

Innovative Strategies for Engaging & Teaching Kids
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I. WE'RE NOT IN KANSAS, ANYMORE.

THE INTERNET HAS CHANGED EVERYTHING:

- Access to and frequency of content 24/7
- Flexibility of content
- Interactivity

TRADITIONAL MODELS HAVE LOST RELEVANCE:

- Fan Clubs = Street Teams
- Movies = Orchestrated multi-platform roll-outs
- Broadcast TV = Loss leader for DVD & merchandise sales.

II. DISNEY & NICKELODEON: GEPPETO DOES NOT LIVE THERE.

BRAND MANAGEMENT & LICENSING:

- Apparel
- Games
- Retail
- Social Networking
- Mobile
- Live
- Parks
- Transmedia

III. IT'S ALL ROCK 'N ROLL: TWEEN-BASED BRANDS

DISNEY:

- Hannah Montana
- High School Musical
- Jonas
- The Suite Life
- Sonny With a Chance
- Wizards of Waverly Place
- Cheetah Girls
- Princess Protection Program
- Phineas and Ferb

NICKELODEON:

- Naked Brothers Band
- Icarly
- Ufabulous
- Ned Declassified
- Zoey 101
- Drake and Josh
- The Big Green Help

- Iron Man
- Wolverine
- True Jackson, VP
- Avatar

IV. ROCK 'N ROLL = REVOLUTION & COOL

TWEENS ARE NOT PRE-SCHOOLERS

- and DON'T want to be treated that way

TWEENS ARE NOT GROWN-UPS

- and DO want to be treated that way

TWEENS WANT TO BE ROCK STARS

- Tweens need to rebel – To be independent from their parents.
- Tweens need to be cool – To fit in with the crowd.

IT BEARS REPEATING: THE INTERNET HAS CHANGED EVERYTHING

V. THE INTERNET = INDEPENDENCE & SELF-DIRECTION

THE INTERNET IS A TOOL THAT ALLOWS:

- The ability to make one's own decisions
- The ability to create one's own relationship to the brand.
- The ability to share one's interests with friends

Disney and Nick have created brands that exhibit revolution/cool, and merged them with tools that allow tweens to access and manipulate the brands with independence and self direction. Now, how to do that with INJURY PREVENTION?

VI. HOW DO WE MAKE INJURY PREVENTION COOL?

THE "COOLING" OF SIMILARLY PRACTICAL SUBJECTS:

- READING has become cool.
- GREEN has become cool.
- FITNESS has become cool.
- ACTIVISM has become cool.

How do we make INJURY PREVENTION more about REVOLUTION/COOL, and accessible through tools and programs that allow INDEPENDENCE/SELF DIRECTION? How can we make it seem not just practical and smart, but cool, bold, and even risky?

KEEPING YOURSELF SAFE IS PRACTICAL AND SMART.

KEEPING OTHERS SAFE IS COOL, RISKY, AND BOLD.

IT MAKES THE HELPER A ROCK STAR AND A SUPER-HERO.