

YOUNG LIONS
TEAM 14

The best you can do
for your kids

28. března 2020



PROBLEM

6

years of age,
the most crucial milestone
in child development

3/4

Czech pre-school children
have enough movement
per day

60%

of Czech children
enter 1st grade without
basic motor skills

(Source: <https://is.muni.cz/do/rect/el/estud/pedf/js19/abeceda/web/pages/kapitola1.html>, shms.cz , 2019)

INSIGHT

“We have the gym available after snack time, that’s a bit weird. They’ve just eaten. I could just let them play... others do it, but I have PE background, I know they should have a proper PE class.”

-Jana, kindergarten teacher

Czech children are not moving correctly

which sets them up for obesity and other health issues later in life.



IDEA

The Playground Challenge

FIRST, WE HAVE TO SHOW PARENTS AND TEACHERS THE NEED FOR IMPROVED PE CLASSES

By motivating them in the place

- where they often go,
- where kids naturally move,
- where they have nothing to do but watch kids move,

to notice whether they move correctly.



Less than 1 in 2 Czech children can do this.

What about yours?

Have a look at playgroundchallenge.cz



SECOND, WE HAVE TO SPREAD OUR MESSAGE ACROSS MASSES TO CREATE ENOUGH DEMAND TO MEET KPIS



The Playground Challenge



Organic & Microinfluencers sprading knowledge about the #ThePlaygroundChallenge



Sokol Influencers on social media, TV shows, PR

Direct mail to kindergartens

TV & Online Spot: "Cute but not really"

Double the registration numbers YoY

May

June

July

August

BUDGET

Stickers- production, distribution and application	600,000 CZK
Video production	20,000 CZK
Media cost- video on social	200,000 CZK
Media cost- <i>video on ČT</i>	partnership
Influencer partnership	barter
Microsite development	15,000 CZK
TOTAL:	835,000 CZK

SUMMARY

Target

Parents and teachers of kindergartners

Insight

Children move enough, but not correctly due to lack of awareness

Strategy

The Playground Challenge, where parents can find out if the child meets the ideal motor skills level and nominate enlist kindergarten.

RESULTS:
73,000 kindergartners registers
2,400 preschools and kindergarten participated
70% of the target group reached

Total investment: 835,000 CZK

THANK YOU &...

Let's get moving
right.

