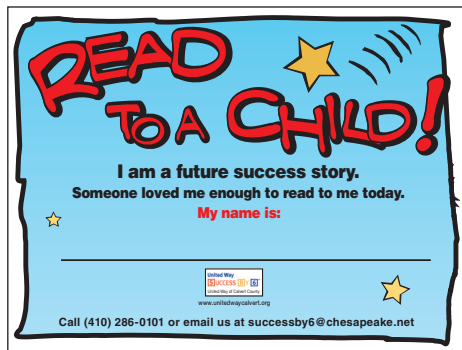


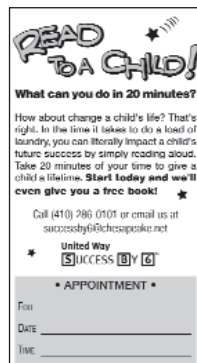
# UNITED WAY - SUCCESS BY 6 PROGRAM



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Success By 6 is an early childhood development initiative that helps ensure that all children will succeed in life. The campaign's prime message is that you **MUST** read to your children and there are many reasons for it. It stimulates brain development which is crucial before the age 6. The market for these materials is low income homes primarily care givers existing of mothers and grandparents all when raising a child and working do not have time to read to their kids.

## 1. Poster

Octo Design Group along with Purple Cat Communications developed a poster that is to be hung in libraries, pediatrician offices, clinics, retail stores and other locations well visited by community members. It took on the voice and imagery that would appeal to both children and their caregivers. There is a call to action that will have viewers call to receive a free book to read to their children. This will enable the United Way to track progress of the campaign as well as supply these books to wanting caregivers.

## 2. Bookplate Sticker

Keeping within the approved campaign brand, a book plate/sticker to adhere inside each book that tells where the book came from and some facts about why it is so important to read to your children was created.

## 3. Appointment Card

An appointment card to be used as a reminder for the campaign was developed to aid in awareness and brand.