



NIVEA PLAYGROUNDS

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Children most often spend their free time in front of the TV, playing video games. Even on the playground kids play alone, while parents just make sure nothing happens to them. Children need the time and attention of their parents, who have less and less of it. Only about an hour a day is what's spent on building a parent-child relationship.

Nivea has decided to respond to the need and create an area that would allow the entire family to spend quality time together building lifelong relationships with one another.

THE BACKGROUND

Upon their return from school or kindergarten, children most often spend their free time in front of the TV, playing video games or on their smartphones. Children need the time and attention of their parents, who – in turn – have less and less, because they're busy doing chores around the house or often working into the night. Parents don't spend enough quality time with their children. Only about an hour a day is what's spent on building a parent-child relationship. Virtually every family would like to build a partner-based relationship in the household. This can't be done by



THE CHALLENGE

The goal of the campaign was to draw the attention of the media to the amount of quality time spent between parents and children and igniting a conversation around the subject.

performing chores around the house or working on homework. Real partner-based relationships can be built while playing games, performing activities or going for walks and visiting the playground.

Children love actively spending their time and playing. They want to be taken to the playground. Although families leave the home together, they remain separated. Children run, jump and play with their friends while their parents are preoccupied with their smartphones and just make sure nothing happens to their children. The root cause of the problem is that polish playgrounds aren't adapted to building a relationship between children and their caregivers. The same applies to indoor playgrounds, where children are left alone, even though they would like to share the experience with their parents.

It turns out that the biggest dream for children and parents is to spend as much time together as possible. Family happiness remains the greatest value across polish households. Nivea has decided to respond to the need and create an area that would allow the entire family to spend quality time together. Places, where parents and their children can spend time together through playing and in turn – building lifelong relationships with one another.

SUMMARY

For NIVEA, family is of greatest importance. Taking care of it's appropriate development and the relationships present in a household, the brand decided to inspire parents to discover new ways of spending quality time with their children.

A unique, one-of-a-kind family playground was designed. A place adapted to the needs and requirements for both parents and children. A playground, where families can spend time together, not just where the parent retains their role as an observer. We asked local communities if they would like to have a similar playground in their area. It turned out that this is something that they dream of and desperately need. We announced a competition for communities to suggest locations for the playgrounds. The

40 top propositions that received the most votes were to have the specially designed playground built at the location of their choosing.

Thousands of communities in Poland decided to take part in the competition and change their landscape so their children can have a real place to play. Although the application process wasn't easy – it required a series of formalities to be taken care of – the competition platform ultimately consisted of over 1 000 entries.

The families knew that from the entire base of 1 000 entries, only 40 would be chosen. They knew that only the ones with the most votes would win. Their engagement and will to build family relationships exceeded our wildest fantasies. Every community taking part in the competition engaged everyone they could – from family and friends to schools and celebrities. They posted on social media, made videos and personally promoted their local initiatives both on- and offline. Thanks to their engagement, creativity and will, the campaign engaged almost 4 million people nationwide.

The engagement of local communities and parents was supported through PR tools, which helped attract the interest of journalists, experts, bloggers and key opinion leaders. The effect of these efforts was over 1 700 pieces of content built around the subjects quality time, playgrounds, families and local communities across the nation.

THE RESULT

The campaign was met with an enormous, positive response. A total of 1 117 applications were entered. A total of 3.6 million users took part in the voting process and voted a total of 18 million times. The competition site was viewed almost 40 million times. 94% of the competition applicants expressed an interest in taking part in another edition.

Over 9 months of the campaign – from February to October 2015, over 80 releases were sent including around 30 expert testimonials, which triggered a total of 1 739 publications and around 30 000 mentions across social media.