

VERB ON THE MOVE

As Phase II comes to a close, so does one of the most successful activation programs VERB has seen to date. VERB partnered with the in-school TV network, **Channel One**, to activate 45,000 tweens from 60 different schools in the weekly, pedometer contest known as **Make Every Move Count**. Channel One created and ran promotional spots in support of the contest, using Krystal Greene, a Channel One anchor, as the spokesperson and reaching 3,200,000 students. Out of the thousands of entries received, 10 schools were selected each month to participate in the challenge from October through March.



Each month the 10 selected schools received kits filled with pedometers, tracking posters, school banners and teacher and student guides. The participating schools hailed from as far west as the Centennial Middle School in Spokane, Washington, to as far east as the Ingomar Middle School in Pittsburgh, Pennsylvania. Each of the winning schools "stepped" more than 2 miles per day by playing soccer, basketball and Frisbee, as well as jumping rope, climbing indoor walls and training seeing eye dogs. One school even created an after-school walking club to increase its total tally of steps. By week's end during each month, the school with the most steps won a VERB Action Pack, which contained \$1500 worth of athletic equipment; within each school, the class with the highest number of steps won \$10 gift certificates to local sporting goods stores. Also, the participating and winning schools detailed their progress in two updates per month throughout the course of the contest. Lastly, the contest generated a good deal of local publicity on TV and in the newspapers. By consistently activating 45,000 students and creating a buzz about the Make Every Move Count contest, the program was an amazing success for VERB!

VERB partnered with **Time For Kids** to create a custom publication for 2,200,000 students in grades four through six. The publication consisted of a Tracker, tips and games on getting active as well as a sweepstakes. The grand prize winner of the sweepstakes was awarded a bike and safety gear, a donation of \$2,000 worth of sporting equipment to her school, and her picture online as a VERB All Star. There were 15 first-prize winners who received bikes and protective gear, and ten second-prize winners of gift certificates to sporting goods stores. Accompanying the custom publication was a teacher's guide on VERB, to use in their classrooms. By continuing to activate tweens and influencing the Influencers, the Time For Kids publication was a successful addition to the Phase II media plan.



VERBCHATTER

The Fit Family Fit Kids program with **Gruner and Jahr** will conclude this March. For the past 6 months, we have followed the lives of 4 families: The Kenyons, The Newmans, The Terans and The Comeauxs.



The Kenyons



The Newmans

A fitness expert was hired to work with each family and we have tracked their progress with respect to getting more active. It's amazing how much more activity they have included in their lives. The families have also learned that being active is fun!

The program to date has been very successful from a Web-traffic perspective as well. In only 4 months, we achieved the same level of Web traffic as was achieved in more than seven months in phase I. The

average time spent with the Web site has increased 50%, from 1:50 to 3:00! Can't wait to see how the next 2 months go!

In addition, we will distribute two news stories nationwide covering the success of these families. We will distribute the first one



The Terans



The Comeauxs

FAST FORWARD

Stay tuned...

- This February, **Nickelodeon** aired the custom-created VERB PSA featuring the tap dancing skills of Lisa from Nickelodeon's sketch-comedy series *All That*. The PSA was on-air for 3 weeks.

- Be sure to catch the final VERB Movie Night, at 8 p.m. March 24, on the **Disney Channel**. The movie, "Going to The Mat," is an inspirational tale of a blind wrestler who overcomes his disability and helps lead his team to the championships. Look out for the VERB tickers, which will run during active-oriented scenes and direct tweens to get active.

- Stay tuned for the third **Disney PSA** featuring Raven Symone, star of the hit show "That's So Raven." The spot, which has the same eccentric feel of the show, highlights the vital role that physical activity plays in providing Raven with enough energy to perform each week.

- The two winners of the VERB "**Move It to Groove It**" contest with **YM** have been announced! Contestants submitted an essay to **YM** explaining their future plans or their current activities that motivate others to get active, and competed for the chance to win a video dance party at their school. VERB and **YM** will be visiting the schools of the two lucky winners this March and will get kids moving and grooving! Be sure to check out next month's newsletter to see photos from the event.

- The *Fit Family Fit Kids* program has been so successful that it is also going to be executed in the Hispanic community. The



Telemundo television network and VISTA magazine are

helping to bring the Spanish program, **Niños Activos, Familias Sanas**, to life this spring. Keep on the lookout and *ponte las pilas!*

in April and the second one in June to coincide with the kick-off of summer.