**Name**: Katrina Stansbury

**Client: H3TV & Lend A Hand Family**

**Description**

H3TV and Lend a Hand Family have teamed up to distribute an educational program, called Keep it Moving, for preschool and school aged children. This program is to be sold to preschools, daycares and elementary schools in the Kansas City Metro area.

The H3TV marketing program is designed to:

1. Teach children, ages 3-8, while entertaining them
2. Get children up and moving
3. Introduce the program to school administrators and parents

**Need/Opportunity:**

The Keep it Moving campaign has a vision to the health of local children by encouraging movement through a fun new video series. The campaign strives to provide a learning experience that will create lifelong respect for healthy choices. The organization has a strong desire to provide a service to daycares and schools to make exercise and movement part of children’s daily habits to establish lifetime health and well-being.

Corporate communications students at Avila University were asked to develop a marketing plan directed at school and daycare directors in order to attract new customers. Students were asked to create a promotional kit that could be sent to the directors that would educate them on the program. The goal was to create an interest in the program that would result in new clients joining the exercise movement through a monthly membership.

**Analysis:** The Kansas State Department of Education has established the ‘Kansas After School Enhancement Grant’ which awards funds to develop new after school programs that target low income, at-risk children. Many children in this category would benefit from an healthy, motivational afterschool program that is affordable for the school district. The list of 2013-2014 grant winners can be found at <http://www.ksde.org/Portals/0/Title%20Programs%20and%20Services/KASEG.pdf> These schools are prime targets for the Keep it Moving program as they have existing funding and the desire to increase opportunities for the children in their care.

Nationwide a campaign has been established to bring together organizations that support the vision of safe, supportive afterschool programs. The program, ‘Afterschool for All’, ties an organizations efforts to a larger, national campaign and gives national recognition for supporting afterschool programs. H3TV and Lend a Hand Family should consider becoming a partner of the Afterschool Alliance ([info@afterschoolalliance.org](mailto:info@afterschoolalliance.org) or [www.afterschoolalliance.org](http://www.afterschoolalliance.org) ). There is no commitment financial or otherwise, but there are benefits including electronic updates about afterschool news and being included on a list of programs that is distributed to the public, media and decision makers.

**Target market –** Daycare and school directors with children between the ages of 3-8, in the state of Kansas.

**Demographics:** In Missouri 32% of K-12 children take care of themselves after school, of this group 32% would likely participate in an afterschool program if one were available in their district. In Kansas 35% of children are reported to take care of themselves afterschool, spending an average of six hours per week unsupervised.

**Psychographic**s: The values attitudes and belief of this generational and economic group will vary. For the purpose of marketing; some general observations can be made. Both the Generation X and Generation Y parents have made a commitment to offer their children every experience possible to give them a well-rounded head start. Generation X has consistently shown that they value family and friends over careers and this in turn results in a higher demand for quality programs that they see as beneficial for their children. Generation Y and Generation X have strived to be the generation that makes a difference in the world.

**Goals and Objective:**

**The primary goal** is to provide an informational packet that explains the benefits of the program in a fun and unique manner.

**The secondary goal** is to provide a healthy, educational experience for the children while creating an activity that they love to do and look forward to having as part of their daily routine.

**The primary objective** is to have this plan selected by H3TV and Lend a Hand Family for real world implementation.

**Solution Overview:**

Keep It Moving is designed as a fun, motivational program focused on getting children up and moving. The daycare and school outreach program will create partnerships between H3TV and Kansas City Metro schools. By having the program in the schools and daycares there will be an increase in demand for the Keep It Moving Kits and special event performances, such as birthday parties. Maintaining current customers, bringing in new customers, generate positive publicity, and reinforcing the image of the Keep it Moving program will be benefits seen by introducing the program to daycares across the metro. In order to achieve our objectives and work toward the goals, we have devised a comprehensive campaign with a variety of promotional materials.

**Publicity:** As a program that focuses on the health and well-being of the youngest Kansas City residents the program will rely on recent trends in reducing obesity in children. Local news anchors will be easily drawn into the program by being able to include their children or grandchildren in the news segment.

**New clients:** Daycares looking for a cost effective avenue to introduce new curriculum and opportunities for their families will be drawn the affordability of the program.

**Key messages:**

1. **“Keep It Moving!”**
2. **You can learn about ways to be healthy while having fun.**
3. **Daycares and afterschool programs can provide a service to the families they serve on a budget that is kid-friendly and teaches lifelong skills.**

**Tactics and communication vehicles:**

Our marketing materials focus on the energy and excitement of children and outdoor activities. We wanted to catch the attention of school directors and children in such a way that indicates a session of Keep It Moving will be a fun way to utilize children’s abundant energy.

1. **Introductory letter to the Daycare/School Director**
2. **Fact sheet**
3. **Price List**
4. **Beach Ball with logo**
5. **Frisbee with logo**
6. **Game ideas for teachers to use with promotional material in class**
7. **Media Release**
8. **Flyer template for parents**

**Implementations and Challenges**

The current challenge for the program distribution is the packaging as it has been difficult to find a round container with clear lid to package all material in at a reasonable cost. It is possible that the item may be purchased in bulk through a specialty shop, however that avenue has not yet been found.

**Budget**

Printing and assembly of booklets…………………………………… $0.46 each

Frisbee………………………………………………………………… $0.13 each

Beach Ball…………………………………………………………….. $0.33 each

Candy Ball container………………………………………………….. $0.99 each

Promotional DVD……………………………………………………… $0.45 each

Delivery of items: must consider gas mileage and time

**Measurement/Evaluation**

The success of the promotional campaign will be measured by the number of new clients that signup for the program. The final measurement of success will be the number of actual youth participants in the Keep it Moving event.