

# EcoKids



**WINNER:** ALGIM WEB SYMPOSIUM 2006  
-Most Fun Idea, Website

**COMMENDATION:** NEW ZEALAND POST MANAGEMENT  
EXCELLENCE AWARDS

# EcoKids!

## An environmental programme for kids

The ARC runs a fun, highly interactive website designed to encourage children to become proactive in protecting and enhancing the environment.

The site is packed full of games, activity sheets, animations, great downloads, and more. By completing various environmental missions on the site, children score points, putting them into weekly prize draws.

However, the high cost of marketing the site is limiting the audience it can reach. One method for easing this expense is partnering with other councils around the country - massively increasing our reach, the marketing and educational resources available to us, and strengthening the brand enormously.

It definitely makes sense for us to do this together – creating a stronger message, and one that is more likely to have impact, as well as promoting important universal messages.

The site has thus far been marketed largely in the Auckland Region, and has over 15,000 agents (attracting girls and boys equally).

### What we can offer other councils:

For a very small investment – basically the cost of making the changes to the site (“personalising it” – so that visitors from the partner-council’s region sees branding and information specific to their region) and a small marketing fee, the “client” gets a highly developed, fully functional website that has already proven successful with children. A costumed mascot and monthly e-mail newsletter compliment the programme, which will continue to be developed over the next 5 years.

This need not clash or compromise with existing council run children’s sites (if any), and instead should be seen more as a environmental “programme” that they are partnering in – extending the goals of their existing sites.

In addition to the site, they would have access to a range of pre-designed EcoKids artwork and promotional material. The cost savings (as opposed to designing their own site) would be tremendous. The site itself is valued in the region of \$120,000, and the design of the promotional material thousands more.

Such a strong national brand would allow us to compete more effectively with the great range of other messages already out there aimed at children.

“This is the best website in the world!” -Vicki-lee Bryant (age 12)

“I love this site - I think its really cool! From now on I’m going to save the environment!” -Aurora (age 10)

“I have not found a more successful site in all my travels.” –Charles Hopkins, UNESCO Chair

“Fantastic viewing.” –Creme Magazine

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