



Live Life Eyes Up

Be Here. Live Now.

DID YOU KNOW?

- For every 100 hours spent on your phone, you drastically increase your risk of brain cancer
- 72% of people say they will never move more than 5 feet away from their phones
- Most phone addicts forget what living in the real world is like
- 50% of teens admit they are addicted to their phones
- A typical cellphone user touches their phone 2,617 times per day
- “Nomophobia” is the irrational fear of being away from your phone
- Rehab centers now offer treatment for phone addiction
- 85% of cellphone users check their phones when talking to family or friends

OBJECTIVE

The Live Life Eyes Up Campaign seeks to raise awareness regarding cellphone usage and its potential effects. This campaign aims to create understanding that a cellphone is a great piece of technology, but we need to be responsible with it and live eyes up. . .Be Here. Live Now. We hope to encourage other schools and places throughout the community to adapt their own version of Live Life Eyes Up using our resources located on our website.

TIMELINE: SEPTEMBER 2018-PRESENT

September

- Central graduate, Howard Kutler, spoke to marketing classes about Live Life Eyes Up. Howard also purchased the .org domain.
- Marketing students worked with an outside graphic designer to develop a logo.
- Marketing students created buttons with the Live Life Eyes Up logo.
- Marketing students started researching facts about cell phone usage.

October

- Marketing students designed and ordered stickers and informational postcards.
- Marketing student, Trae Brown, starts coding, developing, and hosting the livelifeeyesup.org website (still a work in progress).
- Created social media presence.

- The average cellphone user picks up their phone over 52 times a day
- 44% of adults check job-related emails when on vacation
- Most phone addicts experience phantom vibrations
- Radiation from cellphones can cause headaches, insomnia, and confusion
- People with cellphones have an average of over 80 apps
- Phone addicts are at a higher risk for depression
- 55% of phone users check their phones while driving
- Most cellphone users will constantly check their phones without reason
- The U.S. is ranked third in the world for the most citizen cellphone usage
- Raising your awareness is the first step in decreasing your phone usage

November

-Marketing students created the tag line to describe Live Life Eyes Up with 'Be Here. Live Now.'

-Marketing students hosted a Live Life Eyes Up booth at a 13-state conference in Detroit.

-Marketing students presented the campaign to several Central classes.

-Recruited marketing students to bring gift cards for the December drawings.

December

-Digital billboard goes up on December 3rd until January 7th.

-Marketing students write several Live Life Eyes Up segments for the morning announcements.

-Marketing students hold a gift card drawing every Friday for students with 2 ½ hours of screen time or less.

January

-Mayor will proclaim January 15th as a Live Life Eyes Up day.

February-March

-Vinyl billboard goes up on February 4th until March 3rd.

FOR MORE INFORMATION

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