

Marketing Campaign Update



Launch of new Dragon Campaign

Presented by Rescue Agency

PEO Meeting

September 26, 2022



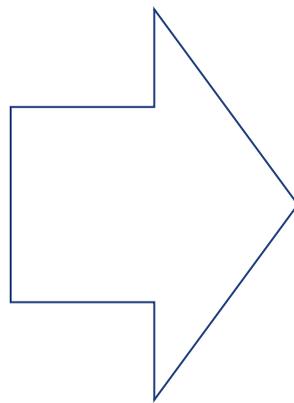
What We'll Cover Today

- Overview and background
- Campaign strategy
- Campaign Creative
- Media Plan
- Questions and Discussion

Where We Started

F5's Audacious Goal:

In a generation, all children 0–5 will have the **safe, stable, nurturing relationships and environments** necessary to achieve **healthy development**.



Campaign Focus:

Specifically, we will provide messages that support parents and caregivers in developing SSNREs to **buffer against toxic stress response**, so children can thrive

Our Journey

Define new SSNRE behaviors to help caregivers buffer against TSR, so their children can thrive

FROM: Core Behaviors
2014 through 2020

**Talk
Read
Sing**

**TO: New SSNRE
Behaviors**
2021 and Beyond

**TBD
Campaign**

Supporting Resilience Takes More Than Marketing

To enable SSNREs, we need to:

**Teach
Skills and
Behaviors**

**Equip with
Tools**

**Mobilize
Support
Network**

**Reduce Stress
At The Source**

“I Can Do This With Education”

“I Can Do This With Support/Services”

Advertising

Web

Social Reinforcement

Policy

Research: Which SSNRE Skills & Behaviors Need Support?

Parents/caregivers do engage in SSNREs

No matter the parenting style, most parents/caregivers reported being currently engaged in behaviors that are known to foster SSNREs. Connectedness was most common; emotional regulation was least common.

**Connectedness
& Warmth**

**Consistency
& Predictability**

**Sensories
& Learning**
(Talk. Read. Sing. campaign)

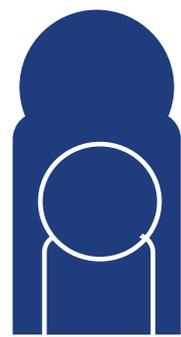
**Emotional Acceptance
& Regulation**

Managing strong emotions was a big struggle. Current techniques included redirecting, distracting, and ignoring.

Parents found it easier to address their children's emotions than their own.

Finding: Parents & Caregivers Are Highly Motivated

Problem Solving Mindset



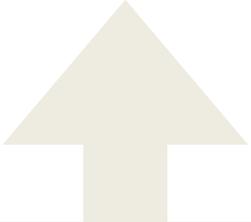
1. Not Aware, Not Interested
2. Not Yet Aware, But Open
3. Aware, Not Yet Motivated
4. Aware, Motivated
5. Aware, Motivated, and Actively Try To Fix Things

But, Parents Don't Yet Think SSNREs Need Fixing

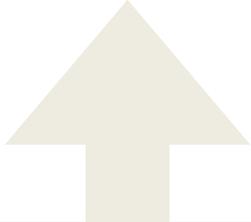
“Sometimes we try and do the bedtime routine. But it changes because we get home from work, or whatever, late. But I don't feel like it really affects her.”

- *Mom, doesn't worry about keeping steady routines*

2 Ideas Increased Desire To Change



Connecting SSNREs to a parenting issue respondents already wanted to address - tantrums - motivated change.



Learning about toxic stress response was new, helpful information that motivated even larger changes.

Two Solutions

Bridge Campaign

Rolling out this week

Take a step toward increasing calmness SSNRE by connecting it to childrens' emotions.

Full Campaign

New Brand Coming Spring 2023

Enable large-scale change by introducing toxic stress response as a motivating factor.



Bridge Campaign Creative Brief

Co-Create Calmness For Caregivers & Kids, Together

Situation

Children often get angry quickly. Parents & caregivers want to help them calm down, feel happier, and melt down less often. Adults may do this, too. But, much of our audience isn't well-versed in emotional regulation techniques.

Approach

Show caregivers a fun way to model an evidence-based "Inhale - hold - exhale" breathing technique together with their children.

Benefits

Immediate, all the way through to adulthood.



Bringing the Creative to Life

Big Idea

Bring out your child's inner dragon to help reduce stress.



Video & Television Spot



English Language

Video & Television Spot



Spanish Language

Website Landing Page

The screenshot shows the website's header with the FIRST5 CALIFORNIA logo, navigation links, and a search bar. The main content area features a large image of a crying child with the headline "Little Kids Have Big Emotions". Below this is a video player for "Dragon Song" and a section titled "Lead the Way" with a list of tips for practicing dragon breathing.

Little Kids Have Big Emotions

Teaching your child to stay calm sets them up for success.

There's a lot going on in a little kid's world. New experiences can bring up all kinds of emotions, and even tantrums. But that's okay. By giving your child the skills they need to manage their feelings, you'll help them now and down the road.

Watch the video to see how the Dragon Song helps kids stay calm [Watch Here](#)

Lead the Way

Kids pay attention to everything we do. One of the best ways to teach them about calmness is to practice dragon breathing in front of them and with them. In fact, you can begin doing this from the moment they're born. It's never too early, and it's also never too late. Start practicing calmness in front of your child today.

- ✓ Practice dragon breathing when you're already calm.
- ✓ Try dragon breathing when you're angry or upset.
- ✓ Remember, you can always put your child in a safe space and then leave the room for a moment until you calm down.

The graphic features a young girl in an orange dress against a yellow background. Below her is a blue banner with the text "Respira profundo" and a pink button that says "Click & Hold" with a mouse cursor icon.

Respira profundo

Click & Hold

Digital

(sample)

Tired and grumpy?



FIRST5 CALIFORNIA

Sing the Dragon Song



[Learn More](#)



FIRST5 CALIFORNIA

FIRST5 CALIFORNIA



Tips to teach your baby to self-soothe



FIRST5 CALIFORNIA



Keep calm and sing the Dragon Song



Out Of Home

(sample)

**Tired and grumpy?
Pretend you're a dragon
and let it out!**



Learn how at First5California.com



Billboard

**Little kids have
big emotions.
The Dragon Song
can help.**



Learn how at
First5California.com



Bus Shelter

Communications Plan

September 2022 - January 2023

Campaign Objectives

- Promote common emotion regulation skills to buffer against toxic stress.
- Encourage parents/caregivers to use a specific breathing technique
- Help children manage unpleasant emotions

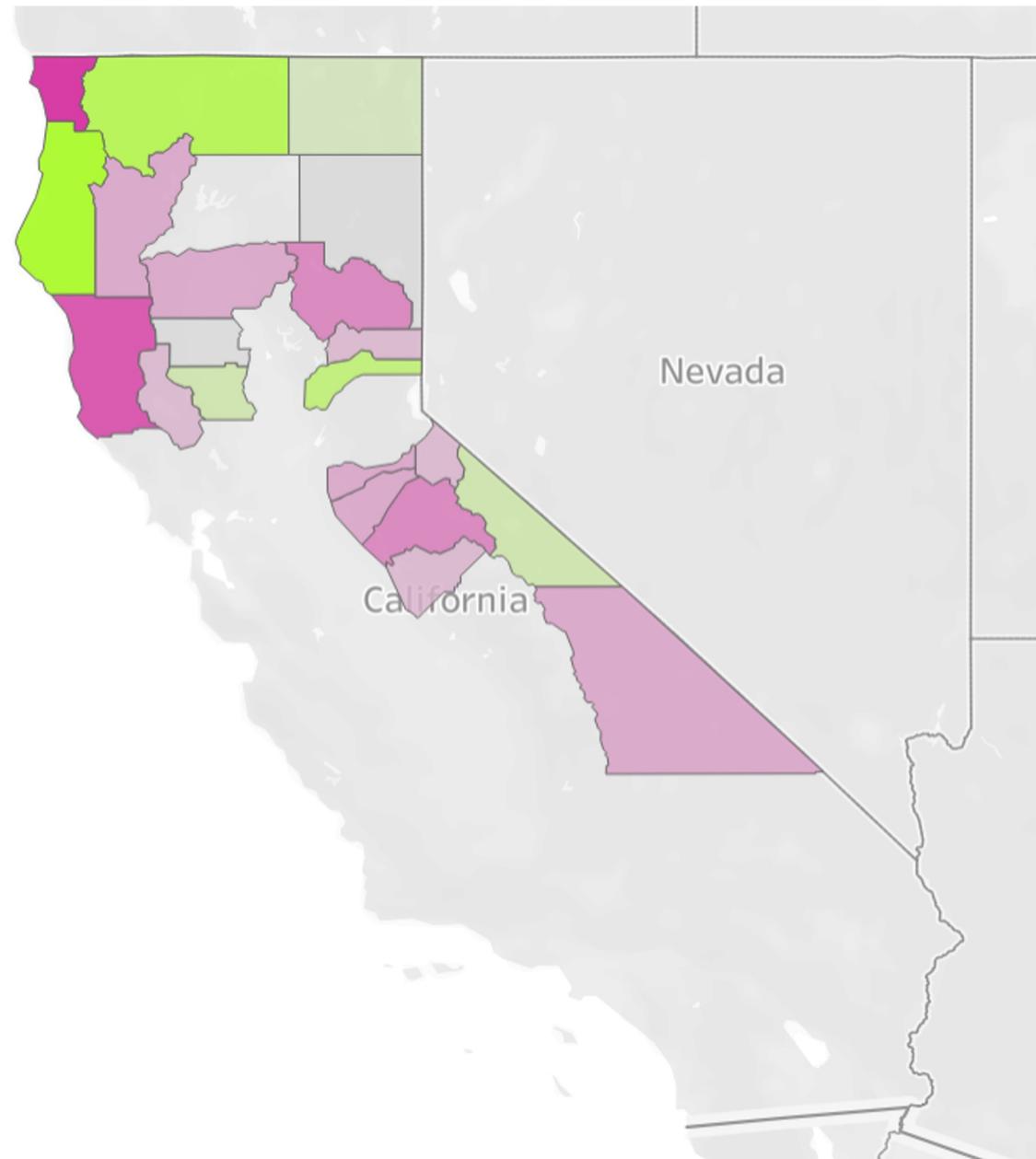
Campaign Audience

- A18-54 w/ kids 0-5 & HHI <\$75K
- AA, Hispanic bi-lingual & Hispanic in-language, AAPI, Caucasians

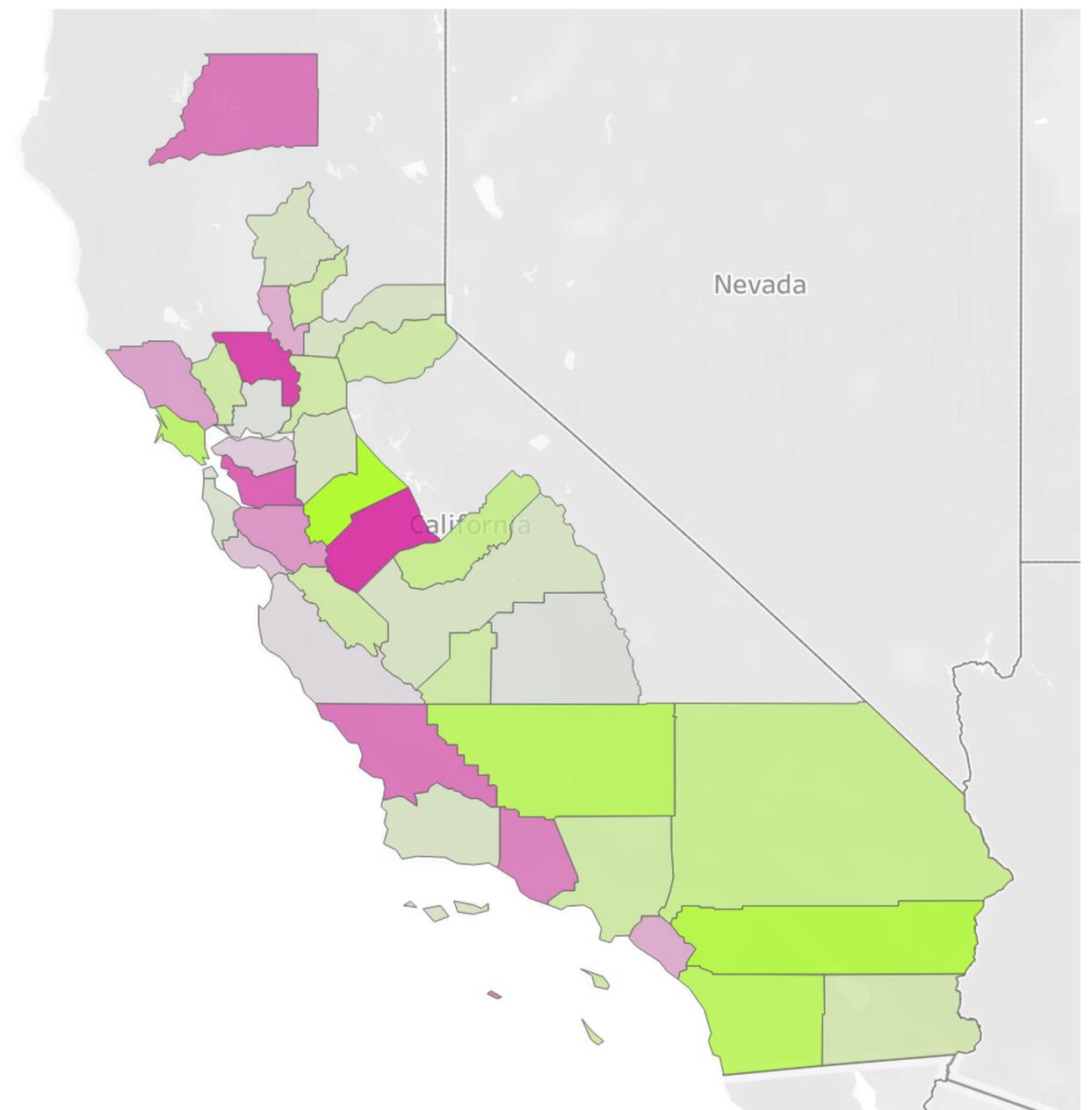


Geographic Variables | ACEs, Rural & Urban

RURAL



URBAN

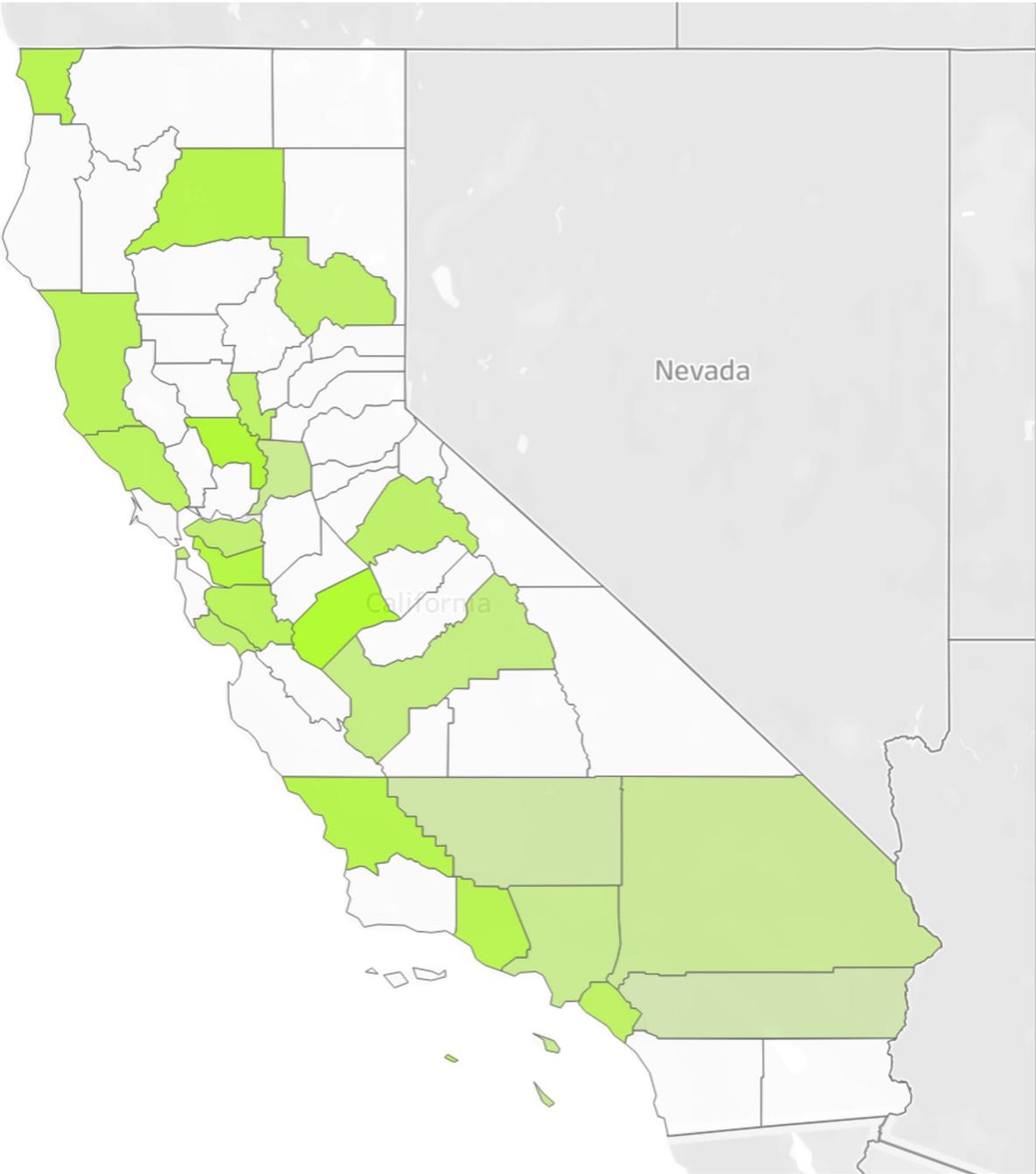


SOURCE(S): California - Rural Definitions: State-Level Maps. (n.d.), U.S. Department of Health and Human Services (2022)

California Coverage | Reaching All of California

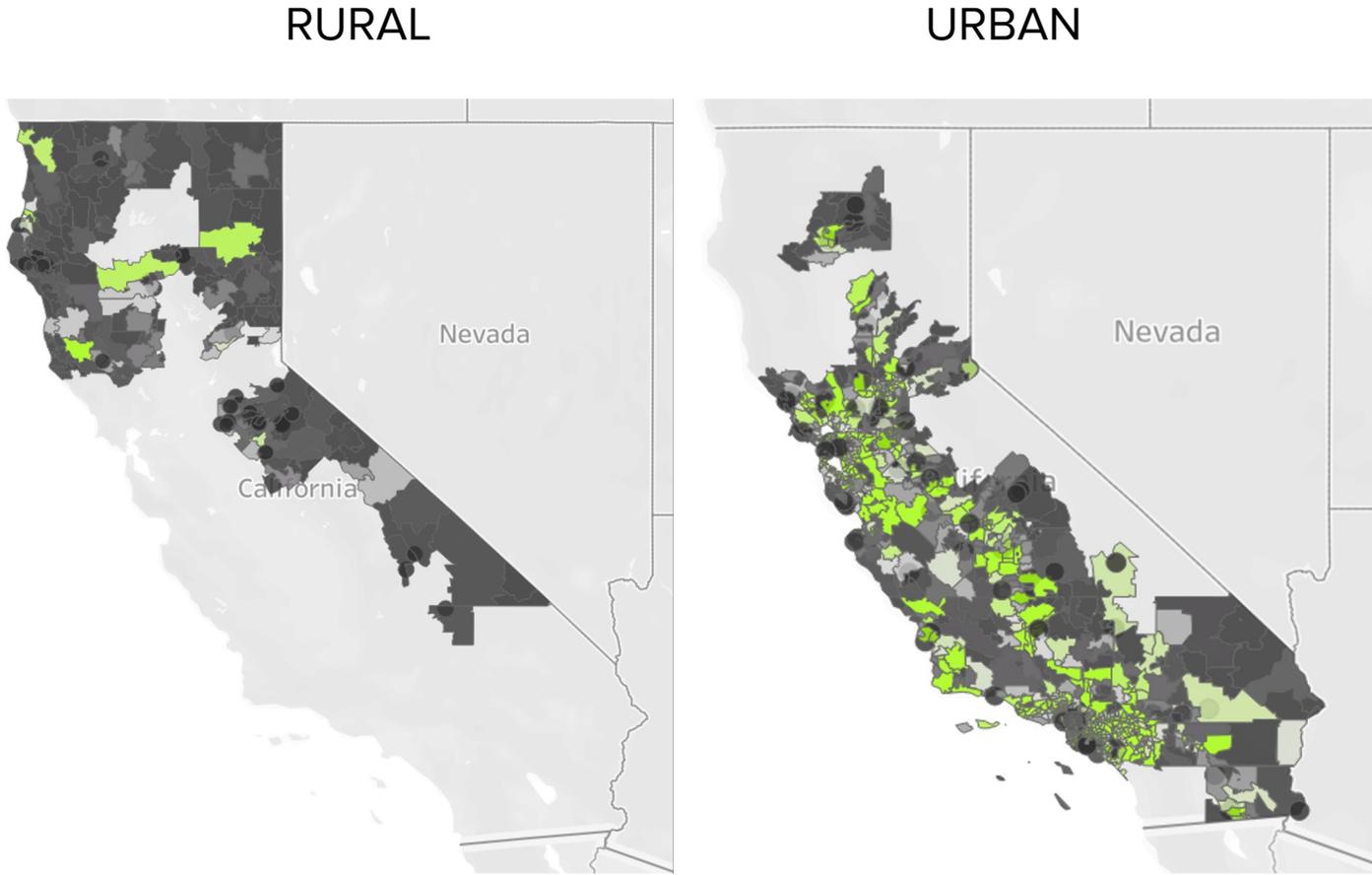
BROAD COMMUNITY REACH TO ACE-BURDENED,
PLUS HIGHLY POPULATED COUNTIES

Broadcast (TV/Radio) + Video/Audio Streaming



EXTRA DOSE TO ALL FAMILIES (ZIP CODES) WITH AN
ANNUAL HOUSEHOLD INCOME OF LESS THAN \$75K

Digital, Social, Out-of-Home, Partnerships



Key Audience Segments

Hispanic

Fastest Growing Segment in CA

- 39% of the population
- 5.5MM Spanish Dom
- 15MM Hispanics in California
- Among Hispanic parents 18-54, 42% have kids 0-5. Have the largest avg. HH size of 3.8 vs. 2.6 for GM

Hispanic Identity

- 86% of Hispanics speak any level of Spanish & 80% are bilingual
- Spanish plays a critical role in Hispanic cultural identity. 66 % of Hispanics says that Spanish language is the most important part of the Hispanic identity.
- Highlighting cultural pride & identity through in-language media

African American

Single Parent Households

- 5% of the California population
- 65% of AA California households are single-parent homes
- Have a larger average household size of 3.0 vs. GM 2.6

Family Environment

- Second highest poverty rate in California after Hispanics
- 21% of African American household in California experience food insecurity vs. 16% for Hispanics

Media Plan Overview



Television

62%

Of parents co-view TV with kids, family and friends

84%

Of A18-54 w/kids 0-5 watched any TV channels or network in the past 7 days 97i



Radio

115i

Heavy radio usage among Parents w/kids 0-5 & low income



OTT/CTV

4.9

Average number of streaming services watched per household



Out of Home

161i

High usage index based on miles traveled by car or bus AA18-54 w/kids 0-5



Streaming Audio



Influencer Marketing



Social Media



Paid Search

Influencers



- Launching F5CA's TikTok presence
- Influencer content performers 17x better than other social channels.
- Thriving community of parents supporting each other
- Create content and leverage influencers to help deliver our message to the TikTok community



Zoo & Sports Partnerships

OAKLAND ZOO

Larger than live Lantern Animal exhibit will be sponsored by F5CA. Mythical creature area added this year, working on Dragon & Dragon Wings.

Komodo Dragon Exhibit Sponsorship. Xena the resident Komodo Dragon is getting a new friend this year! Dragon footprints will lead visitors to the exhibit!



 Los Angeles Zoo

Zoo Lights is an animal-themed lights extravaganza that takes place nightly during the holiday season. This event attracts over 260,000 nighttime visitors.

The Sacramento Zoo will host a Dragon Exhibit featuring full-sized robotic dragons, similar to their dinosaur exhibit in 2021-2022. Exclusive Sponsorship of Dragon Exhibit by F5CA.



Since 2017, F5CA has been a partner of the Sacramento Kings. This long-standing relationship has delivered a multi-facet campaign that branches out to include video spot schedule at home games, social media, community events, in-game signage, outdoor signage, and public relations efforts.



Earned Media

PR Campaign Overview

To build awareness about the importance of breathing as a calming technique for young children, a strategic public relations campaign will be implemented that includes the following elements:

Press Release

- Educate on the importance of addressing everyday stress in children
- Share how breathing can help parents and children handle stress
- Unveil creative campaign

Targeted Media Outreach

- Conduct bilingual and tone sensitive outreach to general market, Spanish, and multicultural outlets in chosen designated market areas
- Diversify outreach to include education and parent trade publications in addition to major media outlets

Community Outreach

- Leverage paid media buys to secure coverage for activations
- Explore additional cultural events, targeting families for greater reach
- Collaborate with nonprofits, government agencies, and local businesses to amplify campaign message

Questions?



Thank you!

