



Campaign Overview

Niños Seguros, Seguro Que Sí, which translates to *Safe Kids, Sure Thing* is a comprehensive public service campaign created in 2003 to educate the Hispanic community about water safety after a series of drownings occurred in Maryvale.

This block contains the same logo as above, but with the text 'Campaign Overview' and a paragraph of text overlaid on it. The text is in a black, sans-serif font. The background elements (clouds, sun, stick figures, grass) are identical to the first image.

Campaign Overview

Maryvale was declared the drowning capital of the United States with more than two-thirds of all drownings in Arizona, occurring in that West Phoenix neighborhood.



Maryvale Drowning

Drownings rampant in Maryvale

Unfenced pools, cultural gap hinder Phoenix safety efforts

By [Name] and [Name] for the Arizona Republic

Maryvale, an inner-city Phoenix neighborhood, has become a national symbol of the drowning capital of the United States. More than two-thirds of all drownings in Arizona occur in that West Phoenix neighborhood, which is home to a large, diverse population of low-income families.

The problem is not just the lack of swimming pools, but also the cultural barriers that prevent many parents from seeking safety for their children. Many parents in Maryvale do not have swimming pools, and many do not know how to swim. This is a major safety concern for the community.

Local officials and community leaders are working to address these issues. They are promoting swimming lessons and pool safety programs. They are also working to bridge the cultural gap between parents and safety officials.

The goal is to reduce the number of drownings in Maryvale and make it a safer neighborhood for everyone.

'DROWNING CAPITAL' Maryvale's cultural barriers grow

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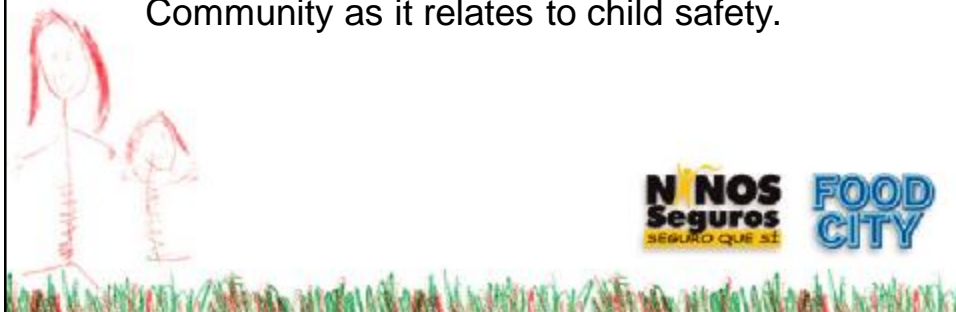
Campaign Partnership

Food City, Arvizu Advertising and the Phoenix Fire Department, developed *Niños Seguros, Seguro Que Sí* to combat this problem.



Campaign Objective

The initial objective was to address water safety awareness. The campaign has since evolved to incorporate various safety topics addressing the needs of the Hispanic Community as it relates to child safety.



Campaign Branding

- Campaign Title:
Niños Seguros, Seguro Que Sí
– Translation: Safe Kids, Sure Thing
- Logo:



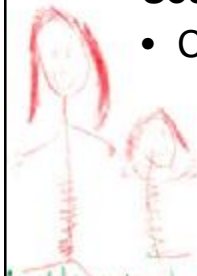
Target Audience

Primary Target:

- Spanish Language Households
- Adults/Parents/Grandparents

Secondary Target:

- Children Ages 3-12



Campaign Endorsement

Niños Seguros, Seguro Que Sí originally received the endorsement of the Phoenix Fire Department. Two years ago the campaign also went on to receive support from other Valley fire departments such as:

- Tempe
- Glendale
- Avondale/Goodyear
- Chandler



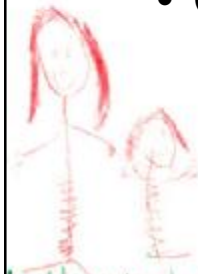
Partnership Objective

Food City and Arvizu Advertising partner up with Valley Fire Departments to reinforce and reinvigorate *Niños Seguros, Seguro Que Sí* and broadly educate the community to keep children safe as well as gain more exposure throughout the Valley to spread the child safety message.



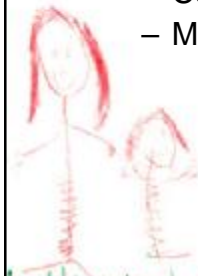
2006 Safety Topics

- Water Safety
 - Key Message: Always watch your kids around water
 - Creative Concept: *The Last Thing A Child Sees Before Drowning*
- Car Seat Safety
 - Key Message: Always buckle and properly secure your child in the *correct* car seat
 - Creative Concept: *Excuses*



2006 Advertising Elements

- Water & Car Seat Safety
 - TV (2) :30 Public Service Announcement (PSA)
 - Radio (2) :60 Public Service Announcement (PSA)
 - Print Ads
 - Collateral Material
 - Monthly Food City Events



Food City Store Events



Food City Store Events



Off-Site Events



2006 Campaign Support

Media:

- Radio PSA
 - Univision Radio
 - Entravision Radio
- TV PSA
 - Univision
 - Telemundo
- Spanish Print
 - Food City Savings Guide
 - TV y Más



Campaign Support

Brochure



Campaign Support

Coloring Book



Campaign Support

Child Identification Cards



NINOS Seguros
SEGURO QUE SI
FOOD CITY

Gender/Sexo: Male
Height/Altura: 3' 3"
Weight/Peso: 36 lbs
D.O.B./Fecha de Nacimiento: 12/23/02
Hair Color/Color del Cabello: Brown
Eye Color/Color de Ojos: Brown

Emilio Galaz

Parents or Guardian/Nombre de los padres o del tutor legal
Carlos and Sonya Galaz

Identifying Marks/Señas particulares
Scar on left knee

Date Issued/Fecha de emisión
07/22/07

This card has been brought to you courtesy of Food City.
Le entregamos esta tarjeta por cortesía de Food City.



Support: "Ninos Seguros, Seguro Que Si"



Campaign Support

Public Relations:

- Press Releases
- Media Advisories
- Appearance on local community calendars for Hispanic & General Market



Campaign Support

Prize Wheel Items



NINOS
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Topics Under Consideration for 2007

- Helmet Safety
- Smoke Detectors
- Poison Control
- Immunizations
- Obesity Awareness

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