

NEW STARS

Hungarian Preselection Competition 2018

TASK

SHEEEA is a taekwondo school that is specialized for teaching taekwondo for girls between the age of 6 and 14.

**Target the parents or the girls themselves,
and convince them that taekwondo is not only for boys.**

CREATIVE CONCEPT 1.

**A TAEKWONDO GIRL TODAY,
A LEADER TOMORROW**

BACKGROUND



“Nőügyekkel nem foglalkozom” – mondta Orbán, mikor a nagykövet buktatásáról kérdezték



Kovács Ákos: A nőknek az a dolga, hogy tartozzanak valakihez



Illés: Attól, hogy ön szép, abból még nem következik, hogy okos

INSIGHT/OBSERVATION

1.

We live in a sexist, patriarchal world where more and more things are labelled as **“not for women”**.

Politics, football, sciences, leadership roles, or even having a career.

This point of view is widely popular, and this social atmosphere is fueled by leading politicians and right wing columnists.

2.

One of the main reasons that there's no gender diversity in leadership that **girls are socialized from an early age** the way that there are things which are simply not for girls, and they **learn to accept** that.

3.

The recent Hungarian government has only one female minister.

IDEA

A TAEKWONDO GIRL TODAY, A LEADER TOMORROW.

Let's highlight that today's taekwondo girls can be the future leaders, ministers, senators, top scientist, top managers, etc.

We explain that **if girls from an early age do things which are labelled as "not for girls/women", they'll be socialized that nobody can tell them what's for girls and what's not.**

And since they'll dare to step into the territory of the men, they'll reach any carrier goal in the gender-inequal society.

EXECUTION

In order to reach the awareness of the parents we dramatize the “not for girls/women” issue, and **we piss them off** by setting up a lot of “not for women” situations during their daily routines to make them more open for our message.

NON-CONVENTIONAL MEDIA USAGE - OUTDOOR

No drill for women! – Media Markt stunt.

We cooperate with Media Markt and we place huge “Not For Women” hanging signs over the hand tools and power tools sections.

But if the customer goes closer to the shelves she'll discover a wobblers saying the followings:

*We live in a male privilege society. SO LET'S FIGHT IT!
Take the first steps for a more equal future
and bring your daughter to our taekwondo school!
Because Taekwondo is for girls too! And so is the world!
SHEEEA – The taekwondo school for girls - www.sheeea.hu*



No pants for women! – H&M stunt

We cooperate with H&M and we place “Not For Women” signs above the pants section. But if the customer picks a pant she’ll discover another sign saying our message.



No fuel for women! – Shell stunt

We cooperate with Shell and we place “Not For Women” signs above the petrol pump at the petrol station. But if the customer grabs the filler nozzle she’ll discover another sign saying our message.

We can apply this mechanism at several places, like parking lots, car sharing services, etc.



NON-CONVENTIONAL MEDIA USAGE - DIGITAL

Politics are not for women! – 444.hu stunt

We cooperate with big news portals and for the female users we cover all the articles which are labeled by the patriarchal society as “Not For Women” topics with a big overlay saying: Politics is not for women!, Football is not for women!, Science is not for women!, etc. If the user clicks on the article the overlay changes into our message.

Our message disappears after a few seconds and then the actual article appears.

The screenshot shows a web browser window with the URL <https://444.hu>. The browser's address bar and tabs are visible at the top. The main content area displays a news article with a yellow overlay that reads "Politics is not for women." Below the overlay, the article title "Észak-Korea májusban a nyilvánosság előtt zárja be a nukleáris gyakorlóterét" is visible. The article is by Horváth Bence, published on May 7, 2018, at 7:04 AM. The article has 64 comments and 107 likes. Below the article, there is a red overlay that reads "BECAUSE TAEKWONDO IS FOR GIRLS TOO! AND SO IS THE WORLD!". The red overlay also contains the text "We live in a male privilege society. SO LET'S FIGHT IT!" and "Take the first steps for a more equal future and bring your daughter to our taekwondo school!". The logo for "Sheeaa" is visible in the bottom right corner of the red overlay.

VIDEO AD - **WOMEN CAN'T SKIP THIS PRE-ROLL**

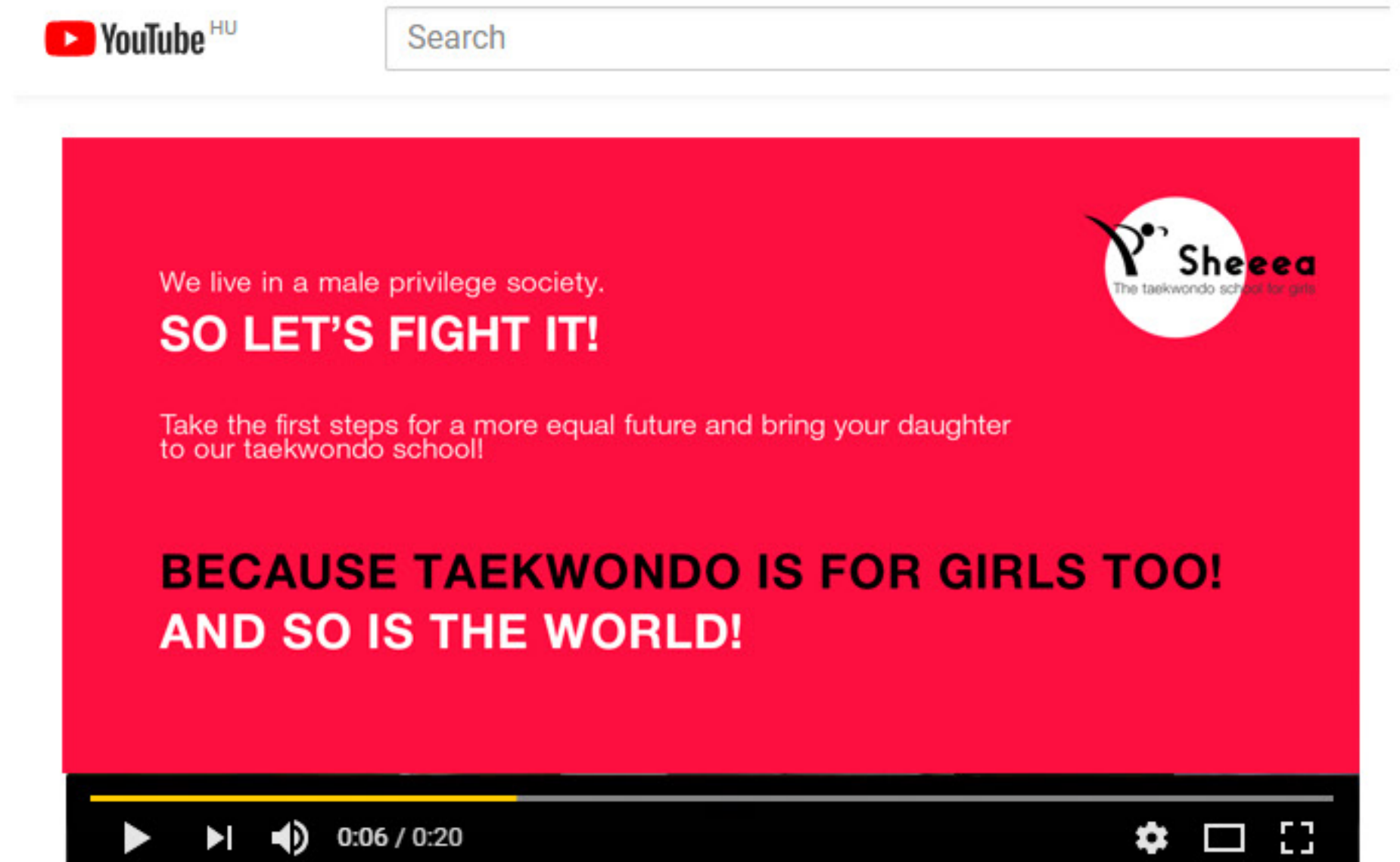
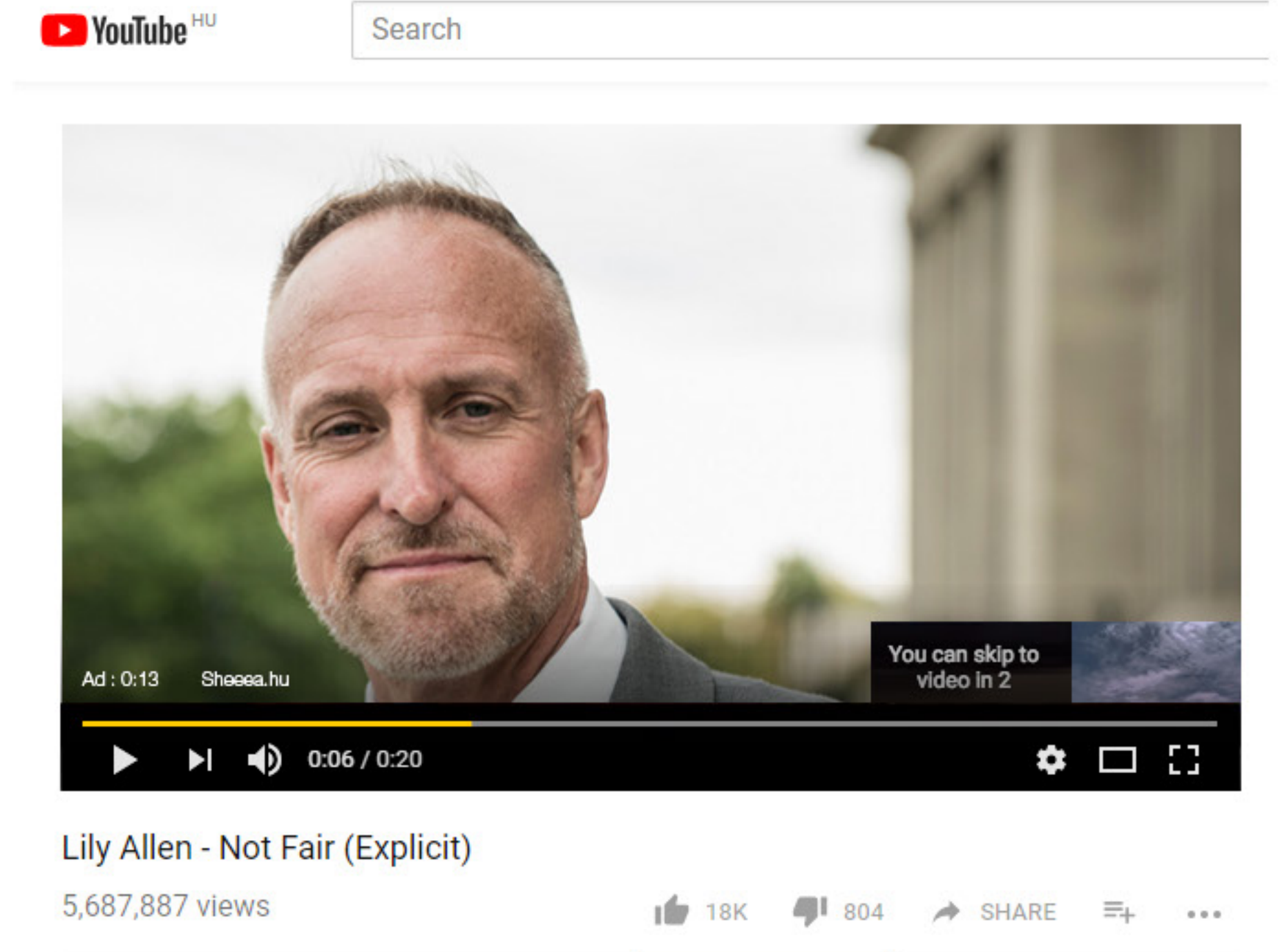
We create a 15 seconds long **non-skippable YouTube ad** targeting women, which we make look as a skippable one.

In the first 5 seconds an antipathic guy talks about **male supremacist things**, like why men have the leading role in politics, sciences, business, etc. Meanwhile we see the skip countdown button counting down from 5 to 'Skip Ad'.

When the 'Skip Ad' button appears, the pissed off female user obviously wants to click on it, but then the guy says to the her:

"Oh you silly, you thought you can just interrupt a man? You'll listen to me until I finish!"

After this, our message appears as a super:



CREATIVE CONCEPT 2.

#TAEKWONDANCE

INSIGHT/OBSERVATION

1.

Most of the girls love to dance by nature.

On the other hand they aren't really into martial arts.

2.

Dancing in general is considered more like a girlish activity.

IDEA

#TAEKWONDANCE

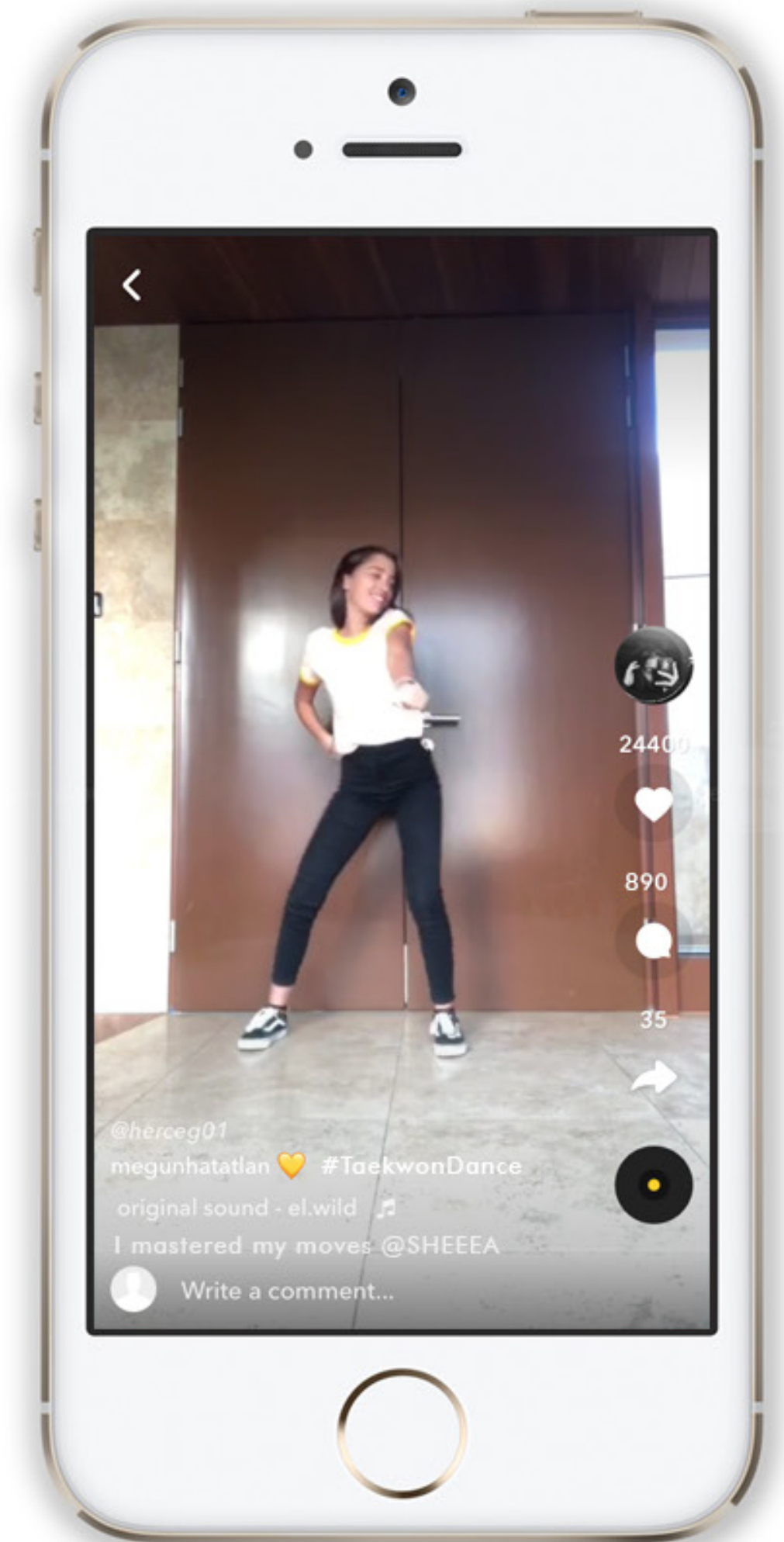
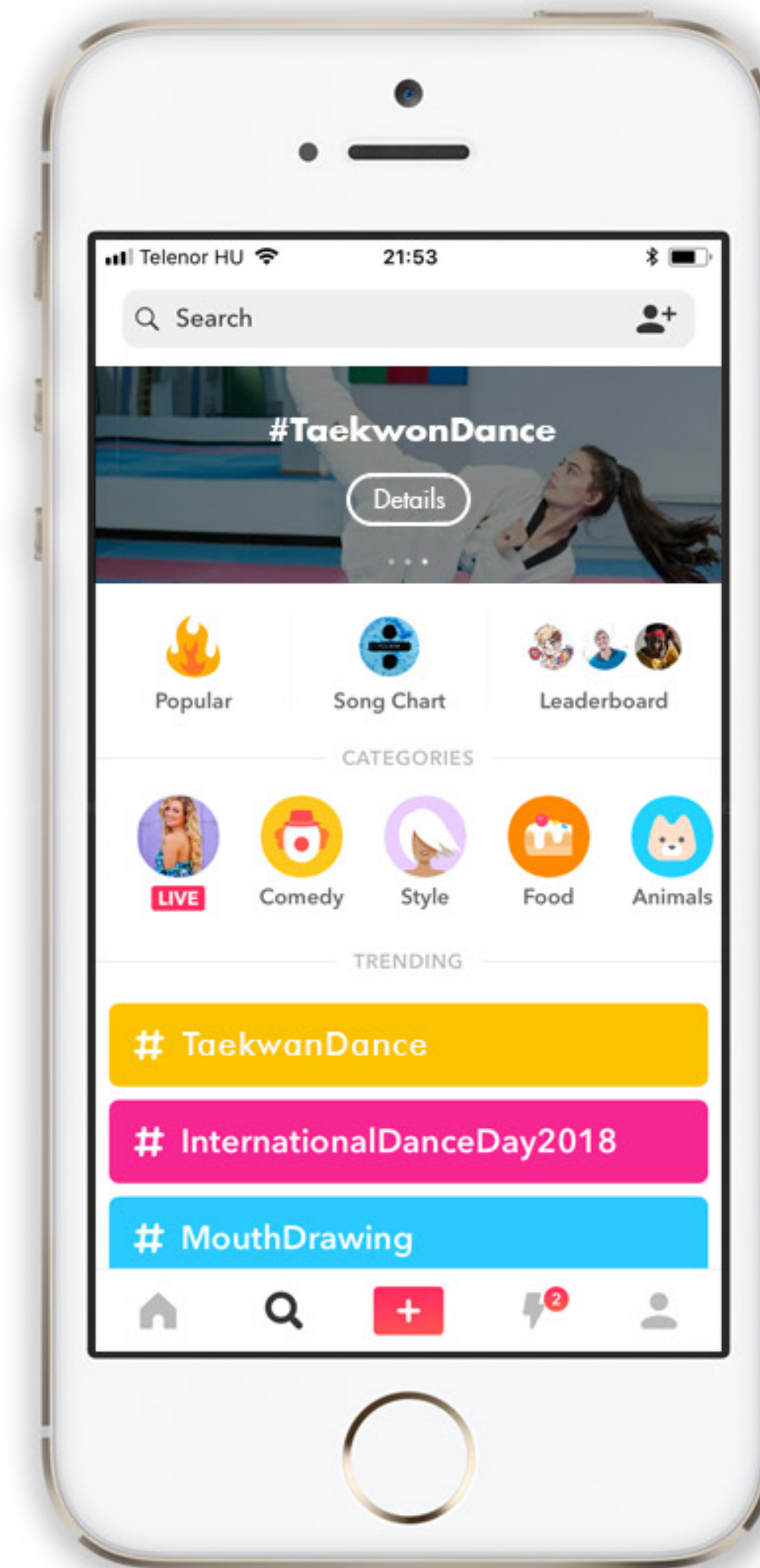
Let's infiltrate the taekwondo into the world of the girls as a **Trojan horse** by disguising/positioning it as a dance.

ONLINE VIDEO CONTENT - TAEKWONDO ON MUSICAL.LY

Since Musical.ly is the most popular social platform of the target group, we team up with the **top Musers** – the youngest influencers who lip sync their way to fame on Musical.ly. As **the best Musers are great dancers** too.

We teach them **a dance choreography consisting of taekwondo moves**, which they make popular amongst their mass of followers.

Our influencer Musers tag SHEEEA in their posts, saying they've mastered their moves at SHEEEA – The taekwondo school for girls.



NON-CONVENTIONAL MEDIA USAGE

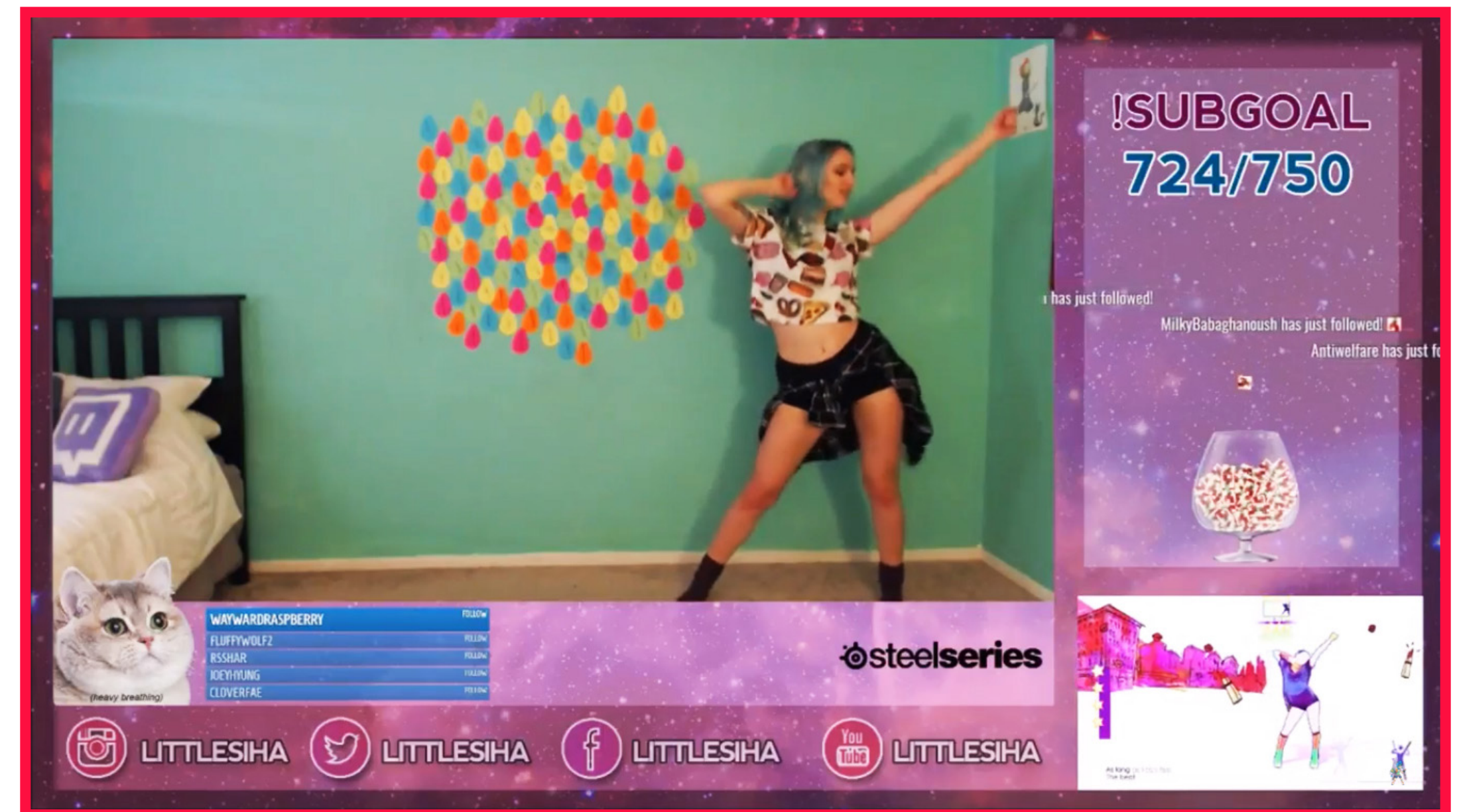
XBOX KINECT JUST DANCE*: THE SECRET #TAEKWONDANCE LEVEL COMPETE FOR YOUR FIRST BELT!

We release a freely downloadable new level to the widely popular Xbox video game called Just Dance. The **choreography** of the #TaekwonDance level is built upon the moves of **the first belt examination curriculum** of taekwondo.

If a female user completes the #TaekwonDance level flawlessly, receives a message saying: **Take the next level in real life!**, and gets an online **voucher** to the SHEEEA school which can be used directly for the first belt exam.



For spreading the news within the gamer community about the new #TaekwonDance level we ask **Twitch influencers** for live streaming and commentating the gameplay.



* What is Just Dance?

In the gameplay players are presented with an on-screen dancer, as well a display of scrolling pictograms representing specific poses. While players follow the motions of the on-screen dancer, they are judged on a ranking scale for the accuracy of each of their moves in comparison to that of the on-screen dancer, and receive points. Their moves are detected by the motion sensors of the Kinect.

CREATIVE CONCEPT 3.

CYBER DEFENSE

VS.

SELF DEFENSE

INSIGHT/OBSERVATION

1.

The world is getting more dangerous day by day.

Accordingly, most of the parents pay more and more attention **to protect their children's online life.**

But they not necessarily extend their attention to their kids offline life.

2.

According to the SOS Gyermekfalvak child protection foundation

50% percent of the teenage girls in Hungary are afraid of being raped or abused.

IDEA

CYBER DEFENSE VS. SELF DEFENSE

In the online world you can protect your child by certain precautionary social media settings, using firewalls or disabling some browser functions.

But in the physical world you can't just protect your child with a single click.

So let's emphasise the importance of the physical self-defense by opposing it against the **personal cyber security** and **data protection**.

NON-CONVENTIONAL MEDIA USAGE

THE SMART MIRROR ABUSE

We install smart mirrors in the dressing rooms of popular fast fashion stores near their children's clothes sections.

By using **computer vision** and **facial recognition** the mirror recognizes if a mother and a daughter are entering the dressing room together.

When the child is changing her clothes some hairy male hands are appearing on the mirror and starting to grope the child.

In the next moment a message appears on the mirror saying that **the mother can protect** her daughter from the abuse **by a single tap on a setting.**



When the mom taps on the setting button on the mirror, another message appears saying that you can prevent your daughter from online abuse by clicking on a setting, but **in the physical life you should take measures,** so bring her to taekwondo classes to SHEEEA.

Feasibility check on the smart mirror:

<https://www.theverge.com/circuitbreaker/2017/8/17/16158104/smart-mirror-diy-raspberry-pi-commute-weather-time-gadget>

Feasibility check on the groping interactive installation: <http://playdo.io/projects/groping-machine.html>



ONLINE FILM

THEY ARE STILL OUT THERE

We show the moment in the morning when a mother is carrying her daughter to the bus stop starting her way to the school.

The little girl, wearing a school backpack, hops on the bus, and the mother is waving her hands and sends a good bye kiss to her cute child.

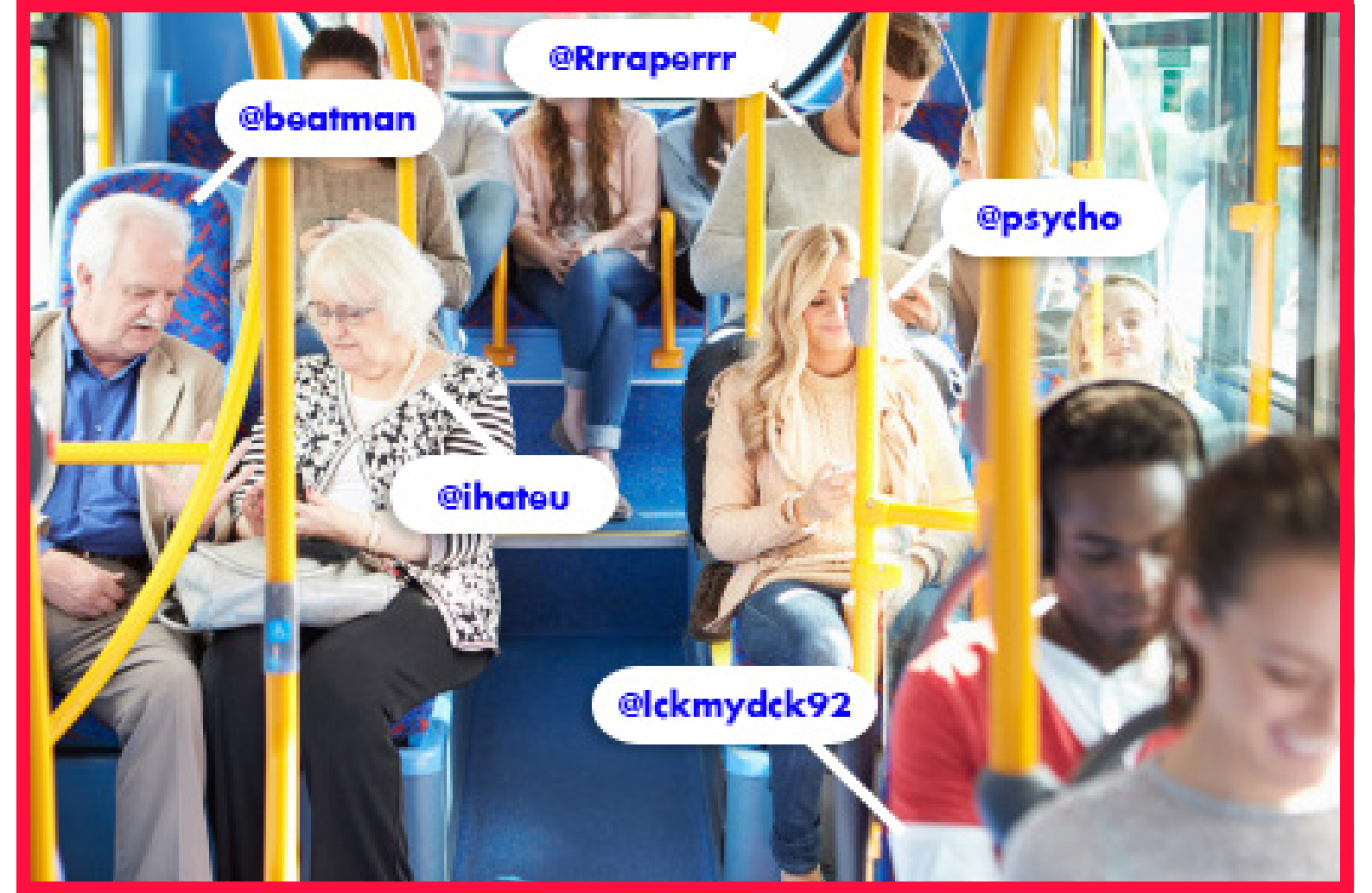
The bus slowly starts to leave, and we can follow through the faces of the people sitting next to the windows. At this very moment some **infographics appear** next to each passenger who are staring out of the window.

Each one has a **nickname** from which we can conclude that they are all pedophiles, sexual predators or bullies. And then a super appears while the VO is saying:

Even if you've blocked them online from your child, they are still out there.

Self defence is as important as cyber defence. Bring your daughter to taekwondo.

SEEEA – The taekwondo school for girls



SEEDING OF THE FILM

We seed the film as **Facebook** and **Instagram ads**, since these are the most used social media platforms by these mothers.

We **target by age** to reach the **momms of young children**, and by **geo-location** and **behavior** to catch them either at their **local public transport stations** or the nearest station to their workplace, so we can catch them in the **most relevant micro-moments and mindset**:

they are waiting for the bus/tram/subway – before or after work - browsing their social media feeds – being in the same environment what's the whole film is about.

SUMMARY



**1. A taekwondo girl today,
a leader tomorrow**



2. #TaekwonDance



**3. Cyber Defense
VS.
Self Defense**

THANK YOU.