



KEEP IT MOVING

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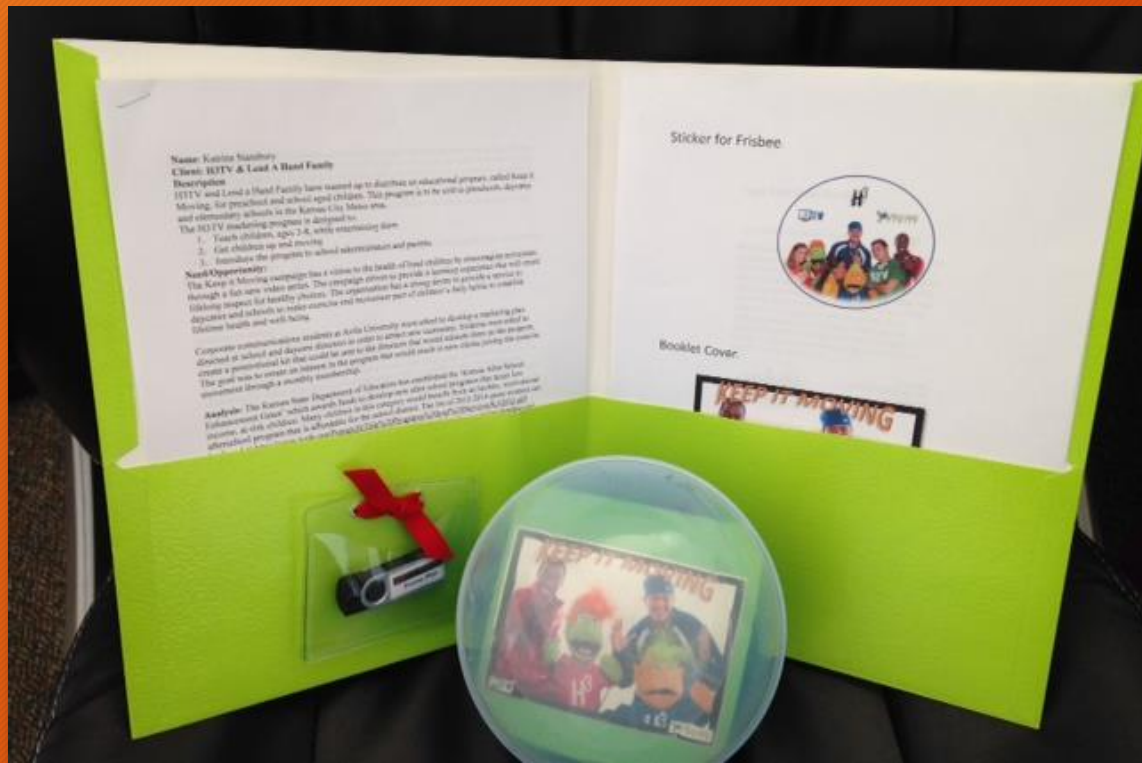


Primary Goal: Provide an informational packet that explains the benefits of the “Keep It Moving” program in a fun and unique manner.

Secondary Goal: 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.

CAMPAIGN GOALS

PLAN PROPOSAL



Daycare/Afterschool Directors have incredibly busy days. The “Keep It Moving” marketing campaign has one chance to make a creative, fun impression. This campaign insures directors will still be thinking about it on their drive home by using a 7” plastic ball container that makes the recipient want to get up and play.

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

What's Inside the Ball of Fun?

- A DVD with one promotional/pilot episode of H3TV- "Keep it Moving"
- "Keep it Moving" Swag:
 - Frisbee
 - Beach Ball
- An informational booklet aimed at creating excitement about the program and explaining how it works.
- Bonus pages in the booklet include classroom game ideas for the included swag



The “Keep it Moving” marketing campaign hinges on fun, memorable packaging and delivery.

Delivery should be done in person by up-beat, energetic staff members who can convey the essence of the program in a brief 1-3 minute introductory meeting with the center director.

By investing in the marketing ball kits, the company will quickly see a return on investment as customers line up to join the “Keep It Moving” campaign.

Bringing It All Together

