

KIND IS COOL.



Helen Bernhard, Christian Dooley, and Ellen Gee

Agenda

- Key Consumer Insights
- Primary Target
- Video Concept
- Print Ads
- PR Concept
- Social Media Concept
- Website Popup



in-hand with our partners, we get kids off the couch, out the door and on to better lives. See how we're making an impact together.



Key consumer insights

- Nike cares about youth cause alignment
- 87% more likely to buy/boycott
- 91% of people will switch to a brand that's cause aligned

Primary Target

- “160,000 kids don’t go to school each day due to bullying
- Parents with kids 2nd-8th grade
- Kids in elementary school





KIND IS
COOL.
JUST DO IT.





ANTI-BULLYING VIDEO

Opens on a school parking lot in black and white, on a spilled backpack and a kid sadly putting their things away. Then another student appears, helps pick up the backpack, and reaches out their hand. The video becomes colorful as they walk off together. At the end "Kind is cool.", then "Be kind.", and then "Just do it" flashes across the screen.



**BACKPACKS CAN CREATE CHANGE.
YOU CAN CREATE CHANGE.
LET'S END BULLYING.
KIND IS COOL.**





NEWSPAPER

KIND IS COOL.



BE KIND.



LET'S END BULLYING.



BILLBOARD

ADVERTISEMENT

MAGAZINE ADVERTISEMENT

~~There's nothing I could have done anyways~~

~~I don't know them~~

~~Someone else will help them~~

Be a positive force in the lives of others

Reach out

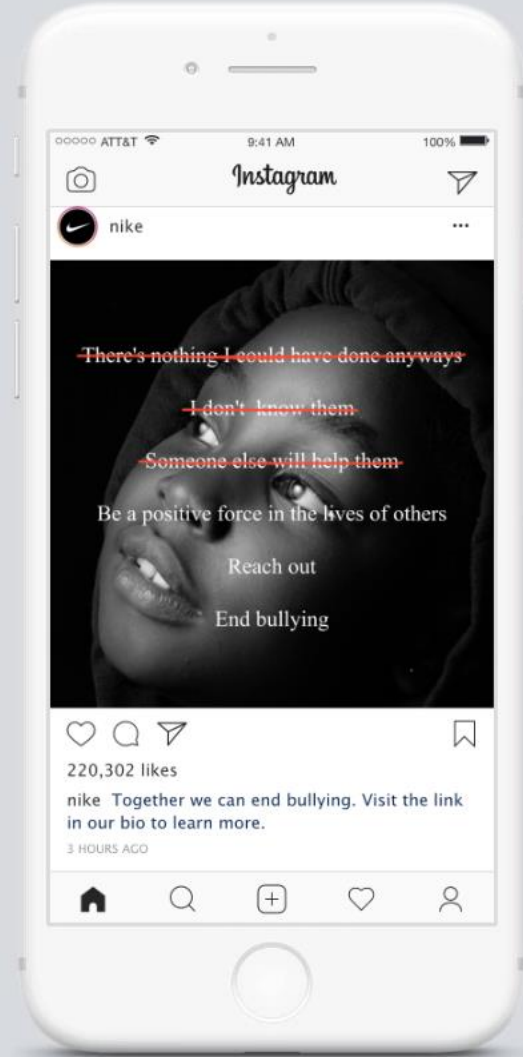
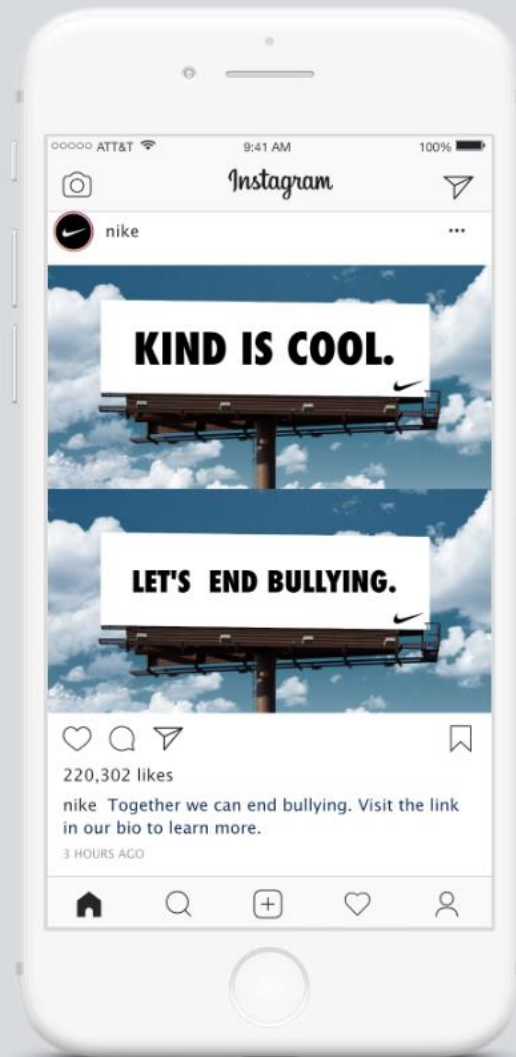
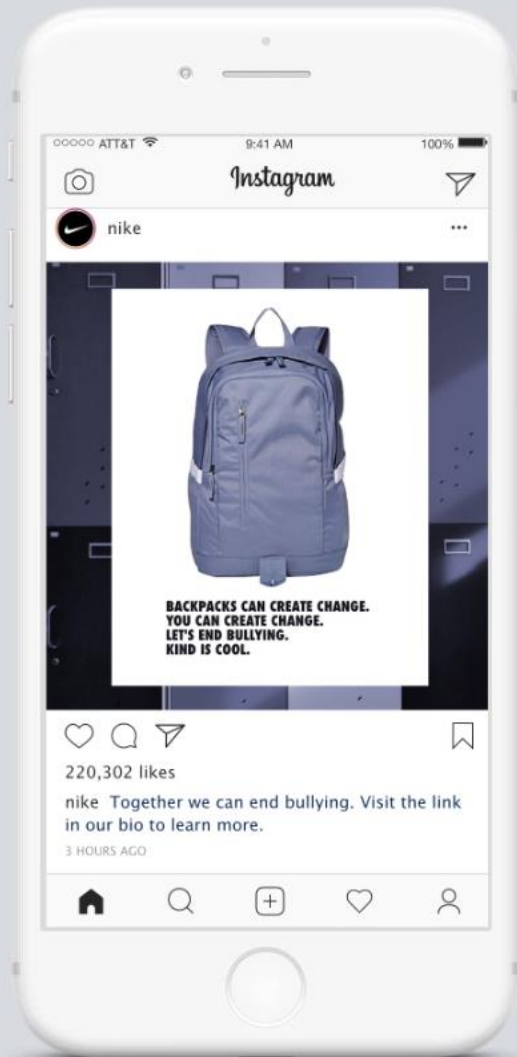
End bullying



Just do it.

Learn more at nike.com/endbullying

Print Ads Converted to Social Media



ellen

- Have the audience be families with elementary and middle school age kids, families that would benefit from back to school help.
- Each family goes home with Nike clothes, shoes, and a backpack filled with school supplies.
- A Nike spokesperson goes on the show and talks about Nike's



BE KIND.
JUST DO IT.

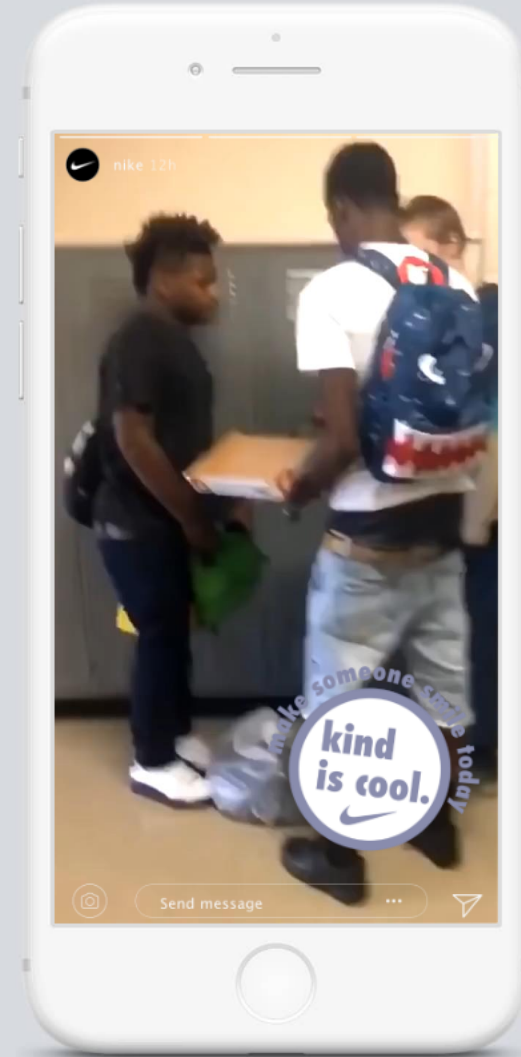


#kindiscooljustdoit

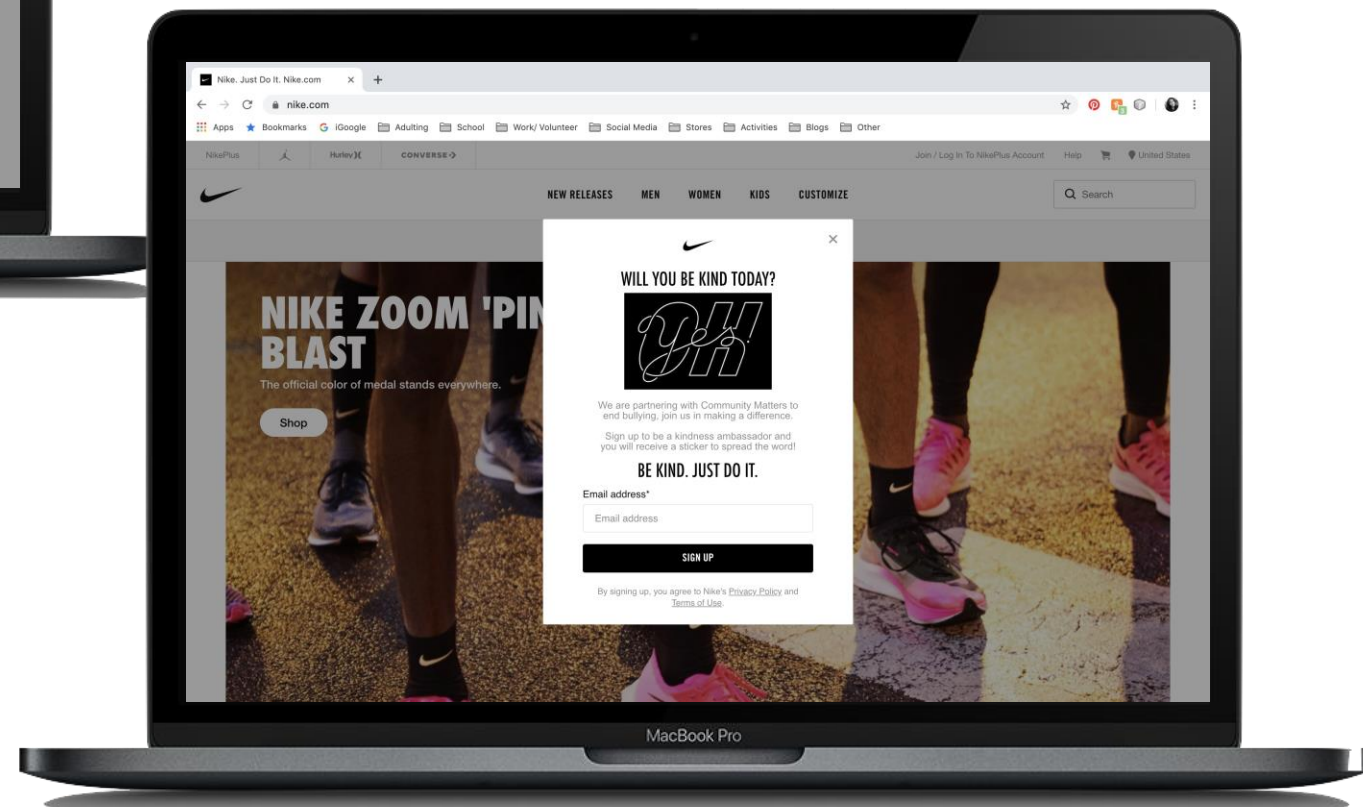
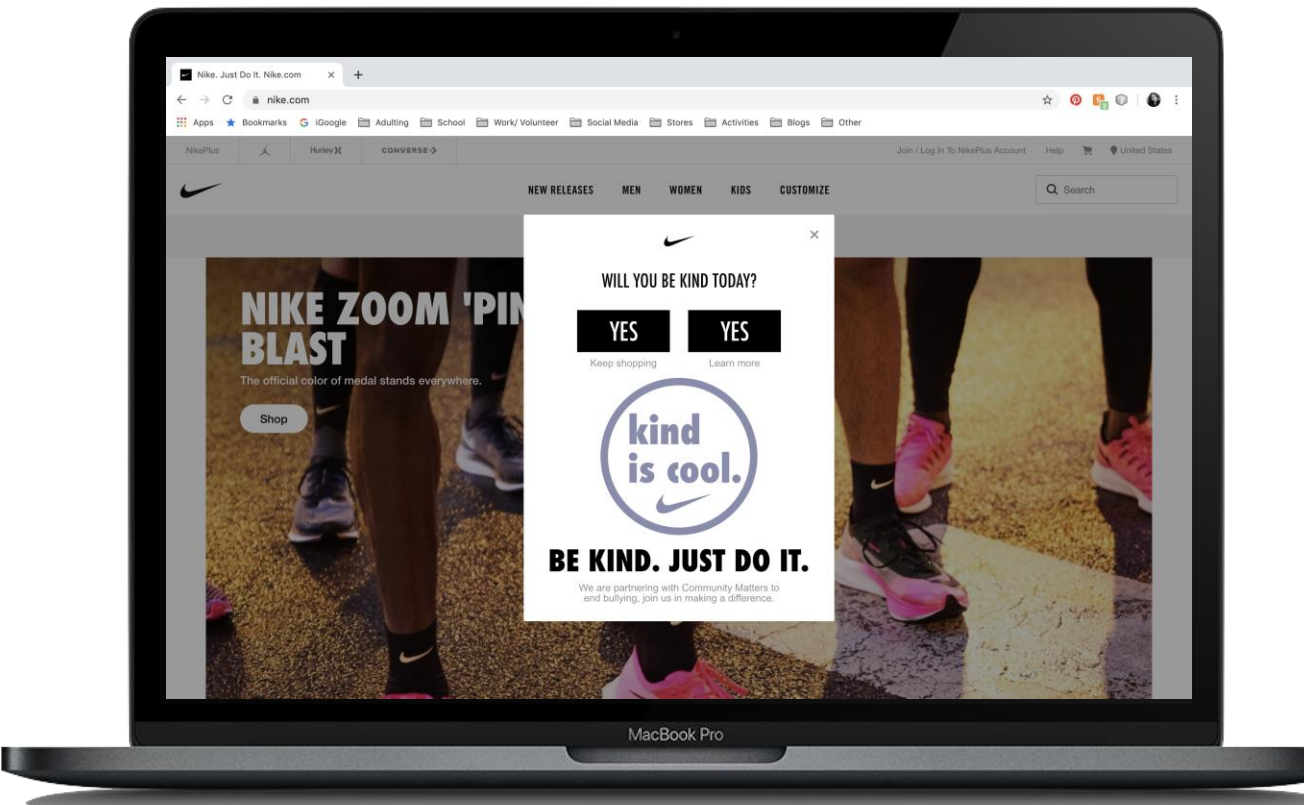
- Have a Instagram and Snapchat filter for stories. It will encourage people to be kind and stand up against bullying.
- A few schools will be selected from the submissions to receive Nike cafeteria makeovers.
- Compile the videos later to create an ad or video to put on YouTube and further promote the anti-bullying campaign.

Example:

Two students give their classmate new shoes and clothes after he was bullied for wearing the same outfit



Website Popup



THANK

YOU!

QUESTIONS

?

