



HM Government



Campaign Toolkit

September 2019

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Introducing Hungry Little Minds

Hungry Little Minds has been designed to encourage parents and carers to chat, play and read more with their children.

We want to energise parents by making them see that 'early learning' isn't a chore. Far from it, in fact: it takes little time, can happen anywhere and it can easily be interwoven with daily tasks. And ultimately, it is as rewarding for parents and carers as it is for their children.

All our communications are led by kids. We picture them in everyday settings – playing on the living room floor, sitting at the kitchen table or in a supermarket trolley – often seen from the adult's point of view. And we see the thoughts in the kids' heads in the form of think bubbles. These thoughts have humour, warmth and charm, and they dramatise the eagerness of kids to interact, even when they're too young to speak, or even to understand a great deal.

Hungry Little Minds is a three-year campaign launched in July 2019 with advertising across a range of channels that included online adverts, social media adverts, paid-for search and press advertising in national magazine titles, followed by a PR campaign from September. The second phase of advertising will start in January and continue through to March 2020.

While the advertising is targeted to reach disadvantaged parents, we need partners like you to help us reach as many parents and carers as possible. By working together, we'll be able to build a network of national and local partners to co-create an environment where chat, play and read behaviours are encouraged.

Whether you're a commercial organisation, a public sector service or a voluntary organisation, you can help to make the campaign a success and give it longevity beyond the first three years.





Background

Why Hungry Little Minds?

Hungry Little Minds has been developed using a robust evidence base. The Department for Education commissioned over 73 research sessions with 104 parents, carers and influencers (such as grandparents and friends) across the country to:

- Identify the best campaign approach to raise parental awareness, interest and engagement
- Test supporting campaign elements including brand and tone of voice
- Understand the audience including the moments of opportunity, barriers and motivational language

From the audience testing, we developed the proposition **“To help me thrive, feed my brain”**.

And from this proposition came the **“Hungry Little Minds”** approach.

Our research showed that parents are drawn to the idea of ‘feeding the brain’ and that the creative approach of “Hungry Little Minds” is very effective in striking the right tone with parents and giving them an accessible and meaningful description of the concept.

Background

Why Hungry Little Minds? Continued

The Hungry Little Minds brand clearly frames the overall actions and benefits and is easy to remember. Parents like the idea of the child 'speaking' adult thoughts via speech bubbles. The perspective and voice are engaging and encourage action among parents. The imagery includes relatable home settings, with adult-child interactions and a smiling child indicating interest and engagement, resulting in a reward for parents.

Through audience testing we found the lines "Kids love it when/kids love to..." work particularly well as opening lines, as they positively reinforce the main headline and imply that the behaviours will make children happy. This, followed by "it all goes in", sets up the idea of the brain as a sponge and the validity of a hungry mind as a concept. "Every single word...even when they can't say much back" conveys that every little bit will do something to help the child thrive, regardless of their age.

"Every single word...even when they can't say much back" conveys that **every little bit will do something to help the child thrive, regardless of their age.**

Background

Why Hungry Little Minds? Continued

The tone of voice of the campaign is friendly, relatable, open and honest, trusted and expert. This tone of voice is used to combat the 'burden of should' and keep feelings of guilt and resentment at bay. The language used needs to be down to earth and non-instructional and always non-judgemental.

All of the research and the insights gathered allowed the development of an engaging campaign that strongly resonates with the audience. This is essential to galvanise them into action to help children thrive.

Welcome to Hungry Little Minds.

The Department for Education has developed the **Hungry Little Minds** campaign using a robust evidence base.

Why we need you



The opportunity for partners

We want to make it easy for busy parents to adopt the chat, play and read behaviours. The advertising campaign will help to build awareness and get people to recognise Hungry Little Minds, but you can help to extend the campaign and integrate it into everyday moments, whether that be at breakfast time, a trip on the bus, in the shops, at the leisure centre or at bath time. We want Hungry Little Minds and the learning activities associated with it to be accessible and integrated into existing everyday moments.

Partners play a key role to help communicate messages to our audiences, whether that is through direct engagement or via your own existing and new communication channels.

There are lots of things that you can do to support the campaign. It doesn't matter what type of partner you are.

You could be a national partner, commercial organisation, media owner, NGO, or a local partner such as a local authority or early years professional.

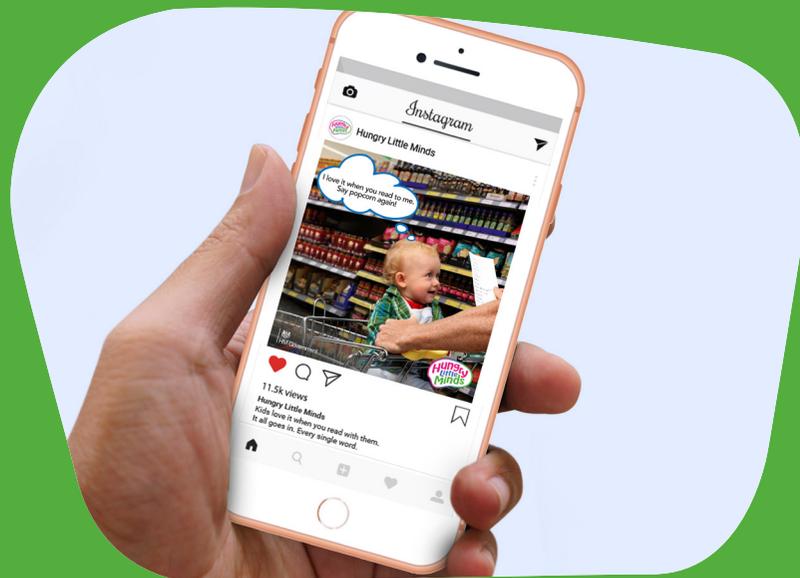
Any organisation can use all of the campaign assets in this toolkit to create bespoke activations or interventions with and for the audience. There are lots of ways to do this. You could promote existing activities or events, make the most of existing interactions between public services and families, or even help our audience understand the benefits that come from getting involved in the campaign. Commercial partners can also use the campaign messaging to empower new or existing customers to chat, play and read more with their children.

All partners can encourage staff to upskill in order to normalise the positive behaviours with customers, as well as with their own families. You can also show your support by signposting people to our campaign materials.

How you can help

Thank you for your interest in supporting this important campaign. As a valued partner, your organisation is crucial in getting the word out to parents and encouraging other organisations to do the same.

There are lots of things you can do to help us spread the word, build trust in the campaign, and inspire interactions by engaging your teams, both as parents themselves, and ambassadors of **Hungry Little Minds**.



We've included a range of resources within this toolkit as well as the [promotional materials page](#) to help make it as easy as possible for you to get involved in the campaign:

- Campaign messages
- Social media posts
- Editorial copy
- Posters and leaflets
- Campaign logos

We really appreciate your help in spreading the word about **Hungry Little Minds**. It is our hope that this toolkit will enable and empower you to use your channels and influence as a way of drawing attention to the **Hungry Little Minds** campaign and encouraging parents to chat, play and read more with their children.

Campaign messages

We want to encourage parents, particularly those from disadvantaged backgrounds, to feel confident and empowered to adopt the chat, play and read behaviours that are so crucial to a child's communication, language and literacy development. So we've developed some key messages that explain **what** we are trying to encourage, **why** it's important and **how** they can do it.

Your organisation can play an important role in communicating these messages to parents and carers, whether it's through talking directly to them or including them in things like your newsletters or social media. The following table will give you some ideas about where and when you might use them.

What?	How you can help	Key messages
We want to tell parents and carers about the variety of simple and fun activities that turn the home and daily routine into a learning environment without anyone even noticing.	Share ideas for activities with parents via your printed/digital communications, or simply in a conversation. Pass on tips and ideas for practical activities that parents and carers can do themselves with the children, or promote them as part of your existing events or activities such as stay and play, book shares, rhyme time, etc.	<ul style="list-style-type: none">• Having everyday conversations, make-believe play and reading together all make a big difference to your child's development.• All the little things you do together help set them up nicely for school.

Campaign messages

Why?	How you can help	Key messages
<p>Help parents and carers to see the benefits of connecting with their children – and especially how this will help set them up for school.</p>	<p>When you're telling parents about activities they can do, look for opportunities to explain the benefits. This will encourage parents to keep doing them. Don't be too scientific – it's best to be simple and relatable. If you offer classes or events such as rhyme time you can explain the benefits they can deliver.</p>	<ul style="list-style-type: none"> • A child's development begins the moment they are born. Simple activities at home or out and about really help set them up nicely for school. • And it's not just the kids who will enjoy it, you'll see the benefit too. • Bring your Hungry Little Minds down to our free Saturday sing-along session.

How?	How you can help	Key messages
<p>Excite parents and carers with fun ideas and make the whole thing much more accessible by removing the barriers.</p>	<p>These messages help to encourage parents to take action, by overcoming a number of common barriers. Reinforce these messages where appropriate, for example telling parents where activities are free, don't require any bought toys or can be done on the go.</p>	<ul style="list-style-type: none"> • It's easier than you think. There are so many simple ways to help your children learn. • It doesn't need a set time. You can chat, play or read with your child on the way to nursery, while you're making a meal or even in the supermarket. • It doesn't have to cost a penny. You don't need pricey books or toys. • And it definitely doesn't have to feel like 'learning'!

Social media posts

We've created some suggested posts to use on Facebook or Instagram.

You're welcome to use them in other channels too, such as emails, your website or digital screens in communal areas.



Your child's imagination lights up when you play with them. For tips & activities they'll love, search **Hungry Little Minds**.



Kids love to chat, even when they're too young to say much back. For tips & activities they'll love, search **Hungry Little Minds**.

Social media posts

We've created some suggested posts to use on Facebook or Instagram.

You're welcome to use them in other channels too, such as emails, your website or digital screens in communal areas.

 **Hungry Little Minds**

Is there still a tiger under the flap?
Is there still a tiger...?
Yes! Tiger's still there!

 HM Government

Reading with your child helps set them up nicely for school. For tips & activities they'll love, search **Hungry Little Minds**.

 **Hungry Little Minds**

I love it when you read to me.
Say popcorn again!

 HM Government

A book, a magazine, even a shopping list – it all goes in. For tips & activities they'll love, search **Hungry Little Minds**.

Writing about the campaign

To help you spread the word about the campaign to parents, we've drafted two pieces of text: one short, the other a little longer.

You can choose the length of text that best suits your purpose and your audience and use it on your website, in emails or in print.

In a nutshell...

All the little things you do with your child – like everyday conversations, make-believe play and reading together – make a big difference to their development.

The **Hungry Little Minds** campaign provides lots of ideas that can help boost your child's learning. You can slot them into your routine and your children will love them. Such as:

- Play 'I spy' on the bus with them and you can see their imaginations light up
- Talk to your child about what has happened so far in the day – for example, "We went to the shops this morning, didn't we? We bought some apples." And talk about what is going to happen next – "After lunch we'll do the washing up"
- Look at picture books together. With each new page, give your child time to point out things to you and talk about what they can see

Search **Hungry Little Minds** for simple tips and activities, or to find out what's available where you live.

Writing about the campaign

In a bit more detail...

Children soak up every little bit of stimulation you give them. All the little things make a big difference to the development of their speech and understanding of words.

Everyday moments can be used to boost your child's learning, as they are interested in all sorts of things.

The **Hungry Little Minds** campaign provides lots of simple tips and activities that you can slot into your routine and that children love. Such as:

- Play 'I spy' on the bus with them and you can see their imaginations light up
- Talk to your child about what has happened so far in the day – for example, "We went to the shops this morning, didn't we? We bought some apples." And talk about what is going to happen next – "After lunch we'll do the washing up"
- Look at picture books together. With each new page, give your child time to point out things to you and talk about what they can see

Search **Hungry Little Minds** for simple tips and activities, or to find out what's available where you live.

And help set them up nicely for school.

Posters and leaflets

We have also created **editable posters and leaflets** to help you spread the word about the campaign to parents.

Where possible, we have made the design files (InDesign IDML) available for you so that you can customise them in lots of ways:

- Adding details of your local event
- Initiatives that are relevant to your organisation
- Activities from the **Hungry Little Minds** website
- Your logo
- You could even use the copy from **page 14** and **page 15** of this toolkit

We've created a range of A4 posters and A5 leaflets for the campaign. Feel free to download from the **[promotional materials page](#)** and use them.

You could put the posters up in your reception area where there are lots of parents, or also any public spaces within your organisation.

The leaflets could be handed out to parents and are a great way to encourage them to do the activities.

Please note that the placement of headline, sub copy and images are optional and not mandatory.

Please ensure a partner logo is inserted within the guidance space in the top right corner.



Example leaflet/poster

Campaign logo

You're welcome to use the Hungry Little Minds logo when you're supporting the campaign. Simply download it and use it on your materials. Full information on how to use the logos can be found on the next couple of pages.

You might also want to include a message such as:

- Proud to support Hungry Little Minds
- In association with Hungry Little Minds

Don't forget to signpost your audience to our website for tips and activities. The easiest way to do this is to say "Search **Hungry Little Minds**".

And if you'd like some extra ideas, more resources are available on hungrylittleminds.campaign.gov.uk



Campaign logo

Logo

Hungry Little Minds logo can be used over a solid white background or over an image.

Make sure the logo is clear and can be easily read.

We also have a mono version that you can use too.

Size and position

The logo's clear space is the height of the Minds' S as illustrated here.

Minimum/maximum logo size

15mm width (print 300 dpi)

60px width (screen 72 dpi)

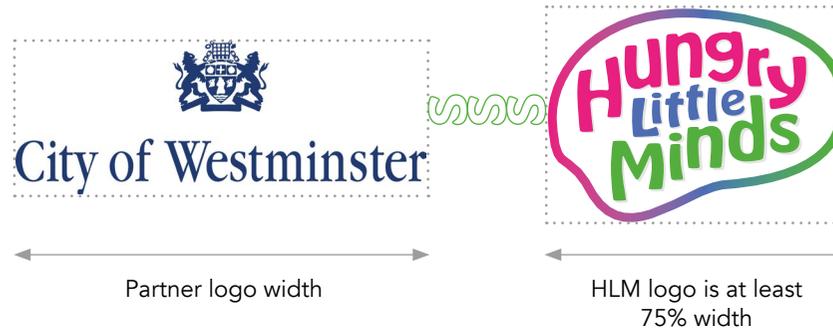


Campaign logo

Logo use

When the campaign logo is used in co-branded communications, please make sure it is positioned and sized following these guidelines:

- Clear space between the logos must be at least x3 the height of the S
- When used in combination with a wider logo, please ensure HLM logo is no smaller than 75% of partner logo width
- When used in combination with a taller logo, please ensure HLM logo is no smaller than 75% of partner logo height
- Partner logos are always positioned to the left as illustrated in co-branded communications



Campaign logo

Logo misuse

These are common mistakes to avoid when using the logo. Always use the artwork provided and never attempt to recreate the logo.

1. Do not try to recreate the Hungry Little Minds logo. Always use supplied artwork.
2. Always respect the exclusion zone – no graphic elements are allowed in this area.
3. Do not apply effects such as drop shadows and keylines.
4. Do not reposition or change the relationship of any elements of the logo or wordmark.
5. Do not alter the colours of the logo elements.
6. Do not create unauthorised straplines with the logo.
7. Do not reorientate.
8. Never contain the logotype within a shape.
9. Do not distort in any way.

1



2



3



4



5



6



7



8



9



The importance of evaluation

An effective evaluation will allow us to assess the success of the campaign and apply any learning to future campaigns.

This is why evaluation metrics from the content you may have shared on your digital or social platforms would be of great value to us, including any stats you collect from retweeting or sharing content posted by DfE.

Here are some tips on how you can evaluate:

Social media activity on Facebook and Twitter:

- For those organisations who are happy to provide in-depth metrics, use Facebook Insights, Instagram Insights and Twitter Analytics to evaluate your activity.
- For Twitter, metrics such as total number of impressions and engagements, link clicks, retweets, likes and replies are all helpful.
- For Facebook, metrics such as estimated reach, unique viewers, post engagement, top audience, top location and top three locations are all helpful. For Instagram, metrics such as post engagements, unique viewers, likes and replies are all helpful.

Digital activity such as newsletters, websites, etc.:

- Number of click-throughs on newsletters, website articles, any other channels that monitor click-throughs.
- Number of enquiries (if any) via email/ phone for more information. Number of shares of the content, e.g. newsletter, blog, article.

Please share all evaluation of digital and social activity with hle.coalition@education.gov.uk

Thank you

We really appreciate your help in spreading the word about Hungry Little Minds.

Please share this information as widely as possible so everyone in your network knows about the campaign.

If you have any questions, please do get in touch with hle.coalition@education.gov.uk

