

# Short and Sweet

Week 8 assignment

**Fisher-Price®**

**Let's be kids**

Toys have been getting louder every year since the 60's, taking advantage on the fact that toddlers are attracted to sound to pick a toy to play. This is causing that when this kids grow up, we will have a generation with worst hearing than ever before.

To take action on this situation, Fisher-Price, one of the leading baby toy maker in the world, test every toy to not exceed the 85DB at 1 feet away, unlike most competitors, which go up to 104DB and more, the equivalent of a rock concert, operating a chainsaw, and more loud activities. We want to tell parents, in an exaggerated way, how much damage their kids go through when they play with loud toys not regulated, like the Fisher-Price ones.

We want to tell parents, in an exaggerated way, how much damage their kids go through when they play with loud toys not regulated, like the Fisher-Price ones.

Concepto

# Is Too Loud Fun?

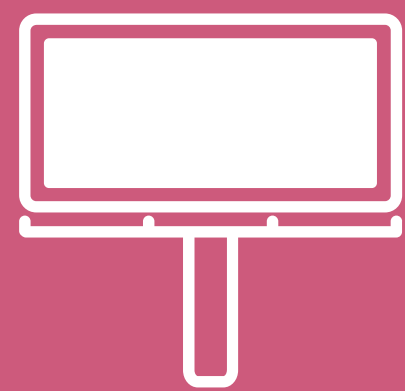
Fisher Price toys protect your kids from getting permanent hearing issues while they can still have fun in a safe way for their future.

360 Deployment

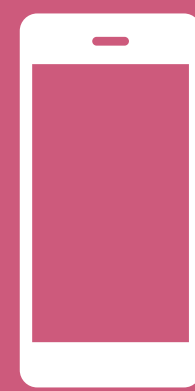
**Fisher-Price®**



Print



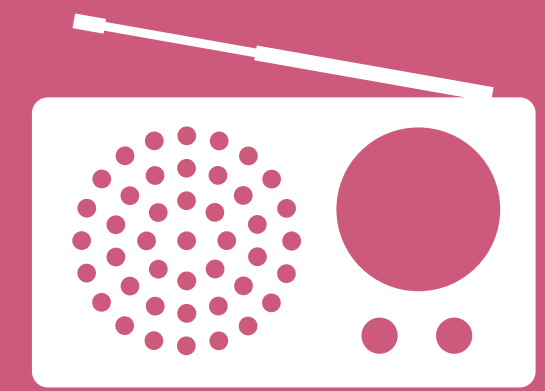
OOH



Social



Tv Spot



Radio

**Print**



A baby will be in really loud situations, like performing a rock concert with his toy guitar, sitting at a packed club with his toy microphone and chopping down a tree with a toy chainsaw.



Print



# Is Too Loud Fun?



El bebé no estaría utilizando headphones, (imagen de referencia)



We care about the next generation of ears, so we test each of our products to not exceed volume healthy limits before releasing them to the public.

**Fisher-Price**  
Let's be kids



Print



# Is Too Loud Fun?



El bebé estaría operando una sierra eléctrica, (imagen de referencia)



We care about the next generation of ears, so we test each of our products to not exceed volume healthy limits before releasing them to the public.

**Fisher-Price**  
Let's be kids



Print



# Is Too Loud Fun?



We care about the next generation of ears, so we test each of our products to not exceed volume healthy limits before releasing them to the public.

**Fisher-Price**  
Let's be kids

# Radio

En un alto volumen, el comercial empieza con el sonido de una sierra operando a todo volumen cortando un árbol grande.

Se va el sonido

locutor dice: Was that fun? too loud toys can create hearing problems in your children, that's why in Fisher Price, we check the volume of each toy before delivery.

Cierre: Fisher Price, Lets be kids again.



## Out of Home

Inside of plazas where you can find Fisher Price toys, we will put our prints in the small lighten up billboards and installing a motion activated speaker inside the billboard that will blast the sound of the situation our baby is into when he plays with other toys.

# Social Media

We will create a series of IG stories:

- black screen asking you to turn volume up for the next stories.
- Loud sound of a toy guitar
- Poll: real or toy
- Result of poll (1-3hr later)
- Is too loud fun?
- At Fisher Price, we take care of future generations ears by limiting the volume of our toys safe. Let's be kids again.

# TV Spot

A baby will be in really loud situations, like:

-Scene 1: performing a rock concert with his toy guitar

-Scene 2: dj at a packed club with toy mixer

-Scene 3: chopping down a tree with a toy chainsaw

-Scene 4: stuck in a traffic jam with a toy steering wheel

-Scene 5: working in a construction with a toy hammer, a spoke-person says: is too loud fun?

-Scene 6: baby playing with a Fisher-Price toy in a comfortable room

spoke-person: at Fisher Price, we care about the next generation of ears. We test every toy we make to not exceed healthy levels of decibels before selling them.

Scene 7: Fisher-Price logo, Let's be kids again.



# TV Spot



performing a rock concert with his toy guitar



dj at a packed club with toy mixer



stuck in a traffic jam with a toy steering wheel



chopping down a tree with a toy chainsaw



working in a construction with a toy hammer



we care about the next generation of ears. We test every toy we make to not exceed healthy levels of decibels before selling them. Fisher Price, let's be kids again.