



Creation of a Rapid Response Product to Reach Kids Globally



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KABOOM
social change
creative solutions

ASK

As a response to the global pandemic, Kaboom Social Impact was approached to support Welthungerhilfe and Wash United to find solutions to reach children across the world with clear messages around 'How kids can help beat the Virus'.

The Novel Coronavirus knows no borders and affects all people irrespective of age, colour, caste, and creed. The ask was to create a platform for kids that incorporates storytelling and is flexible to be extended to multiple media. A platform that incorporates positive behaviours to be promoted as a response to the pandemic, i.e. 1.) Stay at home, 2) Maintain social distance 3) Hand Washing 4) Help protect people around them.

Since the need was urgent, the response had to be immediate and we had to deliver tangible results in one month while working remotely.

RESEARCH

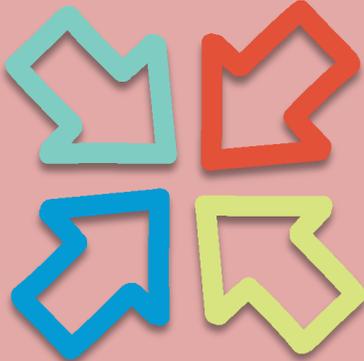
Kaboom kicked off with a desk research to explore the living conditions of children in different countries worldwide and how we might be able to integrate these experiences into a narrative.

As a part of building this platform (or World), we had to prevent any solution that would discriminate against any living conditions, especially vulnerable contexts like slums or refugee camps.

CRAFTING THE MESSAGE

It was important for us to build on the insights of behaviour change communications with humour, storytelling and concrete imagery as key elements.

We understood that the kids are surrounded by an ecosystem bombarded with messages from different sources. The need was to cut through the noise to be able to reach them and find ways to rapidly engage with them with empathy through positive and playful messaging.

Insight 1	Insight 2	Insight 3
<p>There are multiple sources of information</p> 	<p>Empathy transcends border (as do stories)</p> 	<p>Kids are bored/confused and don't know how to help</p> 
How might we cut through the noise?	How might we create a product that resonates globally?	How might we empathetically engage with kids in these times?
<ol style="list-style-type: none"> 1. Make the invisible visible 2. Focus on the emotional arc 3. The tone of the messaging is the key 	<ol style="list-style-type: none"> 1. Focus on problems that are universal 2. Be playful, not fear-inducing 3. From human-centred to humanity centred 	<ol style="list-style-type: none"> 1. Focus on what affects the kids 2. Speak to the kids in their language - text and visually 3. Find solutions that can be implemented by the kids - help them build deeper connections



SOLUTION

We created a world with four children from different continents who have been pushed to throngs of boredom by being stuck inside their homes, and have no contact with their friends. Keeping the insights in mind, the characters were designed to resonate with children across the world. The product was built to transform the experiences lived in the stories told and reflect them to children and provide validation to their current experience in the pandemic.

NO CHANCE FOR CORONA

How kids can help beat the virus





Comic Book

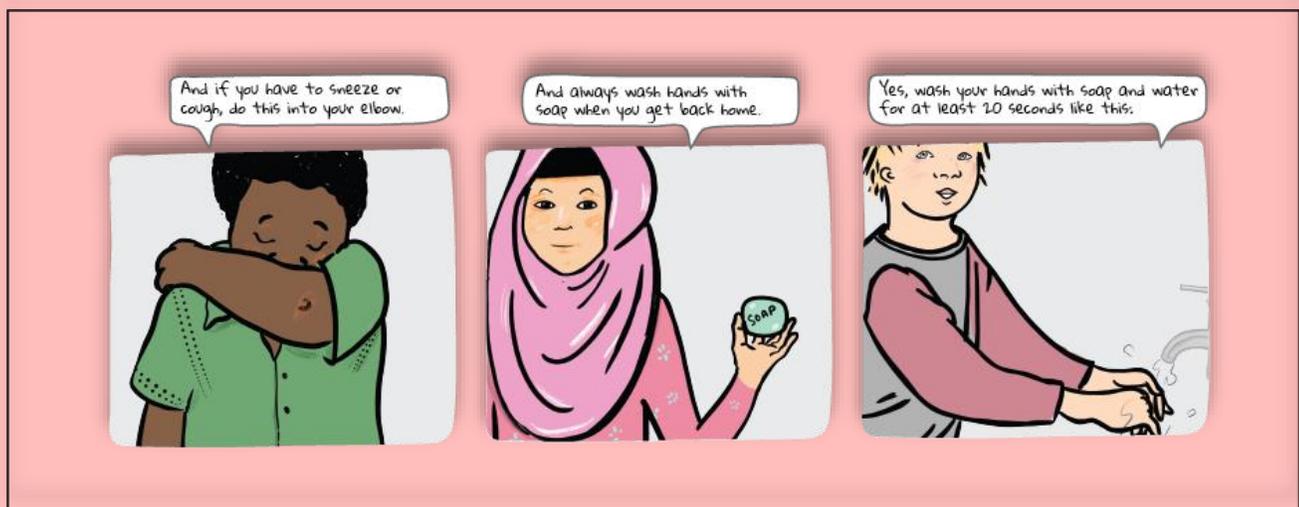
The result was the [#coronacomix](#), a 8 page comic with concrete images, playful content and positive messaging that is readily available for adoption and dissemination by organizations and governments across the globe.

Animation

The corona comic was also transformed into an [animation film](#) that echoed the shores of social media to further fortify the messaging.

Audio Book

An audiobook that reaches out to remote corners where print and film cannot reach proving to be an excellent resource for children with limited reading abilities.



IMPACT

With the efforts of Welthungerhilfe and WASH United, in just a month, over **7 Governments** have already adopted the comic and animation for widespread dissemination in the countries. These include Kenya, Liberia, Central African Republic, North Sudan, South Sudan, Cambodia and Nepal.

Kaboom has been working closely with WHH and WU to create language versions. The comic is already available in **20 global languages** with more language versions being created as we speak. Apart from this UNICEF Venezuela has requested a Spanish version with adaptation of characters.



IMPACT

As a social impact agency Kaboom's focus remained in adapting key insights into problem statements in order to arrive at messaging that is focussed on the 'user' which in this case is kids across the world. The next step was to translate the messages into products that resonate with the audience. The product is still being adapted for various regions and we anticipate further uptakes from governments across the globe.





This comic was jointly developed by German Agro Action/Deutsche Welthungerhilfe e.V. and WASH United.

It can be used, reproduced and disseminated for non-commercial purposes without limitation. Changes to the comic, however, are not permitted. Any commercial use of the comic is strictly prohibited.

We thank Dr. Rasmus Leistner, MD, PhD (Institute for Hygiene and Environmental Medicine, Charité Universitätsmedizin Berlin) for technical advice in creating the comic.



*Creative agency partner:
Kaboom Social Impact.*