



AGENDA ITEM: 13
DATE OF MEETING: January 28, 2016
ACTION: _____
INFORMATION: X

PREVIEW OF 2016 TALK. READ. SING.[®] MEDIA CAMPAIGN AD AND LAUNCH

SUMMARY

Renee Fraser, President and CEO of Fraser Communications, will provide a short summary of the current plan for the next iteration of First 5 California's *Talk. Read. Sing.*[®] media campaign, including a preview of the newest campaign ad featuring astronaut Jose Hernandez.

BACKGROUND

Fraser Communications is the contractor for First 5 California's current media efforts. The presentation for this item will feature an overview of plans to transform the *Talk. Read. Sing.*[®] campaign into a social movement. The new ad, scheduled to hit the airwaves in February, will be launched at a special event scheduled for the morning of February 1, 2016, in Sacramento at the Tsakopoulos Library Galleria. Mr. Hernandez will be a featured speaker at the launch.

Also featured at the February 1 event will be the partnership among First 5 California, the California Department of Education, and the California Health and Human Services Agency in their commitment to promote, deliver, and amplify the *Talk. Read. Sing.*[®] messaging within programs from each of their respective agencies that serve children ages 0 to 5 and their families.

The broader campaign, which will continue to be delivered in a variety of languages in print and on-line, as well as on radio and television, is based on the science of brain development in babies and young children and, more importantly, the critical role parents and other caregivers play in maximizing early brain development and promoting the success of their children in school and in life.

ATTACHMENT

A. Fraser PowerPoint Presentation: "Talk. Read. Sing.[®] – It Changes EverythingSM"



TALK. READ. SING.®

It changes everything™

State Commission Meeting

January 28, 2016



Contents

- Bridge Campaign Recap and Results
- Creating a Movement
- Campaign Launch Event
- Questions and Discussion

“Awesome campaign...Parents should know that their child’s success starts at home. The vocabulary of your three-year-old predicts their reading comprehension at grade 3!”

- Mollie Wright, YouTube Viewer

Bridge Campaign Recap and Results

Talk. Read. Sing.® Strategy

- Utilize broad reach media (broadcast television, social, digital) and event marketing to amplify the *Talk. Read. Sing.* message.
- Leverage celebrity and local talent (Mario Lopez, Dr. Oz, Omar & Argelia) as trusted sources, along with strategic partnerships and third-party endorsements to deliver our *Talk. Read. Sing.* message.
- Execute research to help shape and develop a strategy for new creative assets and messaging.
- Bring new and innovative tools, emerging media, and specialized partners to help solidify the messaging and reach audiences with even higher engagement.
- Highlight three pillars of the campaign:
 - Trusted sources
 - Urgency
 - Tools and tips for parents

Talk. Read. Sing.® Highlights

Broadcast

- “Successful Futures” 30-second television ran statewide.
- 30-second custom television featured Univision’s Omar & Argelia.
- 45+ custom television vignettes featuring local network talent aired across 28 different media outlets.
- 59 custom radio spots featured Mario Lopez & local station talent together.
 - 20+ custom radio 30-second live reads featured local talent.
 - 40+ custom radio 10- and 15-second live read traffic and station sponsorships.
- Station-recorded Spanish language and hard-to-reach TV and radio, including Mixteco and Hmong.



Over 400 million impressions delivered across a 4-month period.

Talk. Read. Sing.® Highlights

Social Media Influencers (YouTube & Blogs)

- Partnered with “The Daily Bumps” family YouTube vloggers.
 - Integrated *Talk. Read. Sing.* messaging into video diary.
 - **376,927 total video views**
 - **15,195 likes**
 - **2,217 comments**
 - Spike in website traffic to First5California.com
- **45 bloggers** participated in our Mommy Blogger outreach program.
 - **1.8 million impressions; over 7,300 clicks to First5California.com.**



Jessica B 1 week ago

I loved the educational aspects presented in this video! I can't wait to start our family (hopefully soon!!) and make a little library for them 😊

Reply . 👍 🗨️



PotterFan394007 1 week ago

I love this. I cant wait to have kids and read to them 😊

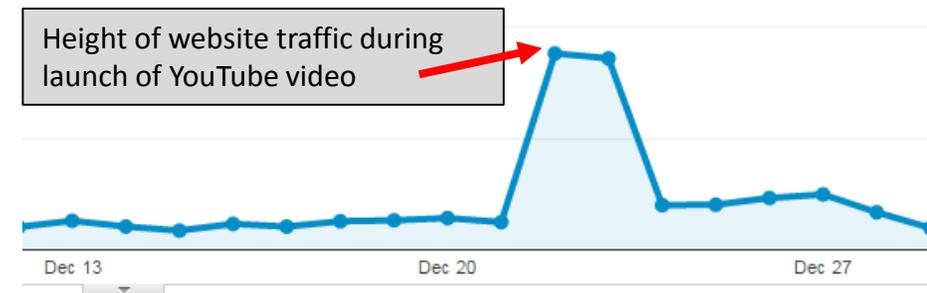
Reply . 👍 🗨️



mackenziex1 6 days ago

Such an awesome message with the reading from a newborn age! So important.

Reply . 👍 🗨️



Talk. Read. Sing.® Highlights

Site Direct

- Sites include BabyCenter, Café Mom, What to Expect (Parenting), CBS Local, Sporting News (Dads), and Univision (Spanish language).
- Custom executions in addition to banners included social posts on Facebook and mobile app in-feed as well as e-mail deployments to our target audience.
- **An estimated 27 million impressions were served across all sites.**



Digital

- **An estimated 23 million impressions were served to users on both desktop and mobile using innovative tools and new technologies.**
- Specific executions included:
 - Shaking the phone and tapping *Talk. Read. Sing.* cards to interact.
 - Interacting with a diagram of the brain to learn how child development is affected.



Talk. Read. Sing.® Highlights

First 5 Express

- New focus on *Talk. Read. Sing.*
- Activities and giveaway items help inspire the continuation of *Talk. Read. Sing.* at home.
- Since the September 15, 2015 tour launch, the Express has:
 - **Attended 53 events.**
 - **Visited 31 counties** (will visit ALL 58 by end of tour in May 2016).
 - Directly engaged with **over 50,000 people** (adults and children).
 - Distributed over **53,000 resource materials.**
 - **Recorded 353 “karaoke” music sessions.**
 - Generated over **800,000 impressions.**



Creating a Movement

Strategy

- Take *Talk. Read. Sing.* to another level.
- Motivate parents while empowering them through story telling and sharing.
- Provide a powerful emotional connection and a motivating stimulus for talking, reading, and singing.
- Acknowledge the role of parents and connect them to the importance of *Talk. Read. Sing.*
- Emphasize the fact that “Your baby’s brain development is more than 80% completed by age 3.”
- Saturate the airwaves and online space with *Talk. Read. Sing.* conversation.
- Utilize new and innovative media outlets to disseminate messaging and reinforce positive behavior change.
- Synergistically offer tips and reminders on how to *Talk. Read. Sing.* through website and social media content.



Creating a Movement

Accomplished people with a story of “How I Really Got Here” emphasizing:

- Disadvantaged/challenged background
- Hard work, discipline in school
- Early parent talking, reading, and singing that influenced them

Campaign Launch:

Jose Hernandez

- Former NASA astronaut
- Son of California migrant farmers
- Credits his success to his parents for instilling a drive and emphasis on education from an early age



Creating a Movement

- INSERT :30 SPOT

FIRST 5 TV - "HOW DID I GET HERE?" Jose Hernandez

HERNANDEZ: How did I get here?

I learned how to fly...

I became an engineer...

I studied day and night...

In California, I learned the value of hard work as the son of migrant farm workers...

But this, I think, is how I really got here.

More than **80%** of your child's brain develops in their first 3 years.

ANNCR: More than 80% of your child's brain develops in their first 3 years...

So talk to them, read to them, sing to them...

It changes everything.

Talk. Read. Sing.* It changes everything
vocabulary
reading
learning
self-confidence
futures.

First5California.com/parents



Creating a Movement

Confirmed next feature story:

Sgt. Emada “Sgt. T” Tingirides – Sgt. Los Angeles Police Department.

- Oversees 57-officer elite unit as part of Community Safety Partnership initiative.
- Grew up in Watts, CA; graduated one of six females in a class of 80.
- Named one of “10 Most Inspirational L.A. Women 2015” by Los Angeles Magazine.
- Has six children in a blended family; her husband is also on the police force.



Creating a Movement

Celebrity stories

- Hard work to achieve his or her dreams.
- Early parent talking, reading, or singing that influenced them.
- Practices *Talk. Read. Sing.* with his or her kids now.

Expressed interest in sharing their stories:

Mario Lopez – actor, TV host, author.

- Current host of Extra! on NBC; recipient of multiple Young Artist Awards, ALMA Awards, and Teen Choice Awards.
- Son of modest Latino parents; graduated from Chula Vista H.S. in 1991.
- Father of two young children.



Anthony Anderson – actor, director.

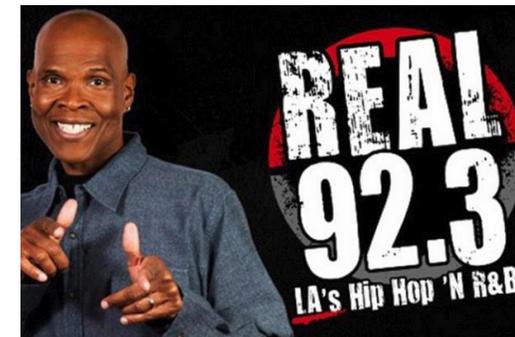
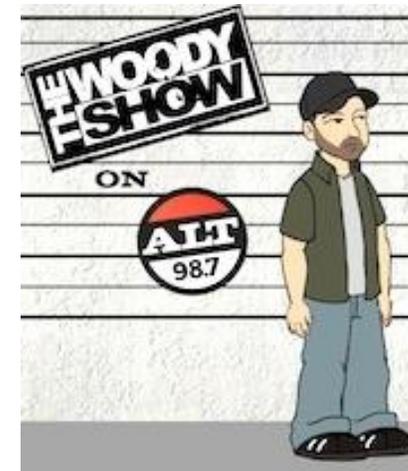
- Current star of ABC's "Black-ish."
- Nominated for Emmy Award.
- Raised in Compton, CA.
- Attributes his success to his mother's love and devotion.
- Father of two children.



Creating a Movement

TV, radio, and sports personality stories

- Fill the airwaves with *Talk. Read. Sing.* stories, tips, and messaging.
- Allow on-air personalities to share their childhood memories and how they got where they are.
- Tap into additional audiences through sports networks and California-based teams.
- Boost messaging with 30-second television and radio commercials for broadest reach of low-income parents and caregivers (A18-49 HHI <\$75K).
 - Television is planned to run for 25-30 weeks with 30-second and 10-, 15-second radio scheduled for 20-25 weeks each.



Creating a Movement

Reaching Asian audiences

- Ensure meaningful media support in Asian languages.
- TV spots with Asian language subtitles will run on KSCI and Crossings TV.
 - **KSCI** will air Asian language programming in Los Angeles at assigned times throughout the day.
 - Chinese (Cantonese and Mandarin)
 - Korean
 - Filipino (Tagalog)
 - **Crossings TV** will air Asian language programming in the Bay Area at assigned times throughout the day.
 - Chinese (Cantonese and Mandarin)
 - Vietnamese
 - Filipino (Tagalog)
- Hard-to-reach **Hmong** audience will be exposed to messaging in 13 targeted counties:
 - El Dorado, Placer, Sacramento, San Joaquin, Yolo, Merced, Sutter, Nevada, Yuba, Stanislaus, Kings, Fresno, Butte



Creating a Movement

Reaching African American audiences

- Schedule print ads in trusted African American community newspapers
 - 21 community newspapers in top-4 markets
- Community events



Oakland Post



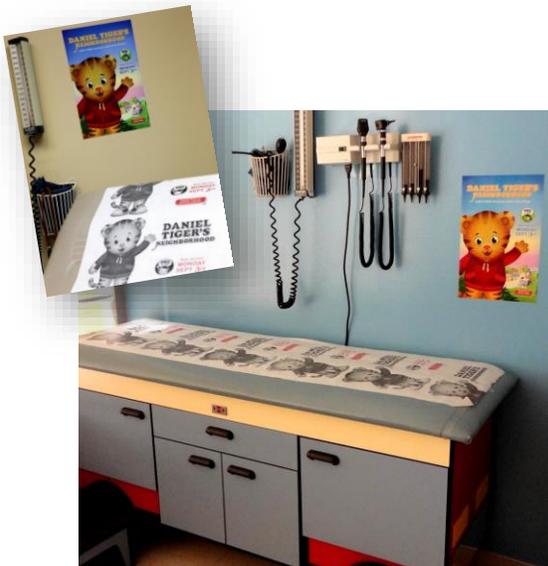
Our Weekly™



Creating a Movement

Trusted organizations and professionals

- Partner with like-minded organizations like **Scholastic** who bring authenticity and clout to *Talk. Read. Sing.* messaging.
- Use **doctors, pediatricians, OBGYNs, and medical offices** as outlets to convey the medical benefits of talking, reading, and singing with children.
- Display messaging in **libraries** and encourage families to visit, particularly during the summer months.



SCHOLASTIC

Let's Sing: "Los Elefantes"

Un elefante se balanceaba sobre la tela de una araña como veía que resistía fue a llamar a otro elefante.

Tres elefantes se balanceaban sobre la tela de una araña como veían que resistía fueron a llamar a otro elefante.

Cinco elefantes se balanceaban sobre la tela de una araña como veían que resistía fueron a llamar a otro elefante.

Doce elefantes se balanceaban sobre la tela de una araña como veían que resistía fueron a llamar a otro elefante.

Cuatro elefantes se balanceaban sobre la tela de una araña como veían que resistía fueron a llamar a otro elefante.

Visit scholastic.com/first5ca to sing "Los Elefantes" with José Luis Orozco!

Scan this code to hear the music!

PreK-K

Talk. Read. Sing.

FREE Literacy Lessons, Music & Parent Materials

GET SINGING

FIRST5 CALIFORNIA
Talk. Read. Sing.
It changes everything.

English Translation: One elephant balanced upon the web of a spider because she saw the web was strong she called over one more elephant. The song continues and the spider repeats until there are three, four, and five elephants on the web.

FIRST5 CALIFORNIA
Talk. Read. Sing.
It changes everything.

Talk. Read. Sing.

FREE Fun Activities, Music & Child Development Materials

PreK-K

GET SINGING

FIRST5 CALIFORNIA
Talk. Read. Sing.
It changes everything.



Creating a Movement

User generated stories – through digital networks

- Utilize online communications channels as portals for *Talk. Read. Sing.* story telling.
- Partner with parent community sites like **BabyCenter and BabyCenter Community** to provide a safe, established hub for parents to encourage one another.
 - First 5 California will inform the conversation with key stats and messaging.
- Layer innovative display, audio, and mobile solutions such as **Pandora** that feature *Talk. Read. Sing.* to expand targeted reach and further drive engagement.
- Make use of emerging pre-roll executions to expand :30 commercial reach and provide reference for online chatter.



PANDORA®



Creating a Movement

User-generated stories – through social media and blogs

- Enlist social media influencers to share their “How I Really got here” stories and encourage comments and sharing.
- YouTube stars, bloggers, social media personalities (i.e., Facebook, Instagram) will talk about their background and what shaped their lives and how they apply *Talk. Read. Sing.* with their kids now.



- **YouTube** channels like “It’s Judy’s Life” have devoted followers and can potentially reach over 1 million viewers with one video.
- **Bloggers** like “Little Baby Garvin” offer authentic perspectives on parenting with an audience who is influenced by the products she recommends and advice she gives.
- **Instagramers** are able to influence followers with just one photo, like “Dulce Candy” who generated over 70 comments about reading to her son at bedtime.

LITTLE BABY GARVIN



anjanetteemarie Powerful affirmations at such a young age. Wow dulce you are an amazing and intelligent mother!!! Love this😊🌟🌟🌟🌟🌟 positive vibes



Creating a Movement

On the ground

- Use the First 5 Express as a vehicle for *Talk. Read. Sing.* education and one-on-one interaction.
- Provide parents with tools and motivation to carry out talking, reading, and singing at home.
- Ask parents to share their stories with our staff and talk about their goals and aspirations for their children.
- Create a fun and memorable experience that will resonate and sustain behavior change beyond the visit.



Campaign Launch Event

Campaign Launch Event

- **Monday, February 1, 2016, from 10:00 – 11:00 a.m.** at Sacramento's Tsakopoulos Library Galleria.
- Key speakers include:
 - George Halvorson, First 5 California Commission Chair
 - Camille Maben, First 5 California Executive Director
 - Tom Torlakson, California State Superintendent of Public Instruction
 - Diana Dooley, California Health and Human Services Agency
 - Jose Hernandez, Former NASA Astronaut
- Each will be speaking about the important role parents and caregivers play in a child's earliest years and the lasting power that talking, reading, and singing have on early brain development.
- This will be an interactive event for kids as well as staff.
- First 5 Express will be set up for kids to explore story time, music sessions, coloring activities, and more.



Questions and Discussion