

Creative Brief—Stuff You Should Know

When kids feel good about themselves they do things that are better for them, like eating healthy, exercising, doing better in school and staying away from drugs and cigarettes.

When kids do well at activities they feel good about themselves.

Eating healthy and exercising can help kids excel at activities—helps the mind think better and helps the body work harder.

Kids look up to role models like family members, friends, teens and celebrities.

Kids want to do things that they think are cool and hip. Any ad we do should sound and feel cool.

Telling is not selling. Sometimes kids need to be convinced to do certain things. Just telling them to do something or not to do something is not enough. You need to give them a good reason to make them want to do it.

Health facts are not enough. Just showing people exercising is not enough. We need to convince kids how eating healthy and exercising will make their lives better.

Don't Preach. Don't Nag. Don't say "Don't" or "No" or "Should." It is better to appeal with happy, positive words and phrases.

Kids respond better when they hear messages that are in their own voice. Use the words you use everyday.