



Objective

Make Sheepworld a desirable destination amongst families and draw the connection between visiting Sheepworld and supporting youth at risk. Culminating in more visitation across the winter holidays and beyond.

Audience

Caregivers and children alike in the North Island (and beyond) looking for wholesome entertainment over the school holidays to keep kids engaged and off screens.

Challenge

With free time in the school holidays the default is screen time, which is at odds with what caregivers want. There has to be a balance between keeping kids happy and having fun.

Between kids and parents what is fun entertainment to one isn't necessarily fun to the other. No caregiver wants to drag a grumpy kid through a public experience so ultimately, kids have the final sign off on activities over the holidays.

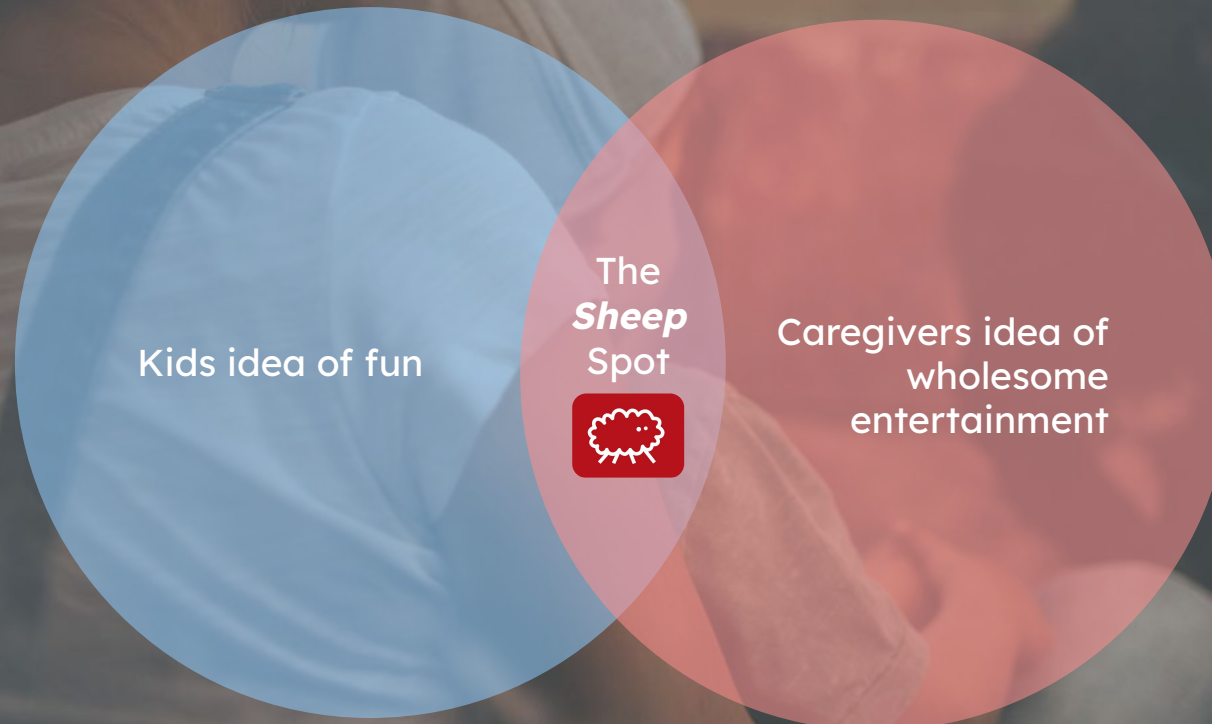
A white lamb stands in the center of a grassy field, looking towards the camera. The scene is bathed in the warm, golden light of a sunset or sunrise, with the sun low on the horizon behind the lamb. The background is slightly blurred, showing more of the field and distant hills.

Insight

Caregivers want to educate and entertain kids with real world experiences, but ultimately kids have the final say.

Strategy

Intercept the sweet spot between caregivers' wants and kids' idea of fun by giving kids **online rewards for real world activities**, on a platform habitually visited for entertainment and education.



Opportunity

Partner with



to give kids an **exclusive** in game benefit when they visit Sheepworld.

*Microsoft has given Minecraft Education for
free to every school student in New Zealand,
that's 746K primary & secondary school kids.**

The Big Idea

MINECRAFT SPRINGBOARD SHEEP ARMOUR

Reward visitors of Sheepworld who have supported youth at risk, with virtual Springboard Sheep Armour to support players at risk in Minecraft.

Connecting the support that Springboard offers to the support kids want in video games.



SPRINGBOARD SHEEP ARMOUR

Mechanic

Roll Out

Goals

Gameplay

Minecraft players exploring the wilderness are always facing risks and virtual death, from falling rocks in a mine, to lava or even zombies.

Armour

Armour at various levels can be crafted in Minecraft to protect players. Springboard Sheep Armour will be the highest level of player protection.

Redemption

Sheepworld visitors are given a code to redeem Springboard Sheep Armour in game. This provides players wrap around support in Minecraft as they provide wrap around support for youth at risk.



Level 1
Leather

Level 2
Gold

Level 3
Chainmail

Level 4
Netherite

Level 5
Springboard
Sheep

ARMOUR LEVELS

INDESTRUCTIBLE!

ZOMBIE!

LAVA!



SPRINGBOARD SHEEP ARMOUR

Mechanic

Roll Out

Goals

Hook Minecraft Users on the Homescreen

Capturing all 141 million Minecraft players* at login.

Drive Pester Power Amongst Kids Through Targeted Media

Influencer video, OOH near schools, YouTube and TikTok pro-bono media, all promoting the armour.

Tap Into Minecraft Education Parental Database

Send targeted EDMs and pro-bono digital media to caregivers, educating them that Springboard Sheep Armour helps youth at risk.



Minecraft Education

Sheepworld partners with Minecraft

Come to Sheepworld this winter holidays to claim your exclusive Sheep Armour and support Youth at risk...



YouTube

<https://www.youtube.com/watch>

The NEW STRONGEST ARMOR in Minecraft! - YouTube



YouTube

<https://www.youtube.com/watch>

Minecraft's New Armor Is Insane - YouTube



The new 1.20 snapshot completely overhauls the smithing table and turns it into an armor modification station to apply cosmetic...

YouTube · CaptainSparklez · 1 month ago

SPRINGBOARD SHEEP ARMOUR

Mechanic

Roll Out

Goals

30% increase in visitation for the winter holidays (500 visits)

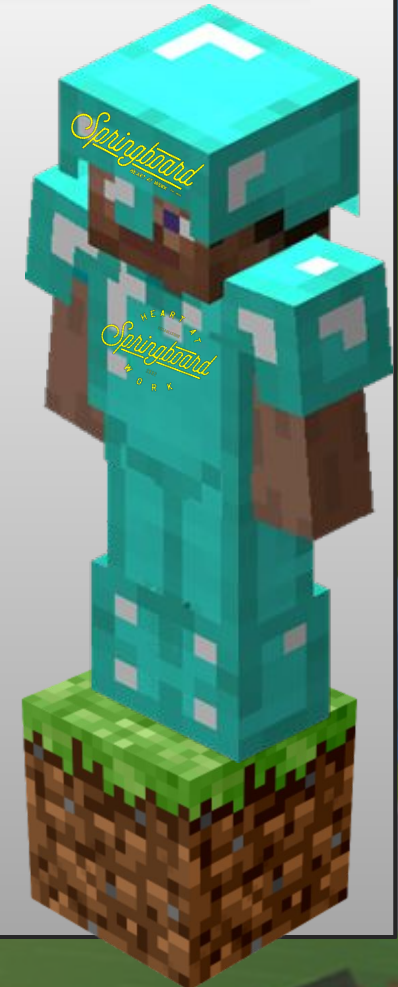
Convert a minimum of 0.2% of the 176,094 Minecraft Education players in Auckland* to visit Sheepworld.

15% increase in visitation for July - December 2023 (1,400 visits)

Convert an additional 0.5% of Minecraft Education players in Auckland to visit Sheepworld.

Increase global visits to Sheepworld

Use Auckland as seed to launch Springboard Sheepworld Armour globally.





Presents

SPRINGBOARD SHEEP ARMOUR



Summary



Objective Make Sheepworld a desirable destination, drawing the connection between visiting Sheepworld and supporting youth at risk.



Audience Caregivers and children alike looking for wholesome entertainment over the school holidays.



Challenge With free time in the school holidays the default is screen time, which is at odds with what caregivers want. There has to be a balance between keeping kids happy and having fun.



Insight Caregivers want to educate and entertain kids with real world experiences, but ultimately kids have the final say.



Strategy Intercept the sweet spot between caregivers wants and kids' idea of fun by giving kids online rewards for real world activities, on a platform habitually visited for entertainment and education.



Idea Reward visitors of Sheepworld with virtual *Springboard Sheep Armour* in Minecraft. Let kids pester power dictate where families go in the school holidays.



Mechanic Reward Sheepworld visitors with exclusive Springboard Sheep Armour to wrap around & support players in game, redeemable only at Sheepworld.



Roll Out Release exclusive Springboard Sheepskin Armour on the Minecraft homepage and hook all 141 million players globally.

Drive pester power amongst kids by reaching them on YouTube for Kids, TikTok & OOH near schools.

Tap into the Minecraft Parental database and educate parents that a visit to Sheepworld supports youth at risk.



Goals Converting **only** 0.7% of school kids in Auckland results in 1,400 additional visits to Sheepworld... but we expect a lot more!