

INSIGHT (150 WORDS)

Kiwi's are so quick to subscribe to the newest platform.

Whether it be Netflix, Neon, Disney, Uber or even Spotify we've all got automatic payments going out each month that we don't even think about.

WRITTEN EXPLANATION (300 WORDS)

But what if we could turn just one of those automatic subscription payments in to a donation towards the future of Kiwi kids?

Using long copy print, we'll spoil different movies, series, documentaries or even songs so that people don't need the subscription anymore and instead - they can use that money to join the 1000@10 club.

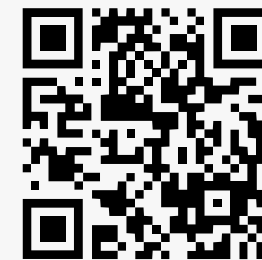
We'll start off with a series we all know and love - Stranger Things - and then focus on other popular series from other streaming sites. We can then create topical ads to recruit more and more people as other series, movies or trending songs come out.

When it comes to movies and series, we'll reveal the plot. For songs we'll use the lyrics, describe the beat and even the feeling you get throughout the song.

SPOILER —ALERT—

Stranger Things, Season Four: Someone gets slaughtered. Hopper's in Russia. Yet another Upside Down Monster turns up not in the Upside down. A cheerleader dies, Eddie gets blamed. It's the monster's fault. El goes to detention. Not because of the cheerleader that died. Kate Bush makes Spotify explode worldwide. A few of them head into the Upside Down (again). You'd think they'd learn. Max dies. Or so we think. Thanks El! And once again, the kids can't seem to catch a break.

We're saving you \$12.99
a month on that subscription.



So you can subscribe to the future
of Kiwi kids for only \$10 a month.

For just \$10 a month, Springboard can give Kiwi Kids equal opportunity
to succeed. Find out more at springboard.org.nz



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