

• **IT'S NOT JUST A PHRASE** •

Newstars 2018

• **WEAKER SEX*** •

(phrase)

Women regarded collectively.

*Oxford dictionary

INSIGHT

If even our education is wrong, how can we expect girls to grow up with confidence and strength? Its time to chin up, girls are not princesses, they are queens, they are skilled in every position they acquire. Its time to kick up the stereotypes because girls are awesome.

...because girls

#GOTTTHIS

IDEA

„I got this” is a phrase not often used by girls. This sentence more or less comes from men themselves. Because for this small three words girls often don't have enough self-confidence. We want to show them what the world would look like, if girls also use this phrase more often. And for raising their self confidence, we got a little tip for them ...Taekwondo.

ONLINE VIDEO

For the online videos we would create 10'-15' sec short video series, where we can showcase different scenarios of girls solving situations with the power of taekwondo. This caters mainly for the parents so they can see how self confident and strong their children can be.

In our first scenario, we are in a family home, very late at night. The camera pans through the house, the whole world seems to be asleep.. The kids are in bed, mom and dad also dreaming away. Uninvitedly we hear a noise as if someone is trying to break in. With the noise suddenly getting a bit louder, dad sits up in the bed, his face is very observing, he gets out of bed, making sure he is making no sound at all, and grabs something around the bedroom that could be used as a weapon. As he is making his way out of their room, by the door he stumbles upon his little girl. With her pink unicorn nighty, messy hair and fluffy bunny slippers she looks at her dad, hold out her hand and quietly says „I got this” and walks towards where the sounds come from. The camera looks back at the dad, who pretty much just standing there with his jaw dropped. As the little girls figure is disappearing into the room where the noise came from, the „SHEEEA” logo appears with the slogan, „Taekwondo lessons for girls” and also the campaign website appears.



MICROSITE

Alongside the online videos, we would release a microsite where girls can play with the hero girls of the videos. This game would focus on the teachings of taekwondo, and educates girls for the importance of self image, inner strength, discipline and obviously the taekwondo moves.

As well as being able to play with the heroes from the video, they would also be able to put themselves in their shoes, because anybody can be as confident as they are, the kids can take a photo of themselves, upload it on the microsite and turn themselves into a taekwondo master. At the end of the personalisation process they would get the you got this message.

NON-CONVENTIONAL MEDIA

As well as the microsite we would also release a book for children with already known tales but with a twist.

Early Disney princesses for example are not too good role models for little girls these days. They were true princesses, that waited around for the prince to save them. What if we told the tale of Cinderella and Snow White, but this time, they needed no one to save them, because they got this.

The book would also be interactive as we would team up with very talented artists to create a shadow book. It features pop-up shapes to cast shadows for the reader to bring motion to its story, therefore some of the shadows could move by also moving the light source.

Some of the stories are also unfinished for a reason. We want children to take what they learnt from us, be inspired and finish the story themselves. Because they got this.

• **I GOT THIS** •

(phrase)

A phrase often used by girls.

After our campaign

• **THANK YOU!** •