



**PRESS RELEASE**

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## ALL KIDS ARE VIPS: MOCCU BRINGS THE VIPS TO THE KIDS

### MEDIA STRATEGY FOR THE BERTELSMANN FOUNDATION'S INTEGRATION PROJECT FOCUSING ON SOCIAL NETWORKS

Moccu advised the Bertelsmann Foundation on the overall strategy for the integration project "All Kids Are VIPS". Working on the Foundation's behalf, the Berlin-based web specialists are responsible for strategic consulting and project planning and the creation of advertising material. The media planning was a joint effort with Raffel Media. Ambassadors of the campaign, which aims to improve fairness and integration in schools, include celebrities like Mario Gomez, Culcha Candela and comedian Bülent Ceylan.

#### Strategic use of social media

The website [www.allekidssindvips.de](http://www.allekidssindvips.de) is the linchpin of the school campaign. In the light of this, the role played by social networks in MOCCU's communication strategy is a crucial one. Björn Zaské summarizes the benefits of online exposure as follows: "The large amount of time spent online by the primary target group on sites such as SchülerVZ, YouTube etc. helps us reach a wide audience and allows us to use viral effects without having to risk media discontinuity". This communication strategy aims to increase the project's popularity in educational circles and to encourage pupil participation.

#### Flawless creative and media strategy

Johanna Braun, project manager at the Bertelsmann Foundation, comments on the project's progress: "Effective consulting, creation and media planning, coupled with a high level of flexibility as regards the implementation of editorial content allowed us to achieve great campaign results during our collaboration with MOCCU". As a result, the focal points are the target group's favorite sites, i.e. YouTube, SchülerVZ and Facebook. The conversion rate is pretty impressive already. Björn Zaské sums up the results so far: "Over 10,000 members registered on the SchülerVZ's project page after just a few weeks. For an issue which naturally isn't to every pupil's taste, that's a substantial amount".

Printable images available on demand. Specimen copies requested.



**MORE INFORMATION:**

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**ABOUT MOCCU:**

Moccu is an interactive creative agency based in Berlin with an office in Vienna. Since 2000 Moccu has planned, designed and produced interactive communication of visual and technical excellence. References include communication solutions, brand experiences and websites for companies like Volkswagen, Canon, Dior, L'Oréal, Vodafone and the WWF.

**"ALL KIDS ARE VIPS"- CAMPAIGN PROFILE:**

The Bertelsmann Foundation is inviting pupils in grades five through twelve to submit project ideas on how they could improve the integration of children and teenagers of immigrant families at their schools for the second time. Pupils have the chance to win a visit from well-known celebrities who come from immigrant backgrounds. The nationwide school campaign "All Kids Are VIPs" is supported by numerous stars from immigrant backgrounds, including international footballer Mario Gomez, actress Susan Sideropoulos and the band Culcha Candela. Entire classes, project groups and individuals are invited to participate in the "All Kids Are VIPs" campaign this year. The competition begins on March 15, 2010. The deadline for entries is July 1, 2010, and the award ceremony will take place in October.