



Pictoboards



Rebecca Krogmann – Brand Design INT

Creative brief – sum up

- Insight: “Too many conflicts with my kids makes it more difficult to have quality time together as a family”.
- Key proposition: Pictoboards helps in creating a calmer household.
- Support: A tool to create structure and routines for kids and give them more self esteem, self discipline and independent responsibility to reduce conflicts between parents and kids.
- Touchpoint: Social media (Facebook and Instagram)
- TOV: Friendly, professional, modern, established/ trustworthy and easy to understand.

Target group

- The right audience = successful campaign!
- Moms
- Gentofte municipality
- Age 30-45 years with kids age 3-6
- Xennials
- Very active on social media
- Busy lifestyle
- Ambitious with a high paid job
- High education
- Authoritarian parenting style

Empathy map

- Content of the campaign – needs and behavior

“I feel it’s important to teach my kids about responsibility, self discipline, self esteem and independency”,

“Busy lifestyle/ I have a busy and stressful morning with the kids”,

“I have anxiety because of the many choices to choose from”

“Kids are constantly searching for structure”

“My kids are most important”

“I think kids should learn about structure and routines in an early age”

Goal/ purpose

- The main goal: Attention, position, differentiate Pictoboards on the market, the target groups minds, positive brand perception and brand recognition.
- The sub goal: Sell the product, a must have/ a need for the target group.
- Sales pitch 🙅 Awareness and position Pictoboards 👍

Goal/ purpose

To reach as many people in the target group to the lowest possible budget, it has to be efficient (low cost), effective (quality), and inventive (create buzz).

Campaign direction

Based around the kids benefits of structuring their everyday life

Campaign direction

- Testing of the campaign direction 👍
- Kids are the most important in their life = campaign based around the benefits for the kids.
- Trust - some parts from the direction about the experts and credibility.



Slogan & Concept

- Build the whole campaign around
- Fits the main insight and key proposition

Pictoboards – More quality time

Pictoboards – Helping your kids future

Pictoboards – Less conflicts

Slogan - test

- They don't know Pictoboards = clear and understandable slogan, cover the target groups needs.

Pictoboards – Less Conflicts More Quality Time

Using kids to create attention

- The target group would like to hear more from the kids
- Brainstorming - how to make a campaign that is unique and create as much attention as possible using kids.



Video - Attention

- Need to create attention to the campaign site.
- Video 👍 Video is proving to create more attention on Facebook than a picture.
- Foundation of the campaign
- The point: The target group to be so interested and emotionally affected, want to learn more and enter the campaign site.
- Viral video, creating even more awareness!

Video - Concept

- Key insight even stronger
- Parents number one thing in life is their kids
- Kids also want less conflicts and more quality time will create an even bigger affect.
- The point: Kids just need to be guided. Kids actually understand and feel more than parents think.



Video - Emotion

- Warm and happy feeling looking at the the sweet and cute kids
- Certain concern because of how much the kids actually pay attention
- The sweet, childish and playful background music is also amplifying the emotion.



Video - ESP

- Triggers and emotion research
- Target groups attention using emotions = affective selling point
- Make them remember the campaign.



Video - Differentiate

- The target group: “I fear the many choices to chose from”
- Differentiate Pictoboards and the campaign from their competition
- Video with kids talking about their feelings
- Inspired by Voresuge.dk - occasionally using videos of kids, only about the product.



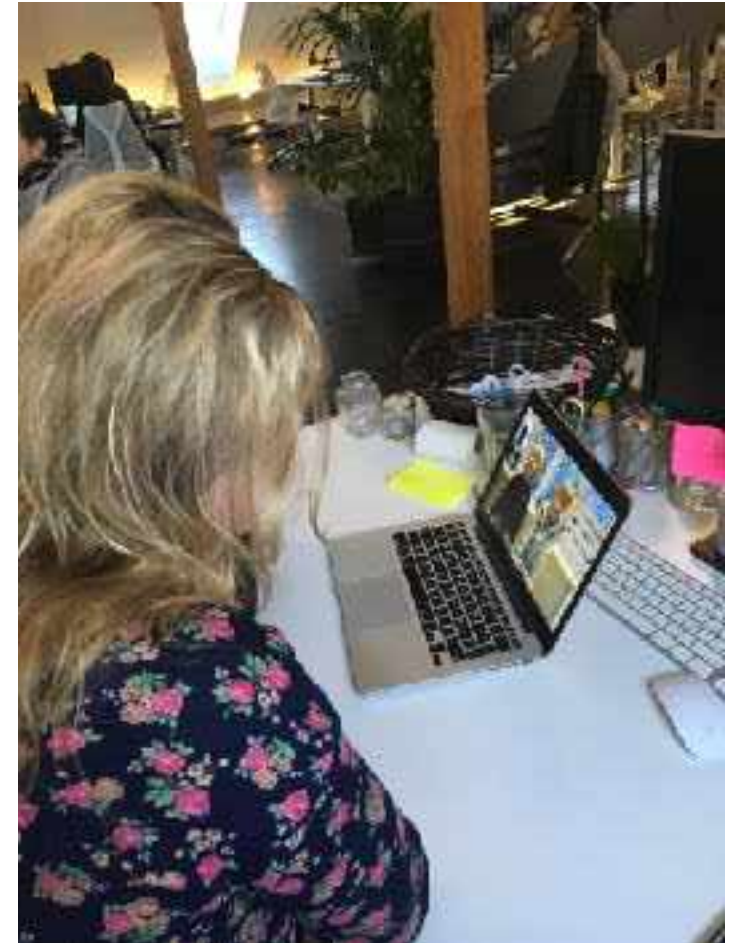
Video – Focus group

- After testing the video
- Changed the beginning - the 3 second rule.
- Get peoples attention within the first couple of seconds.
- Started promoting Pictoboards and it's product 🙌
- Would skip the video if it looked like a sales pitch.



Video – Focus group

- Testing the video again
- Emotion and response I was looking for
- Understand the message, curious to learn more.





The campaign site

- More information about structure and routines
- Presenting Pictoboards and BIMO



The screenshot shows the Pictoboards website. At the top left is the Pictoboards logo with three colored dots (red, yellow, blue). To the right are navigation links: ABOUT, OUR WORKLET, BIMO, SERVICES, and LEARN MORE. The main heading is 'QUALITY TIME' in large, bold, red and black letters, with the subtitle 'Structure, routine and motivation' below it. On the left is a photograph of two young boys looking at a large board with colorful icons. To the right of the photo is a text block that reads: 'Kids don't like conflicts and appreciate meaningful quality time with their family. They are eager to learn and are listening to their parents, but doesn't always understand. Pictoboards is a company that believes in giving kids structure and routine from an early age and has developed the image and motivation board called BIMO. A magnetic bulletin board that motivates kids to complete their daily routines. It's a product for families with children who want more routine, structure, time and less conflicts in their everyday life.' Below this text is a quote: 'I believe that all kids should have some kind of structure and routine' - Sebba Wilson (founder of Pictoboards). At the bottom left of the page is a large yellow circle, and at the bottom right is a teal bar with the Pictoboards logo.

Pictoboards

ABOUT OUR WORKLET BIMO SERVICES LEARN MORE

QUALITY TIME

Structure, routine and motivation

Kids don't like conflicts and appreciate meaningful quality time with their family. They are eager to learn and are listening to their parents, but doesn't always understand. Pictoboards is a company that believes in giving kids structure and routine from an early age and has developed the image and motivation board called BIMO. A magnetic bulletin board that motivates kids to complete their daily routines. It's a product for families with children who want more routine, structure, time and less conflicts in their everyday life.

"I believe that all kids should have some kind of structure and routine" - Sebba Wilson (founder of Pictoboards)

The campaign site - visual

- Visual look is based on Pictoboards visual brand identity
- Create a natural link between
- Clear in both visual and verbal
- Simple customer journey – leading a lot to Pictoboards own website.



QUALITY TIME

Structure, routines and motivation



Kids doesn't like conflicts and appreciate spending quality time with their family. They are eager to learn and are listening to their parents, but doesn't always understand. Pictoboards is a company that believes in giving kids structure and routine from an early age and has developed the image and motivation board called BIMO. A magnetic bulletin board that motivates kids to complete their daily routines. It's a product for families with children who want more overview, structure, time and less conflicts in their everyday life.

"I believe that all kids should have some kind of structure and routines" - Sandra Aisen (founder of Pictoboards)



Ambassador

- The target group - asking for trust and credibility.
- Ambassador for Pictoboards.
- Research about triggers and emotion.
- If a person has credibility they would more likely believe what they are saying.
- Ambassador that fits with the brand, respected by the target group = credibility, inspire people to learn more about Pictoboards.
- Small quote, picture can create the trust needed.

Ambassador - test



Szhirley
(singer, blogger and mom)



Neel Rønholt
(actor, blogger and mom)



Ida Wohlert
(tv host/ journalist and mom)

Ambassador – Ida Wohler

- Hellerup
- Early 40s
- Journalist and host on Go Morgen Denmark
- 2 younger kids.
- Busy but priorities spending quality time with family

*“She is
very
likeable”*



*“She is local,
I know
her family”*

*“She is
loved by many
Danes”*

Media planning & Touchpoints

- Below the line marketing - lower reach, focusing on a specific smaller target audience.
- Better and more response from the audience compared to bigger billboards.
- Length: One month



Pictoboards ●●●



Facebook ad (paid media)

- Build audience of people who are likely to be interested in what Pictoboards/ the campaign has to say.
- Targeting smaller - specific group of people, personalize content, appeal to your audience.
- So a smaller and precise target is best.





Facebook advertisement

Locations Everyone in this location

Denmark
Gentoftegade, Gentofte, Capital Region of Denmark,
Denmark + 10 mi

Age 30 - 45

Gender All Men **Women**

Detailed Targeting INCLUDE people who match at least ONE of the following

Demographics > Parents > All Parents
Parents with early school-age children (06-08 years)
Parents with preschoolers (03-05 years)

Interests > Additional Interests
Business and industry
Healthy Life
Shopping and fashion

Add demographics, Interests or behaviors | **Suggestions** | Browse

EXCLUDE people who match at least ONE of the following

Interests > Additional Interests
Rudolf Steiner
Student

Add demographics, Interests or behaviors | Browse

10.000kr = 30 days

Campaign Budget Daily Budget kr333.00

Instagram – owned media



Ambassador sharing on Instagram

- Followers on Instagram
- Promote the campaign through this channel
- Not using the ambassador to redirect to the campaign site
- Create more awareness for Pictoboards



Ambassador sharing on Instagram

- Test – would not trust her, easy to see that we “paid” her to promote.
- Leave out the sales pitch, just creating awareness, buzz for Pictoboards through the video.
- Hashtags lead the audience to Pictoboards Instagram/posts.



Budget

- 30.000kr
- Many expenses looking at the preparation
 - Making the video
 - Hiring/ paying the people
 - The ambassador
 - Building the campaign site
 - Facebook campaign
 - After campaign work



Before, During, After

- **Before:** Make the video, hire people, contact ambassador, build the campaign site, risk management.

Risk management

The gear, the kids, the light, the setting, parents in the way (kids might not say what's on their heart when the parents are around), not getting enough trust from the kids, shy kids.

Solution

Extra camera, extra lamps, find the perfect scene/setting, asking parents to go in to another room or just not getting mad or commenting what the kids are saying, trying to gain the kids trust by talking to them before filming

Before, During, After

- **During:**

- Answer comments/ questions on the Facebook ad
- Track analytic - audience performance, go to the campaign site

- **After:**

- Newsletters to the loyal customers
- Facebook updates
- Keep producing campaigns to create awareness
- (If a person see a campaign they might get inspired, but not buy, but seeing it many times will make them buy).

AIDA

- **Attention:**

- Video in a Facebook advertisement
- Pictoboards ambassador sharing on Instagram
- Target groups most attractive touchpoints



AIDA

- **Interest:**

- Entering the campaign site.
- Reading/ looking at the visuals about structure and routines as well as the quote from the ambassador.

- **Desire:**

- Section with the product – make them want the product/ learn more.

AIDA

- **Action:**

- Going to Pictoboards website.
- Buy the product (sub goal).
- Like and share Facebook page.
- Newsletter.
- Spread the word
 - Word to mouth – chain reaction of “If you have it, I want it”



Thank You