



Social Mobility Commission

It's Child's Play

Part of the 'Nurturing Talent' pilot campaign

Asset Guidance

October 2023

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This guidance document gives an overview of assets available for use for the campaign.



CAMPAIGN BACKGROUND

**Getting your kids
school ready?**

**It's
Child's
Play**

Campaign objectives

It's Child's Play is a campaign, led by the Social Mobility Commission, to encourage parents to interact with their children before they are school-age, in order to give them the best possible start.

It aims to show that each little bit of play goes a long way, and is invaluable to a child's development.

We want parents to feel empowered to have a go at these small games with their kids, and even inspire them to discover their own.



Campaign creative

It's Child's Play is all about showing easy ways to get kids school ready.

It focusses on fun and simple games that parents can play with their kids when they see the adverts.

The visual world that we've created is designed to be fun for kids, whilst being simple, clear, and easy to interact with for parents.



Campaign roll-out

The campaign is being rolled out across various channels within your area.

We are using bus stop billboards, press advertising, social media, and leaflets to communicate the message, along with PR activity.

We will be running the first wave of the campaign from 23rd October until mid-November – with subsequent waves of activity following on next year.

The following sections give an overview of the campaign assets that can be used to spread the word even further through your own channels.



CAMPAIGN ASSETS

POSTERS

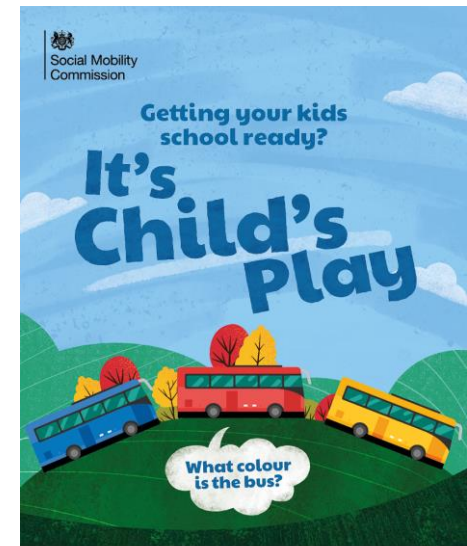
Posters

We have created posters which can be printed out and pinned up on noticeboards in order to drive more awareness and encourage parents to interact. These also contain a URL and QR code linking to our website.

They're designed to work on their own, but also alongside each other if you want to use all 5.

Sizes:

- A4
- A3



LEAFLETS

Leaflets

Our leaflet has been mailed out to key postcodes in your area, offering the opportunity for parents to interact directly with their kids by drawing on the maze to solve the puzzle.

There are also two further games on the back.

They can be printed and used as activity sheets, or for parents to take away with them.

Size:

- A5



SOCIAL

Social

There are 3 assets available for use on social, each with a static and an animated version.

They can be posted on your social feeds, and are designed to encourage parents to use the games as inspiration to interact with their kids.

We have also created some post copy for you to use with these assets – but feel free to adapt to your own tone of voice, and style.

Size:

- 1x1



Asset 1



Post copy:

Instagram:

A little bit of play goes a long way! Even chatting about the colour of the bus can help prepare young children for when they first start school.

Visit the link in our bio for more inspo.

Facebook:

A little bit of play goes a long way! Even chatting about the colour of the bus can help prepare young children for when they first start school.

Visit socialmobilitycommission.org/ChildsPlay for more inspo.

Asset 2



Post copy:

Instagram:

A little bit of play goes a long way! Even asking what sounds animals make can help prepare young children for when they first start school.

Visit the link in our bio for more inspo.

Facebook:

A little bit of play goes a long way! Even asking what sounds animals make can help prepare young children for when they first start school.

Visit socialmobilitycommission.org/ChildsPlay for more inspo.

Asset 3



Post copy:

Instagram:

A little bit of play goes a long way! Even asking your children to count things can help prepare them for when they first start school.

Visit the link in our bio for more inspo.

Facebook:

A little bit of play goes a long way! Even asking your children to count things can help prepare them for when they first start school.

Visit socialmobilitycommission.org/ChildsPlay for more inspo.

IMAGERY

Imagery

This imagery can be used wherever you may need a smaller asset.

It should only be used when alongside wider messaging or assets to explain the campaign – as on their own they provide less context.



GENERAL GUIDANCE

General guidance

Assets:

- Are designed to be used as standalone, or as a suite, so can be flexible to your space
- Can be printed, or used digitally
- Have been designed to be accessible
- Can be professionally printed, if you need this please get in touch with your campaign contact
- Should only be used in the sizes and formats they have been designed for

If you have any questions, please get in touch with:

contact@socialmobilitycommission.gov.uk



Thank you.