is highly important, as many parents can be as unaware of the processes as their children.

Free appropriate product and goodies. iKnow stickers, badges and T-shirts etc something that could be worn shopping to show shop assistants the child knows about the subject. Interactive fun books based on the content

Come and help

The negatives experienced by tweens and society by marketing brands to children can be significantly reduced with your skills and talent, be you an individual, agency or brand.

Below are some of the areas this campaign will benefit from your input.

Please contact us immediately if you can offer your help in any of the areas:

- Website design / build / hosting
- Print design
- Printing
- Merchandise / sourcing
- Public relations
- Promotions
- Join the board of trustees
- Accountancy
- Fund raising
- Campaign creatives
- Media owners with free ad space
- TV production companies to make a programme and the roadshow film
- Youth media who wish to join the campaign
- Brand guardians / owners who can contribute their brand
- Individuals to run the roadshow in schools
- Celebrities known to children who can help the campaign
- Any other ideas / suggestions??

Funding

The iKnow business will need funding in order to grow and we are raising this in the standard start-up manner (funding in exchange for equity). We would hope this could be achieved quickly through companies and individuals that believe in the cause.

We are also applying for grants and public support for this project.

When funding is secured all staff and agencies will be paid commercial rates but all net profits will be reinvested into the business of running the campaigns.

Timeplan

2005

Jan – Mar

Education and Marketing trade media campaign

Secure support from brands, agencies and individuals.

Create campaign content

April

Production of all materials

May – Jun

iKnow public and schools campaign yr1 run

Roadshow, PR campaign, youth media campaign, website etc

Sept – Dec

Consumer Campaign yr1 run

PR campaign, youth media campaign, advertising, TV coverage etc

Reference Material

Books

Brand Child

By Martin Lindstrom / Millward Brown Published by Kogan Page

The Epidemic

By Robert Shaw. Published by Regan Books

Born To Buy

By Juliet Schor. Published by Scribner

Consuming Kids

By Susan Linn. Published by New Press

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Features

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By Helen Pidd

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Totting Up A Winner

By Janine Gibson

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The Trouble With Tweens

By Elizabeth Hartley-Brewer

The Guardian, 15th September 2004

The Question Burning A Hole In Your Pocket

By Phillip Inman

The Guardian, 13th November 2004

Stars In Stripes

By Dan Davies

The Independent, 13th December 2004

A Brand Of two Halves

By Matt Haig

The Times, 11th December 2004

Teenage Confidential

By Anushka Asthana

The Observer, 12th December 2004

Targeting Kids

By Richard Abbott

Media Week Supplement, December 2004

Brand Wars / Survey
By Simon Mowbray
The Grocer, 11th December 2004

Unzipped
By Sue Reid
Daily Mail, 29th November 2004

Television

Marketing to Tweens
BBC1 Panorama, November 2004