



HELLO COOL WORLD

**Youth**

**Multimedia**



HELLO COOL WORLD.COM



**“Good Company Communications respects us, our subject, and our audiences. They deliver exceptional creativity and intelligence to our products, and puts in an appropriate strategic envelope for maximum impact relative to our other programming.”**

**— Greg Smith, Executive Director, OPT (OPTIONS FOR SEXUAL HEALTH)**

**“The entire team at HelloCoolWorld are on the cutting edge of new forms of independent distribution, marketing, and campaigning. With sass, savvy, and bubbling imagination, they take progressive content and get it to the widest possible audience, building a conscious network of engaged culture consumers in the process. HelloCoolWorld is a desperately needed alternative to the stale thinking and “that’s-how-we’ve-always-done-it” mentality that governs far too much our cultural landscape.”**

**— Avi Lewis, filmmaker (with Naomi Klein) of THE TAKE**

# Youth Multimedia

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# Introduction

## How We Work



*At Good Company, we think it's good to be cool and cool to be good. "Hello Cool World" is both our mission statement, our value-added network, and our brand.*

Good Company Communications is a full-service social marketing, communications, web and new media production company. Our clients are the non-profit sector and independent film communities. We have a particular specialty for youth projects in the health field with an emphasis on sexual health education.

**OUR MANDATE IS: IDEAS TO AUDIENCES,  
AUDIENCES TO ACTION, ACTION TO OUTCOME.**

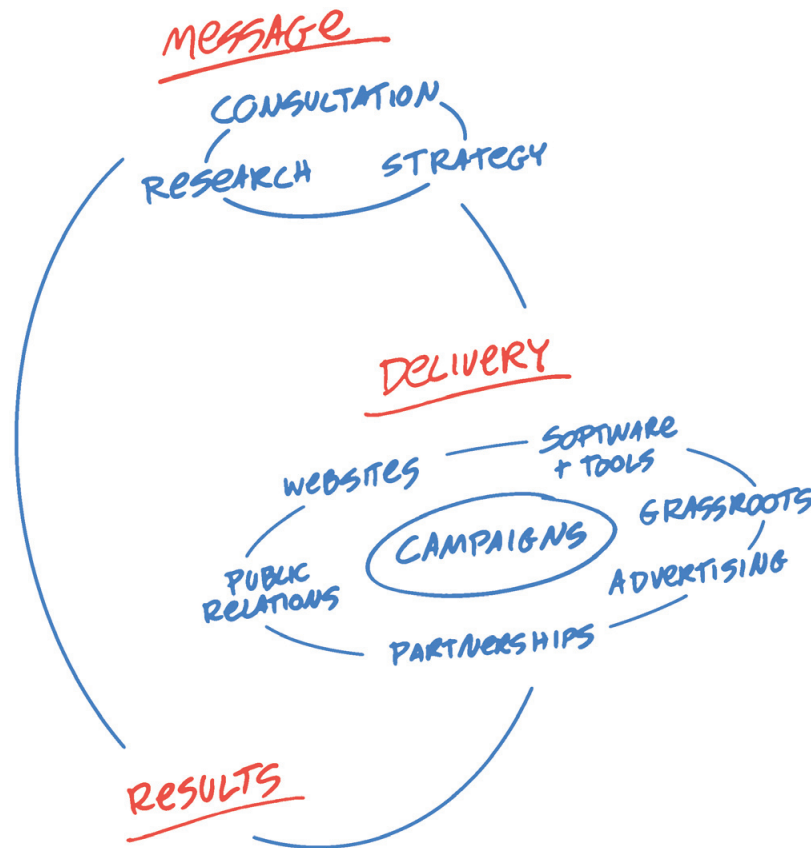
We can provide support or full management for projects and campaigns, from pre-concept and identity creation to ongoing strategic promotion, evaluation, and everything in between.

At Good Company, we are committed to networking and collaboration in order to build capacity for our company, clients, partners, and target audiences. We welcome the opportunity to take a hands-on approach. At the core of Good Company's success is our capacity to integrate our client's message and content requirements across multiple mediums and targeting multiple audiences.

***What drives our brand is integration, partnership and innovation – and a dedication to outcome.***

Good Company takes a grassroots approach to social marketing that uses the web and new media to distribute content, as well as to conduct participatory market research. We have a long track record of working directly with target audiences to develop, deliver and measure effective messaging. This is the essential ingredient for a successful grassroots campaign: direct contact and continued engagement with your audience.





## Good Company & social marketing

For a project to be truly “social marketing,” it needs to involve measurable results in behavior or policy change. Traditionally, social marketing campaigns are understood to have the best chance to succeed when they: (1) involve their target audiences from conception to delivery; (2) approach target audiences at the level of their existing core values; (3) address social issues in terms of their root causes; and (4) use a highly targeted marketing mix to deploy their messages.

“Social advertising” for a cause, while often confused with being the sum total of social marketing, is but one potential layer in the process. To be successful in the context of a social marketing campaign, social advertising needs to connect audiences with long-term, issues-based organizations or programs working towards measurable behavioral change.



#### CAMPAIGN SPONSORS

Recent sponsors for our current campaigns are...

- Naomi Klein
- Random House
- TheTake.org
- TheCorporation.com
- Mongrel Media
- Odeon Films
- Options For Sexual Health
- Women Against Violence Against Women
- Chee Mamuk
- Agentic Communications
- POV magazine
- DOC
- First Weekend Club
- The National Film Board of Canada
- Milliarium Zero

All the clients Good Company takes on represent social causes and strive for social outcomes. Not all of them are mandated as social marketing campaigns, but Good Company firmly believes in applying the core principles of Social Marketing —Social Marketing “Best Practices” (SMBP)— to every project when possible. In addition, Good Company has the skills to do all manner of campaign creative in multiple media, from concept to project branding to final implementation and application in desired media.

### Good Company & social networking

We (and our clients) were practicing social networking before the internet! However, the opportunities offered by the social networking tools now available free online are vast. In addition, for social marketing campaigns, the ultimate outcomes may not be visible online so an integrated

approach to both implementing campaigns and measuring their effectiveness needs to take offline activity into account.

**“Good Company Communications understands that marketing is about more than selling a product. It’s about promoting a set of values. What I have constantly been impressed by is how they can take social marketing theory, and elegantly and efficiently put it into practice. Good Company was the driving force behind the Corporation’s integration of website interactivity with online (and offline) engagement of audiences. Their campaign ideas work.”**

— Mark Achbar, Producer and co-director of THE CORPORATION



Email eZine | Print this page

## Back to School

### HAVE YOU BRANDED YOUR CHILD YET?

by Sandy Haksi

It's that time of year again.... The end of summer (sigh) and the rise of traffic jams and stress as kids head back to school. Yet once the craze subsides and routines are re-established, this time of year comes with a sense of relief as life returns to normal. We take comfort in the belief that schools are a safe haven and our children are being given the skills to become thoughtful, contributing members of society. But as schools struggle to pay the bills, corporations are stepping in and a new educational landscape is emerging. What exactly are today's kids learning? How to be good students or good consumers?



**Corporations in the Classroom**, a revealing new documentary from the creators of CultureJam, investigates the myriad of ways the public school has become the latest target for marketers—where they're sure to find their audience—a \$2 billion a year industry. In this sober but entertaining film produced by Make Believe Media and directed by Jill Sharpe, product placement is in the playground and on school walls, floors, and desks, all for sale to the highest bidder. Corporate sponsored educational materials are sent direct to teachers' mailboxes like the oh-so-cute M&M mascots showing children how to count with candy. Perhaps most egregious are the TV and radio programs, complete with commercials, that are pushed on captive audiences of kids as they ride the bus, eat lunch, or sit zombified in class.

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Back to School

Kid\$ for Sale: An Interview with Joel Bakan

Funding the Campaign 4 Corporate Harm Reduction

New Recruits to the Oldest Profession

## Featured Campaigns



Until Oct 31<sup>st</sup> Hello Cool World members in the US can buy **CORPORATIONS IN THE CLASSROOM** with the rights to screen the film in public for only \$69.95 (regular price \$195). More specials on [page 2](#).

Offer Expires October 31, 2008. Cite Order Number GC2008 on all orders. Offer not available online. Mail, Email or Fax a Purchase Order or Call with a Credit Card:

## Good Company & social branding

Both mainstream and social advertising work well when the product or message represents a branded “lifestyle” choice. In this way social cause advertising may often use the same attention-grabbing (or emotion-grabbing) tactics of its mainstream counterparts.

Brand-building remains a cornerstone of mainstream marketing. As one of our clients, Naomi Klein, put it so eloquently in *The Corporation* film (another one of our clients): “branding itself has become production.” So how do social messages compete in a brand-saturated world? Without Coca Cola and Nike’s billions, we have to be a little smarter. Promotion needs to become content. We need to build a better brand!

Hello Cool World is Good Company’s brand.



## Collaborating with Hello Cool World - HCW as a scaffolding brand

HelloCoolWorld.com is much more than our company website; it is a gateway to social cause campaigns. We have several health-oriented campaigns running and we also manage a database of key contacts and people who have “opted in” to the network. These opt-in members can join an individual project mail list or sign up to hear about any project related to their interest including health and sexual health issues. This means that we already have a built in audience to draw upon, though certainly we will want to expand beyond it.

HelloCoolWorld.com is a growing and recognizable brand in and of itself, and we think of it as scaffolding in that we can offer bridging and structural support to other projects with their own distinct identities. Co-promotion is part of everything we do and Hello Cool World campaigns are featured in our emails & e’Zines to our membership base, and also on other sites within our network.

# Examples of our Projects

## Star In Your Own Stories

### Star in your own stories!

#### **FUN! FREE!**

No previous experience necessary.  
For more information contact  
your youth worker.

#### **Workshop Dates:**

**Friday October 3**  
evening

**Saturday October 4**  
all day

**Sunday October 5**  
all day

#### **2 day video workshop**

**2 make positive  
sexual health messages**

**4 youth by youth**

Help create a campaign which will  
be launched in YOUR community!  
Hands-on instruction with video gear.



“We hired Good Company Communications to do “Star In Your Own Stories, a positive sexual health campaign” with Kitamaat youth. This was our most successful youth workshop ever. The video medium is something that the youth could really relate to and get excited about and helped us to achieve our sexual health education goals.”

— Melanie Rivers, Chee Mamuk  
Program Manager, BC Centre  
For Disease Control





## About the workshop

In 2006/2007, Good Company helped Chee Mamuk launch a special project to educate First Nations youth in BC about HIV/AIDS, while creating their own DVD. For the pilot project, HIV/AIDS educators and Good Company video crew traveled to Kitamaat Village and spent two days in workshops with 12 youth. The youth learned about HIV/AIDS and the basics of creating and branding a positive message campaign.

The workshops covered:

- Sexual health, including HIV/AIDS, STIs, and various prevention practices
- Aboriginal issues and the role of traditional culture in healing
- Local resources available to the youth for STI prevention and testing
- The steps in making a DVD, including how to use cameras and recording equipment
- Messaging 101 - about how to come up with a “brandable” message for their project





## Beyond “D.I.Y.” (do it yourself)

Good Company’s challenges have always been only technical. We only have two and half day with the youth, only one of which is fully devoted to filming. What we film is improvised during the workshop. With a relatively small budget and an unusual filmmaking process, how do we ensure we end up with a high quality final product?

We have met these challenges by striving to make up for technical shortfalls (shooting improvised scripts without a full film crew) with clever editing, graphics and sound design. We also make sure that we create good project branding which we can spread online (and offline in terms of the “swag” we create). Because we typically rely on a strong graphic direction to tie the films and campaign together, the process of developing this messaging focus has become part of the workshop process.

In every workshop the youth create titles for their film and taglines knowing that they will become the project brand. This is very satisfying for the youth as they wear their Step Up hoodies or Strong Path sweatpants and ID tags! In our last workshop they improvised rap songs with their messaging, and we had a composer compile and re-mix these for the DVD.

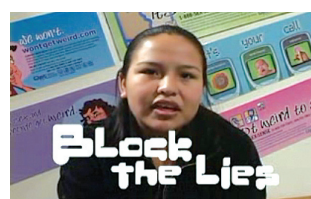


## Branding and materials produced

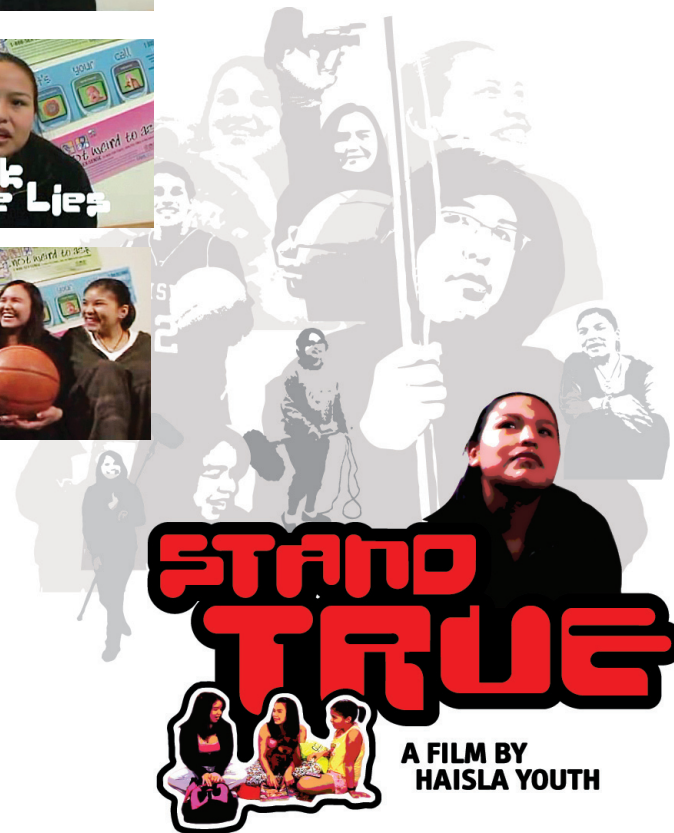
During brainstorming sessions, the Stand True youth decided to focus on the damage done by “spreading rumours” as the basis for the message campaign. They compared how quickly an STI can spread in a community just as a rumour can. They then wrote, acted in, and shot the DVD footage. They chose the title “Stand True” to symbolize their standing against rumour transmission and for wise sexual health decisions.

## Final video

The media team edited the video and added graphics and voice-overs to create the finished product in DVD format. Give-away items such as mugs, notebooks, and flashlights with the “Stand True” message printed on them were also produced. After two months, the team returned to the community for the world premiere of the Haisla youth’s DVD at a community feast. An estimated 200 community members viewed the DVD and publicly recognized the accomplishments of the youth involved. The give-away items were distributed to community members to help spread the positive message.



## Stand True storyboard



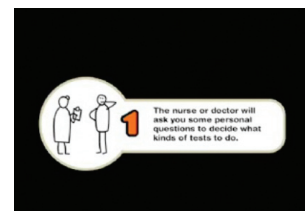
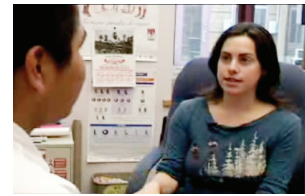
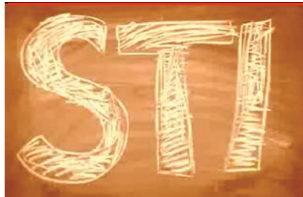




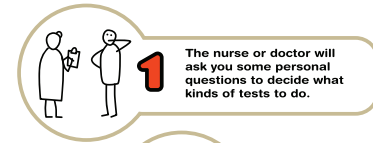
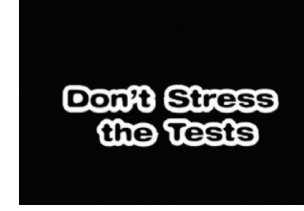
## Step Up (Chemainus)

After the success of Stand True, we were very excited to work with youth from several Nations around Chemainus. This group was smaller, but the brainstorming process was very productive and the youth's story was about how to make going for an STI test less "weird". "Don't Stress the Tests" was one of their messages.





## Step Up storyboard and STI animation



**1** The nurse or doctor will ask you some personal questions to decide what kinds of tests to do.



**2** The nurse or doctor will then examine your genitals.



**3** Most of the time men can pee into a cup instead of getting a swab from his pee hole.



**4** Men, don't pee for 2 hours before you come in.



**5** For women, it's like getting a pap test.



**6** The nurse or doctor may take a swab from your throat or anus if you have been having oral or anal sex.



**7** Some infections are tested through blood tests.



**8** Ask questions.



**9** The nurse or doctor will talk with you about who else needs to get tested and treated



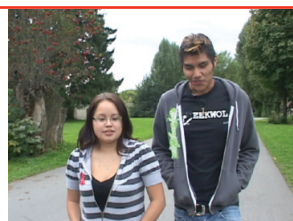
**10** Get regular testing.



## Strong Path (Chilliwack)







In October of 2008 we traveled to Chilliwack to do a workshop with Sto:lo Nation youth. This group was extremely creative, and in part due to the leadership of Inez Jasper, who is a community nurse, youth leader, and accomplished singer-songwriter, ten of the twelve youth composed and performed a rap song that reflected the messages of the video. Messages reflected in the rap songs that came out of the workshop were 'Stay Invested', 'You're Strong', 'Make a Healthy Choice', 'Use your Voice to Rejoice!'





## youthhavethepower.com

When the first video launched we put up a website: YouthHaveThePower.com. Once the DVD was finished and distributed to communities, we launched it again on YouTube and linked to the website. This model was used again with another group on Vancouver Island and was again successful as well as most recently in Chilliwack. As we prepared for the second year of the project we expanded the site, and an ongoing online engagement strategy is becoming part of the Star in Your Own Stories workshop process. We are in planning now for the fourth video.



## Star in your Own Stories: a model of success

While not all communities can afford a project like this, the important lesson from this project was how successful the creative approach can be. Communities can find a creative project that youth can take ownership of. They can learn about healthy sexuality and then share what they create with the community and online.

The project also had a positive effect on the community, and people who are HIV positive are much better accepted. Family and friends were very proud of what the youth accomplished. The impact of this project has also gone beyond the community itself. The youth gave a presentation at a conference and a film festival. They have been invited by other communities to come and talk about the experience. There were so many requests that extra copies of the video and other materials had to be made. These young people are now leaders in their community.

Because Chee Mamuk has an ongoing agenda to do this work in communities and this includes making sure that the community we choose to host the workshop is ready, willing and able to participate fully, the process has largely gone off seamlessly. But if a community is not ready for a project like this, then it is hard to succeed.

Our most challenging workshop was one in Chemainus because there were fewer youth and less community resources to support the project. However, even in a situation where we had a small group of youth that were so shy they could barely speak audibly, once we went through our brainstorming process, they came up with and acted in a simulation of going to get an STI test and how they could support one another. The set was the real clinic that served their community, and none of these youth had actually been there before. (See the Step Up! video on [YouthHaveThePower.com](http://YouthHaveThePower.com).)







## Outcomes

The impact of this project has gone beyond the community itself. The youth gave a presentation at a conference and a film festival. Some of them have appeared on CBC, MUCH Music and MTV talking about the project. They have also been invited by other communities to come and talk about the experience. Measurable behavior results have been noted in the evaluation report done for the project (attached as an appendix). The youth are active online on Facebook and continue to network with Good Company's youth programs coordinator on a regular basis. The website is evolving into a grassroots marketing hub as they can promote their own project through the online tools. We are doing a co-promotional push for the latest video, Strong Path (not online yet), with Inez Jasper. She is the Sto:lo Nation community nurse and youth leader as well as being an accomplished singer songwriter. Songs from her new album are featured in the youth's film, and are co-promoting her CD on the site.

# The Super Power Project

## About the workshop

Using a similar workshop model format to the SIYOS project, (issue-based teaching combined with video) Good Company partnered with Women Against Violence Against Women to (WAVAW) to work with two groups of youth - First Nations youth in Kitamaat Village, and a diverse group of Urban Youth From Vancouver and Burnaby.







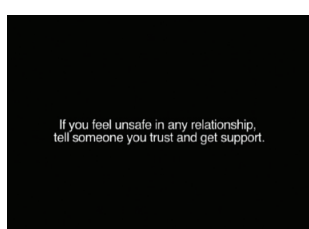
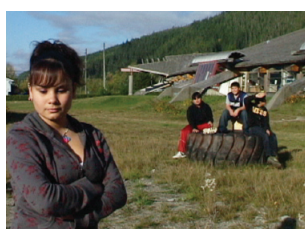
## Branding and materials produced

A comic strip focusing on the myths and stereotypes we are trying to “bust” was created. The busting of the stereotypes and the “mad-science” concept came directly out of the Vancouver team’s love of the popular television show “Mythbusters.” The four-page comic consisted of three separate stories, each targeting a different anti-violence theme. Within the comic we incorporated a story that was based in the Haisla Nation youth’s workshop, and included an “ad” for their fake product “Blend Out”.

Part of the comic was transformed into the “Dr. Z” Flash Animation Video (02:00) to allow for maximum online distribution and attention.

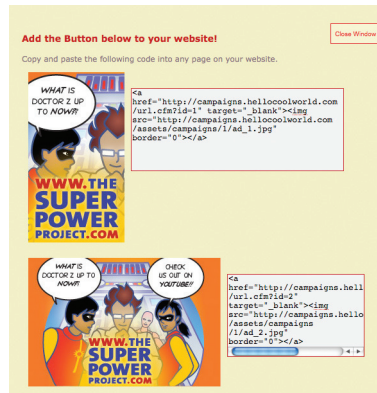
The Haisla youth created the “Blend Out PSA” (00:30) This short video is a parody of body spray ads using messages of respect to sell an imaginary product. Instead of macho posturing, it’s the smell of respect that makes this young man irresistible to the ladies!





## The Talk About It storyboard

The Talk About it Show is structured like a magazine-format TV show with a talk-show style. The “hosts” interviewed the “stars” of the shorter film-within-a-film, the 3-minute “He’s So Cute” which dealt with the warning signs of violence in a dating situation. Two commercial breaks occurred and one used an animated set of images from the “What’s the Score” story from the comic. The Blend Out PSA and ad parody was the other. “That’s So Busted” Video produced with the youth participants from Vancouver. The Vancouver team had a pre-occupation with the TV show MythBusters, and came up with the idea of busting the myths around gender and exploding the stereotypes. This mad science theme carried over into the ideas for the comic/Dr. Z animation. This film was structured more documentary style, with the animation becoming the short film within the film, and the youth talking about the materials, the messages, and what the project meant to them.



**BUST THE MYTHS THAT SAY VIOLENCE CAN'T BE STOPPED! JOIN US TO PROMOTE RESPECT IN RELATIONSHIPS.**

Tell us what you think of our short Youtube messages! Each one is part of the longer videos (coming soon on DVD) made by youth of Kitimaat Village and Vancouver. Sorry, the contest is now closed.

**MENU**

Headquarters  
About The Project  
Comics  
Member Login  
Resources & Help  
Credits  
Tell us what you think

**BLOG JOIN US PRESS KIT**

**CHECK US OUT ON FACEBOOK & MYSPACE!! JOIN THE DISCUSSION ON YOUTUBE...**

**SEND AN E-CARD**

**POST A BUTTON**

**CHECK OUT ALL THE COMICS**

The Kitimaat Village youth's video "The Talk About It Show" premiered on Friday April 4, 2008 at a community feast held in the Village. About 150 people attended and the evening closed with drumming and dancing. The Vancouver youth team's video "That's So Busted" premiered as part of WAVAW's 25th Anniversary Gala Celebration on April 18, 2008. Both films will be made available on DVD and online.

**A video about the project can be viewed here:**

Demo video (4:54 min): [Flash](#) / [QuickTime](#)

**Campaign Supporters**

## Project Branded Website as "Viral Tool Kit"

We were able to cost-effectively use our HelloCoolWord.com campaign site template (GCC's online portal of projects and network base) to set up a site to host the materials of the project. The two short message videos are on YouTube linked to the site as is our Facebook group. We also have contest/surveys Online promotional tools like web buttons and e-cards as well as an online press kit.

**Sign Up** Sign up for Facebook to join The Super Power Project.

**The Super Power Project**  
Global

**Basic Info**  
Type: Common Interest - Beliefs & Causes  
Description: A youth-driven multi-media project that explores superheroes and stereotypes, with video workshops in Vancouver and Kitimaat Village. The goal is to create fun positive messages and images that help prevent gendered violence.

**Contact Info**  
Email: [superpowerproject@hellocoolworld.com](mailto:superpowerproject@hellocoolworld.com)  
Website: <http://www.thesuperpowerproject.com>

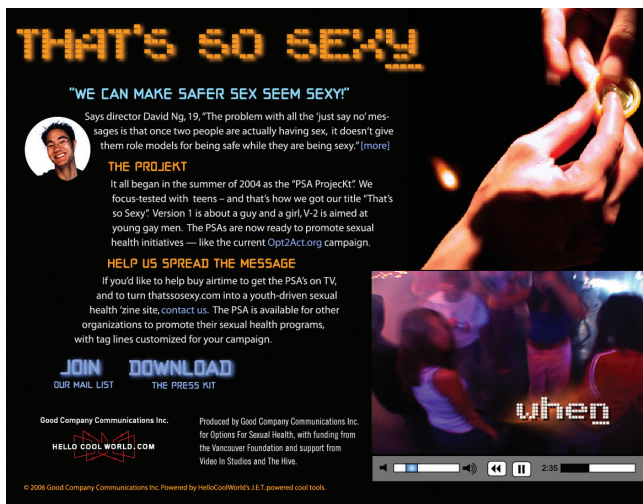
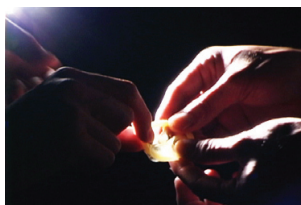
**Recent News**  
The Vancouver youth team's video will premiere at the WAVAW 25th Anniversary Celebration on April 18, 2008.  
The Kitimaat Village youth's video premiered on Friday April 4, 2008 at a community feast held in the village. What a great success! The screening at the rice centre was a blast, and it was great to have all of us come together to launch "The Talk About It Show!"  
Way to go Super Power Project members! stay tuned for more in the coming weeks!

**Members**  
Displaying 8 of 84 members

**Group Type**  
This is an open group. Anyone can join and invite others to join.

**Admins**  
David  
Dalya  
Kat

## That's So Sexy

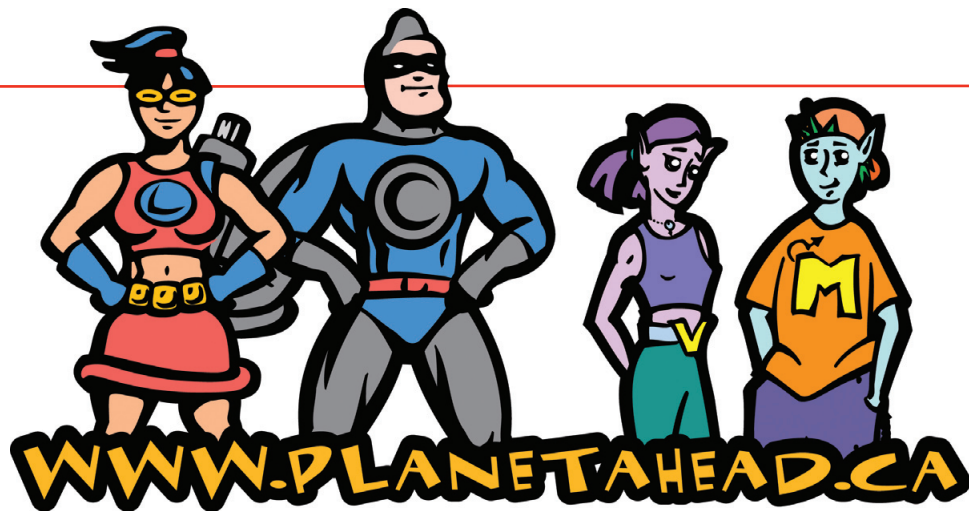


Says director David Ng, 19, “The problem with all the ‘just say no’ messages is that once two people are actually having sex, it doesn’t give them role models for being safe while they are being sexy.”

It all began in the summer of 2004 as the “PSA Project” produced by Good Company Communications for Options For Sexual Health with funding from the Vancouver

Foundation, and support from Video In and The Hive. The goal was to make safer sex messages, that could air on TV or a website, that would resonate with a teen audience. Youth director David Ng pulled in some other teens and came up with the video concept, which he directed and edited. Ng and Good Company also focus-tested an early cut with teens – and that’s where the title “That’s so Sexy” came from!

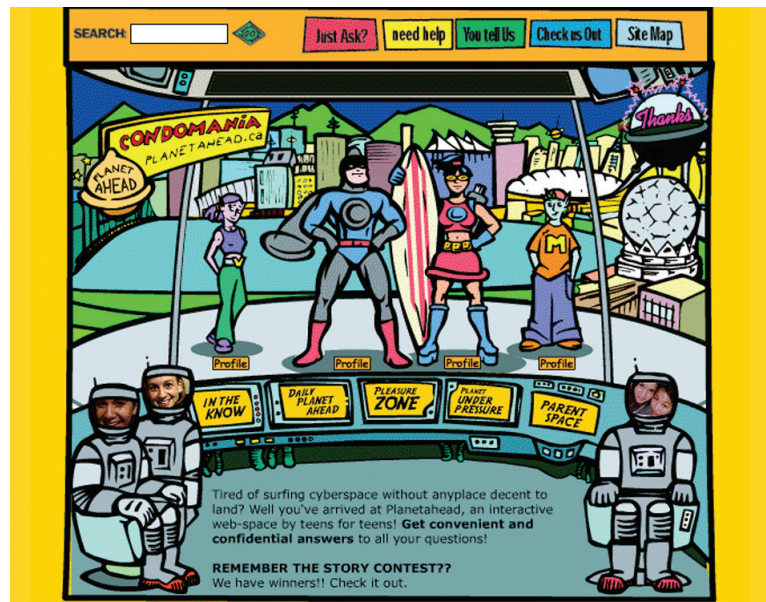


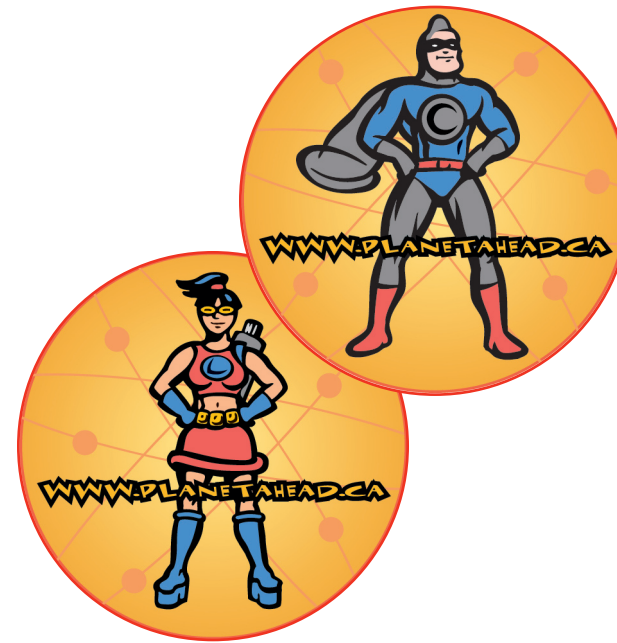


## PlanetAhead

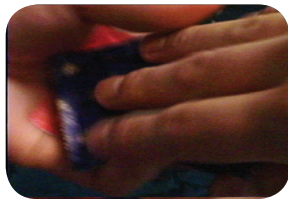
### Mini-portfolio

In 2001 Good Company created the original Planetahead.ca website and ad campaign for the Vancouver school-based sex education program Condomania. Good Company worked with a group of local teens to brainstorm the website, content and an online 'zine "The Daily Planetahead". While the site has recently been re-done, for 8 years the materials we used were well branded in Vancouver among grade 8 & 9s. Our comic condom package was a particular hit, and all our bus ad were stolen!





# PlanetAhead Media Arts Project



## Sensation & Stereotype

In year two of our work with Condomania the PlanetAhead Media Arts Collective was formed and with funds from the Canada Council two films were made by 9 youth. 5ensasian looked at stereotypes about Asians and sexuality. Playing on the concept of the “gang” there was a scene of dealers at a rave. It’s just that they turned out to be dealing condoms!





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Stereotypo played on the “Buffy” theme, and dealt with gender stereotypes through the ages. “Into every generation a stereotype is born and someone has to fight it” was one of the messages of Sarah the gender stereotype “slayer”. (And slayer became a play on ‘slut’ and ‘player’.

