

Involving children and young people in our social marketing

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A bit of background

- About ChildLine
- The NSPCC have a commitment to children and young people's participation
- We have a number of young people groups who help influence NSPCC services, activities and governance



Dubplate Drama



Same old objectives – but with a couple of new ones...

- Hand over the controls
- Try a 360 degree approach where your audience creates marketing for you.



Our approach



Introducing The Idea Agency

- Virtual creative agency
- Only one client = ChildLine
- Staffed only by children and young people
- Only one adult = Ian
- Idea had its own website and offices on Habbo, Piczo, Bebo, e4 and school networks Gold Star Café and SuperClub Plus
- Ian had a blog and twitter feed
- 125 briefs



Idea across social spaces

The collage features several key elements:

- ChildLine Website:** A large central screenshot of the ChildLine website (0800 1111) showing the 'Idea' agency interface with various rooms like 'Roof Terrace', 'Board Room', 'CD Office', 'Agency reception', 'Planning floor', 'Creative floor', and 'Basement diner'.
- Social Media:** Facebook posts from 'Idea' and 'ChildLine' promoting competitions and events. One post says 'Thanks for entering Think Happy! idea YOU ARE HERE! HAPPINESS'. Another says 'You now have over 55,000 staff at Idea, ChildLine's creative agency. Enter the poll to join the fun and receive a brand new green staff sticker...'. A third says 'Enter our official fansite competition to design an idea agency badge!'.
- HeadSpace:** A screenshot of the HeadSpace website with the text 'Six big dreams in your life, stuff that's in your headspace'.
- Other Graphics:** A 'Buddy' character, a 'PICZO' logo, and various promotional banners for 'Idea Factory' and 'Idea'.



Idea HQ, Habbo

Edit | The Idea Agency
Front Page | Discussion Forum
Join | Show report buttons

Info
The Idea Agency
Created on: 04-Dec-2008
3,505 users in group
Join us at The Idea Agency

How to become an Agency Staff member

Becoming an agency staff member is easy! Just head to the [Idea Agency](#), [Join Chatline](#), and enter the agency staff poll.

The poll is updated each month, and everyone who takes part gets an Idea sticker, themed to a particular job. Don't worry, you don't have to stay in any one role and you can collect as many job stickers as you like. Find out more about the jobs you can do for Idea on the agency roles advertorial. [Check out the agency roles here.](#)

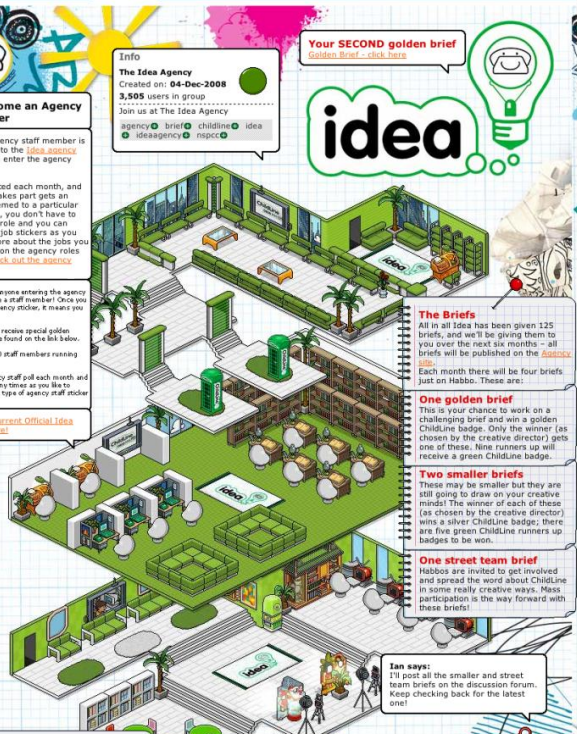
Remember Anyone entering the agency staff poll will become a staff member! Once you have a green Idea agency sticker, it means you are in!

However 25 staff will receive special golden stickers. They can be found on the list below.

So far we have 4,000 staff members running the agency.

There is a new agency staff poll each month and you can enter as many times as you like to collect each different type of agency staff sticker on offer!

[Check out the current Official Idea Agency staff here!](#)



Your SECOND golden brief
[Golden Brief - click here](#)

idea

The Briefs

All in all Idea has been given 125 briefs, and we'll be giving them to you over the next six months - all briefs will be published on the [Agency site](#). Each month there will be four briefs just on Habbo. These are:

One golden brief
This is your chance to work on a challenging brief and win a golden ChildLine badge. Only the winner (as chosen by the creative director) gets one of these. Nine runners up will receive a green ChildLine badge.

Two smaller briefs
These may be smaller but they are still going to draw on your creative minds! The winner of each of these (as chosen by the creative director) wins a silver ChildLine badge; there are five green ChildLine runners up badges to be won.

One street team brief
Habbos are invited to get involved and spread the word about ChildLine in some really creative ways. Mass participation is the way forward with these briefs!

Ian says:
I'll post all the smaller and street team briefs on the discussion forum. Keep checking back for the latest one!

MY GUESTBOOK (156)

[MadManUK](#)
Have the think happy winners been announced?
13-Jan-2009 20:40:51

[Kaziki](#)
Hey is this idea furni tradable? and im joining :)
13-Jan-2009 19:39:08

[IronicMaster](#)
cool place
13-Jan-2009 19:05:29

[Navaa187](#)

[Post new message](#)

Thank you Over 4,000 Habbos entered the Think Happy brief and if you got involved, then thank you - you're helping to show other young people that ChildLine is there for them, whatever their worry. There will be more briefs this month with gold and silver badges as prizes. Plus, you could win a piece of ChildLine branded furni!

Remember, whatever your worry its better out than in. You can ring ChildLine confidentially and for free on 0800 double 1 double 1.

Members of this group (3505)

Search

YIP-Jan_08 22-Nov-2006	webb 27-Nov-2006
Nurbis 07-Nov-2006	BabyDenise 24-Nov-2006
Cocaine13 20-Jun-2007	SmithyBo7 28-Oct-2006

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NSPCC  TM

Cruelty to children must stop. FULL STOP.



Reception

Owner: VIP-Ian_ChildLine



  Rate this room





CafeBar

Owner: VIP-Ian_ChildLine



  Rate this room





Presentation Room

Owner: VIP-Ian_ChildLine

  Rate this room





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Research Facility

Owner: VIP-Ian_ChildLine

  Rate this room







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Cruelty to children must stop. **FULL STOP.**



Creative Dir's Office

Owner: VIP-Ian_ChildLine

  Rate this room



NSPCC 
Cruelty to children must stop. **FULL STOP.**

Big Ian becomes Little Ian



VIP-Ian_ChildLine: the golden briefs are big briefs that really test your creativity

Flumix: lol



Reception
Owner: VIP-Ian_ChildLine
Rate this room

↑ VIP-Ian_ChildLine

likes unicorns



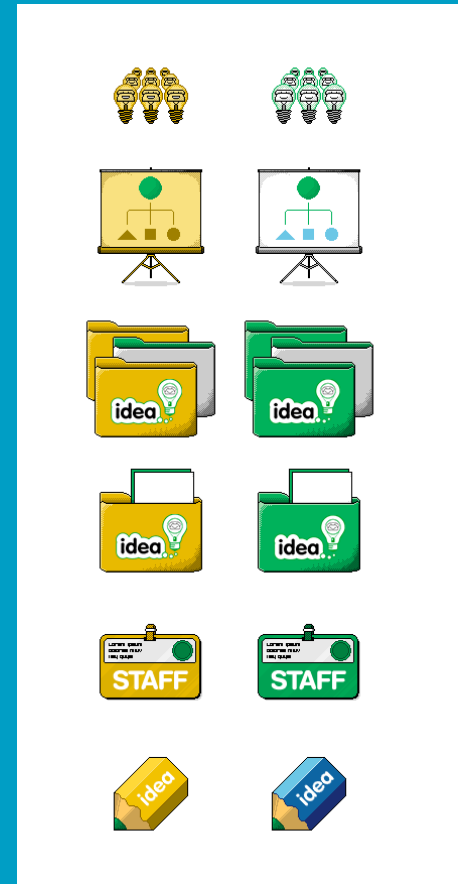
childline ian idea creative
nspcc

Ask to be a Friend Give respect (3) Trade Shutup Kick Kick & ba


Say [input field]




Agency recruitment



Idea agency briefs


The Idea Agency [Front Page](#) [Discussion Forum](#) 


 [Edit Thread >](#) View page: 1 2 3

ChildLine Day needs you
11-May-2009 (13:19)

Last edited: 11-May-2009 (13:19)
Your mission
ChildLine Day is coming to Habbo at the end of June – and you can help to organise it!

Agency member x!BamItsMe! gave us this great idea: a day that celebrates ChildLine and everything it does for children and young people.

[VIP-Ian ChildLine](#) 
Messages: 89


is a kuwara

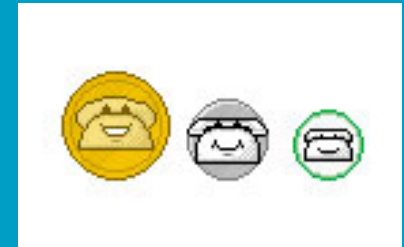
How to do it
When you've given your ideas, Ian will choose his five favourites. Those Habbos get to pitch their ideas to him in a Dragon's Den-style session!

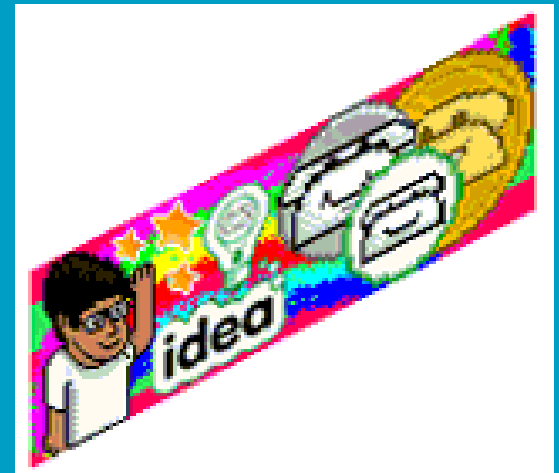
How to enter
Post your thoughts below

By when
Monday 24 May.

Hints, tips and tools
To help you think of the best ideas, make sure you understand all about ChildLine's cool stuff and the ways it can help by taking a look at the ChildLine website.

The reward
There's a silver badge for the winner, and five green Idea badges for the runners up.

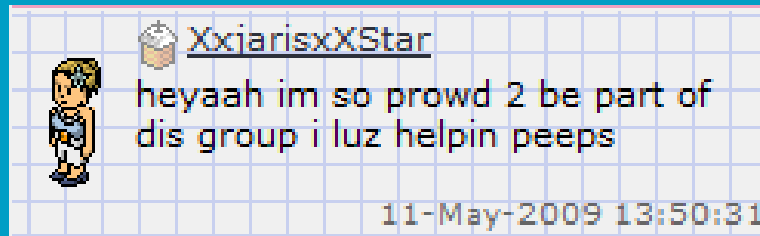




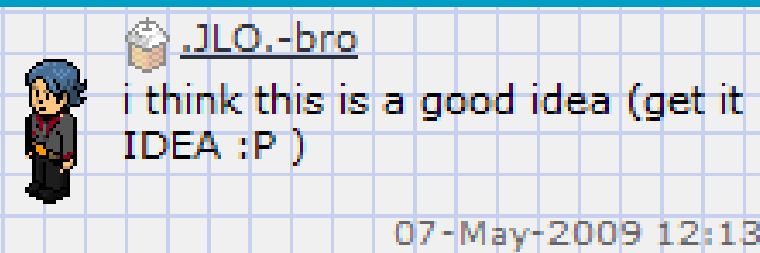
Constant feedback

[bartsimpson26](#)

"I really appreciate your help to us Ian and our fun briefs thank you!"



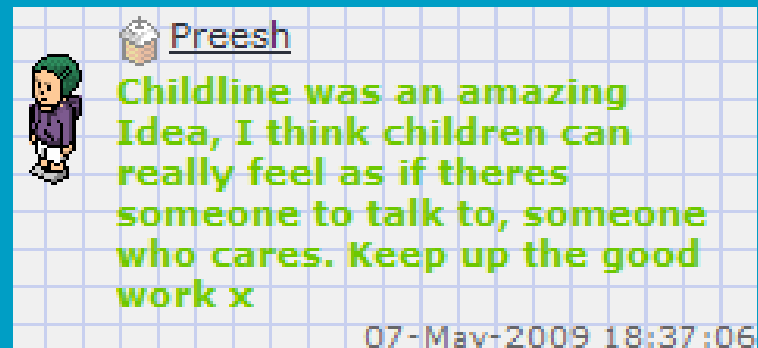
A screenshot of a forum post on a grid background. On the left is a small cartoon avatar of a boy with blonde hair. To the right of the avatar is a small icon of a cupcake and the username XxriarisxXStar. The main text of the post reads: "heyaah im so proud 2 be part of dis group i luz helpin peeps". At the bottom right of the post is the timestamp "11-May-2009 13:50:31".



A screenshot of a forum post on a grid background. On the left is a small cartoon avatar of a girl with blue hair. To the right of the avatar is a small icon of a cupcake and the username .JLO.-bro. The main text of the post reads: "i think this is a good idea (get it IDEA :P)". At the bottom right of the post is the timestamp "07-May-2009 12:13:06".

[joshyking1](#)

"I think doing this is a great idea, the perfect place aswell, a hangout for teens, because people are suffering from exam stress, making them feel depressed, but this will let them know childine is always there to help them".



A screenshot of a forum post on a grid background. On the left is a small cartoon avatar of a girl with green hair. To the right of the avatar is a small icon of a cupcake and the username Preesh. The main text of the post reads: "Childline was an amazing Idea, I think children can really feel as if theres someone to talk to, someone who cares. Keep up the good work x". At the bottom right of the post is the timestamp "07-May-2009 18:37:06".



[spikey912](#)

"i think its right this campain should keep going for childline"



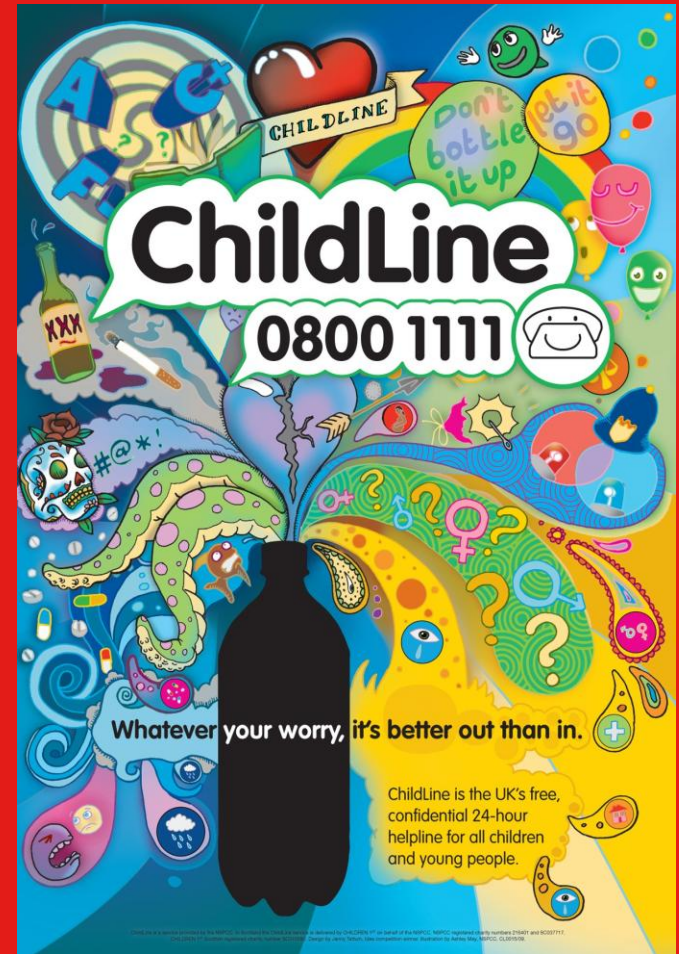
Campaign results

- Level of awareness of ChildLine maintained (HPI)
- Propensity to call increased (HPI)
- Over 50,000 brief entries



Outputs

- A wide range of collateral created by young people that has been turned into authentic content for the ChildLine site eg: games, videos
- Insight into what matters to young people/their experiences
- Promotional materials shaped/created by children and young people
- A group of young supporters of ChildLine that can be involved in future activities



NSPCC TM
Cruelty to children must stop. **FULL STOP.**

ChildLine – growing with them



Any Qs?



What have we learnt?

- Ask yourself So What? ? What is the value exchange?
- Have the resource – community management is very important
- Be flexible and keep learning
- Be entertaining or useful



Your turn!



- 1) How could you involve your target audience in your social marketing?
- 2) How would it make your marketing more effective? What will you take from this?
- 3) So what? What is in it for them?



Who wants to share?



No-one?





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