



CREATIVE CHALLENGE 2020



**POCKET
HERO®**

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Setting the stage

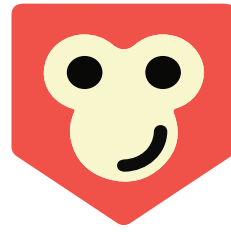
Type 1 diabetes is a chronic condition in which the pancreas produce little or no insulin. Insulin is a hormone needed to allow glucose to enter cells to produce the energy.

Currently there are more than 542 000 thousand kids diagnosed with 1 type diabetes in the world and the numbers are increasing every year. 1026 out of those kids, aged 2-18, live in Lithuania. Scientists are working on finding the cure, but this illness is incurable at the moment.

Insulin pump is the most effective way of dealing with the 1 type diabetes. Most of the children with this illness carry an insulin pump and thus face the challenge of free movement, which can cause low kid's self-esteem or obesity problems. If the pump will be detached from the body for a longer time, it can cause dangerous health conditions or the kids could fall into the coma.

At the moment, there are no specialized clothes in the market and by carrying pumps in the special belts children face additional challenges. Their free movement and number of leisure opportunities become limited. Needless to say, the device is visible and kids get asked questions or even bullied because of it. Also, the risk of device breaking or being detached increases.

History & introduction to



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Lithuanian social business "Our Pocket Hero", on which this year's Creative Challenge is based, revolves around the issue of social integration for children with type 1 diabetes.

The founder of "Our Pocket Hero" Simona Koncytė says that „Everything started from a simple wish to help my friend's little boy do what other kids do while wearing his insulin pump.". Later this wish became a beautiful and sustainable clothing line for all the little ones.

"Our Pocket Hero" is innovative clothing, particularly designed for children with diabetes. Special pockets ensure safe carrying of the insulin pump and more freedom of movement. Thanks to these pockets the device is integrated inside and not visible. By wearing these products children experience an easier integration into society and have a better life quality.

"The idea to create a perfect garment for my friend's boy was my passion. Being a mom of two healthy, active kids and seeing kids who have diabetes daily life up close, drove me to take an action."

Simona Koncytė
Founder of "Our Pocket Hero"

The first piece of clothing was sewn about 5 years ago with no sewing or constructing-modelling skills. While spending a lot of time at home with her own kids sewing became an ideal hobby. Simona bought two sewing machines and from that moment all of her free time was spent getting to know everything about diabetes while improving the needed skills.

In 2019 Simona won a social entrepreneurship competition “Talentas keisti ” (Eng. “ Talent to change “). Organisation “Reach for Change” together with the “Ella Fund” backed her dream of helping kids with diabetes. From that moment, her dreams became her mission.





Mission

The main “Our Pocket Hero” mission is to help kids enjoy their life to the fullest beyond the Type 1 diabetes while also increasing awareness of the illness and creating a strong community.



Products

“Our Pocket Hero” offers sustainable leisure upper clothing collection, specially designed for kids who have to carry an insulin pump. Special pockets ensure safe carrying of the insulin pump and more freedom of movement. Thanks to these pockets the device is integrated inside and not visible.





Audience

The target audience is parents like Simona. Who love their kids, worry about them and wish their kids the best life possible. Children in their life play a huge role. They love active life, pay decent attention to the nutrition, as it is a very important role while managing the illness. They are curious and love learning new things. They probably live in a town, receive good salary and provide the best possible life for the kid.

The target audience that “Our Pocket Hero” is trying to help is children who have 1 type of diabetes and have to carry insulin pumps. The sub-target audience is all the kids because clothes are created to be suitable for all the kids from 2-12 years old. This limitation of age is permanent due the limited investment possibilities and the range will increase when the project will succeed.



Projects

The successful launching of the project will allow allocating some money and will open many opportunities to create a beautiful community. The plan is to help kids and their families by organizing a special events and workshops. Increase awareness of the illness, raise the equality between the diagnosed with diabetes and healthy kids, support diabetes kids communities and more.





Services

"Our Pocket Hero" is offering small leisure upper clothing collection with pockets specially designed for the kids carrying insulin pumps.

Nowadays insulin pump is one of the most advanced devices for controlling the disease. It must be installed 24/7 into the body for the calculated insulin injection purposes. Currently 99% children with Type 1 diabetes in Lithuania are wearing special design belts for carrying the pump. The belts are visible and sometimes open unexpected. Parents usually try to protect the expensive devices by telling their kids to slow down or be more careful, but that makes the situation even worse. Kids with diabetes are usually bullied, therefore they are avoiding many different activities to hide the device. This topic is especially sensitive to newly diagnosed kids. "Our Pocket Hero" collection let kids feel the same as others while wearing the device. Kids feel free, stylish comfortable and special.



Workforce

Currently working on the project alone, by hiring outsourced companies like sewing company, or people, like graphic designer or e-shop creator for special tasks.





Communication channels

Since the company is brand new, communication is still in process, but the main messages behind communication will be “We love your type” and “Let kids do what kids do”.

Initial plan for communication channels is:

Stage 1

Instagram – customers-orientated channel

LinkedIn – press, investors, project and illness advocacy channel

Stage 2

Launching Etsy, Pinterest and Amazon.



Future developments

The Founder of “Our Pocket Hero” see many possible future developments. From adaptation of the collection for teenagers and adults to scaling to the global market.

Your TASK



A social initiative “Our Pocket Hero” needs your help in developing their communication campaign! However, this time, instead of employing traditional, big budget requiring strategies, you will have to use your creativity and knowledge to make people aware about this social initiative.

Your task: provide a marketing strategy for successful brand launch in the USA and develop an unconventional and low-cost communication campaign for “Our Pocket Hero”. It should emphasize the social problem the company is dealing with, persuade people to get involved in its activities as well as raise awareness of the brand.

Imagine that you are representing a marketing consulting company and you are asked to prepare a unique communication campaign. Your goal is to convince the CEO of “Our Pocket Hero” that your communication campaign is exactly what the company needs.

The solution has to be submitted in **2 parts**:

1. Communication Brief for your campaign idea;
2. Idea Presentation of the campaign in a **3-min** pitch style video.

General terms used in the task

Low-cost – cheap, executed with a small budget.

Unconventional – different from what is usual or from the way most people do things.

Communication campaign – a campaign that uses media, messaging, and an organized set of communication activities to generate specific outcomes in a large number of individuals and in a specified period of time.

Communication brief – a short, written document used by project managers and creative professionals to guide the development of creative materials to be used in communication campaigns.

PART I

Communication Brief*

* The following Communication Brief is only an example. The template of your Communication Brief will be provided separately in Power Point file.

Example of the Communication Brief

Overview:

1. What is the main social problem that “Our Pocket Hero” deals with?

XX

2. What main difficulties could “Our Pocket Hero” face along the way?

XX
XX

3. Make a SWOT Analysis for brand launch in the USA.

XX
XX
XX
XX
XX

Goal:

4. What is the goal of your communication campaign?

XX
XXX

Target audience:

5. Who is your target audience?

XX
XXX

Tone:

6. What emotions would you like to appeal?

XX
XXX

Focus:

7. What is the most compelling reason for your audience to get involved?

XX
XXX

8. What is the main message of your communication campaign?

XX
XXX

9. How to emphasize the social problem the initiative is dealing with?

XX
XXX

PART II

Idea Presentation & Implementation

Idea Presentation

Develop a marketing strategy for brand launch in the USA and an unconventional campaign for “Our Pocket Hero”. It should emphasize the social problem the business is dealing with, persuade people to get involved in its activities and raise awareness of the brand. As this initiative generates revenue from selling its production, the campaign should also show the importance of these clothing for kids and their parents while persuading people to buy their production.

Your idea should be consistent with your analysis and reflect the Communication Brief developed previously.

The presentation of your communication campaign should take up to 3 minutes. You are expected to deliver and record a pitch-style presentation. We are looking forward to seeing your best presentation skills!

You can get inspiration from:

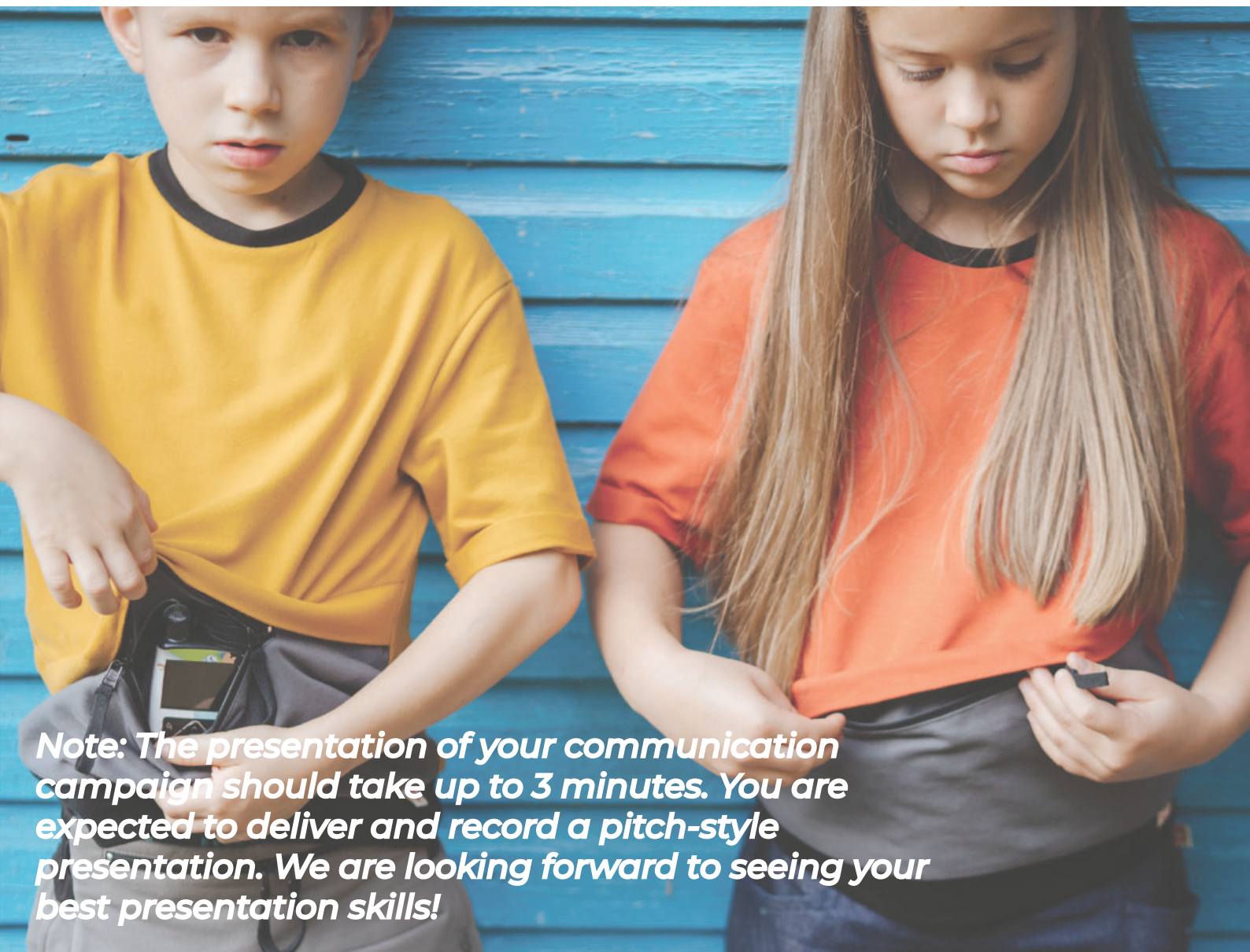
- Guerilla marketing
- Cause marketing
- Digital marketing
- Social media marketing
- Event marketing
- Viral marketing
- Other marketing strategies



What Do We Look For in Your Idea?

- What is your core idea?
- What makes your idea unconventional?
- How does your idea emphasize the social problem?
- How does your communication campaign increase “Our Hero Pocket” brand awareness and loyalty to the brand both in the short and long run?
- How does your idea encourage the target audience to buy “Our Pocket Hero” - products as well as get involved in its activities?
- Why did you choose a certain marketing strategy or strategies?

** Guideline questions should not be perceived as rules. They should provide you with general knowledge about what we expect from your presentation of the communication campaign.*



Note: The presentation of your communication campaign should take up to 3 minutes. You are expected to deliver and record a pitch-style presentation. We are looking forward to seeing your best presentation skills!

Step by Step Implementation

Develop a consistent Step by Step implementation plan. Your ideas should be in line with your Communication Campaign Brief as well as the Campaign itself prepared previously.

What Do We Look For in Your Implementation Plan?

- What steps will you take in order to implement your idea?
- What place and time will you choose for your advertisements?
- What communication channels* will you use?
- What outcome do you expect from your advertisement?

** Guideline questions should not be perceived as rules.*

*** When choosing your communication channels and ways of sending your message to the audience, bear in mind that it is a low-budget campaign.*



Attention!

Have in mind that this is a creative challenge. Think of creative ways to present your campaign and implementation plan.
Make a long-lasting impression!

Video

3-minute pitch style presentation video

**Video must be uploaded to
www.youtube.com or www.vimeo.com.**



Link to the video must be provided in
the submission letter.





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Evaluation, Terms & Regulations

Evaluation

Evaluation will be appointed according to the following terms:

Communication brief (30% of evaluation)	Video (70% of evaluation)	
	Step by Step implementation (40% of the evaluation)	Idea Presentation (30% of the evaluation)
Foresight (10%) - how well did you interpret the given information about the social initiative?	Consistency (15 %)	Originality of the idea presentation (20%)
Validity of your campaign idea (10%)	Potential success (5%)	Clearness of the message (10%)
Creativity (10%)	Effectiveness of the idea presentation (20%)	

Creative Challenge



40% of the preliminary round score

30% Communication Brief

- Foresight
- Validity of the idea
- Creativity

30% Idea

- Originality
- Clearness of the message

40% Step by Step Implementation

- Consistency
- Potential success
- Effectiveness

Your task will be evaluated by the Lithuanian Marketing Association (LiMA), which brings together the best marketing specialists in Lithuania.



Terms and regulations

Your answers in the **Communication Brief** must be written in a clear manner and should meet the following rules:

- **Font:** Times New Roman
- **Font size:** 12
- **Line spacing:** Single at 0

Your answers in the **Communication Brief** must be written only inside of the provided answer boxes. Teams will get **penalty points** if they add additional slides.

Communication Brief must be provided in .pdf format and the file must be named after the team (i.e. [Team Name].pdf)

Your **presentational video** should be no longer than 3 minutes. Make sure to upload it to either YouTube or Vimeo.

Even though you can choose how much time to spend on each part of the **video**, however, you should make sure to cover idea presentation and step by step implementation within 3 minutes. Teams will get **penalty points** for exceeding the time limit.

DEADLINE:

Your solution for the Creative Challenge must be sent till October 22th 23:59 (GMT+03:00, Eastern European Summer Time Zone) to **solutions@creativeshock.it**

! The teams which will send solutions after the given deadline will be **disqualified** from the competition.



**GOOD
LUCK**

Case writers

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The case could not have been completed without

Austėja Zaleckytė, Graphic Designer

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