

Over 50%
of all girls say they
wish they were
someone else

girls are
3 times more
likely than boys to have
a negative body image

36% of girls
in grade 6 say they are
self-confident – that
number drops to 14%
by grade 10

#beyougirl

HARD FACTS

for more info visit beyougirl.ca

Facts from the Canadian Women's Foundation

more than 90%
of 15-17 year old girls
want to change at least
one aspect of their physical
appearance

9 out of 10
girls feel the
pressure from the
media to be thin

50% of girls
in Grade 6 are
on a diet

What is BeYou

BeYou is a national cause marketing campaign created to increase self-esteem and empower females aged 9 to 16 years across Canada.

Developed by Morguard and presented in its portfolio of 21 shopping centres, BeYou gives young girls access to personal and professional development tools, while celebrating their growth, diversity and self-worth.

The program is proudly supported by Big Sisters Canada and ran primarily from August to December 2016 with a few of the centres extending their programming to April 2017. BeYou was offered in British Columbia, Alberta, Saskatchewan, Manitoba, Ontario and Quebec.

Why We Did This

Research uncovered disturbing facts about how girls aged 9 to 16 view themselves. Morguard believed it was time to change this way of thinking and vowed to do its part to help in the communities it serves. With such a large demographic of shopping centres being young girls, Morguard saw the program being a perfect fit for its portfolio.

Who We Partnered With

Our charitable partner, BBBS, facilitates life-changing relationships that inspire and empower children and youth to reach their potential, both as individuals and citizens.

Big Sisters runs an ongoing group mentoring program in almost all of our markets across the country. Go Girls!, for girls aged 12-14 focuses on physical activity, balanced eating and self-esteem. The single, most important goal of the program is to inspire & shape the lives of young women and girls by helping them build a positive self-image – setting them on a path to reach their full potential in life.



Big Brothers Big Sisters

Speak to Girls 9 to 16 Years

Branding

We chose to keep a consistent and modern approach to the overall design look. Our main goal was to have the messaging stand out and the powerful statements be the main purpose of the design and campaign. The colours were chosen to reflect the target audience and to help attract customers to view our powerful statements. We wanted a completely unified campaign which was achieved with the repeating fonts, consistent colours and feel.



The BeYou Color palette was on trend for 2016 as was chosen to relate to the young girls who were targeted in the campaign.



Custom Applications Across the Portfolio

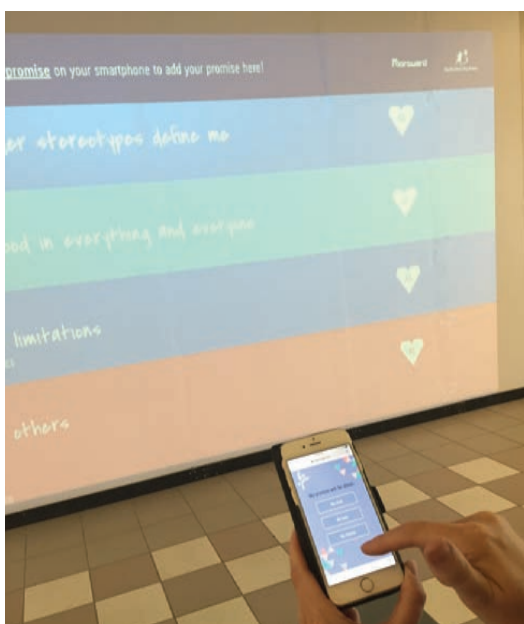
Jump Wall

Imagine jumping in the air and not smiling! That's what we asked young girls to take a moment to do, be a little goofy and celebrate "being you". A professional photographer captured them in a moment of exuberance and joy and then provided them with a simple, digital take away as a momentum of happiness to be shared with friends and family.



Promise Wall

The Promise Wall gave girls an opportunity to share promises in the form of positive statements. The custom application designed specifically for BeYou allowed girls to use their smart phones to access the Promise Wall program (via a microsite) and select from a pre-populated list of messages. Once a message was selected it was then shown in each centre across the country and also shared on social media.



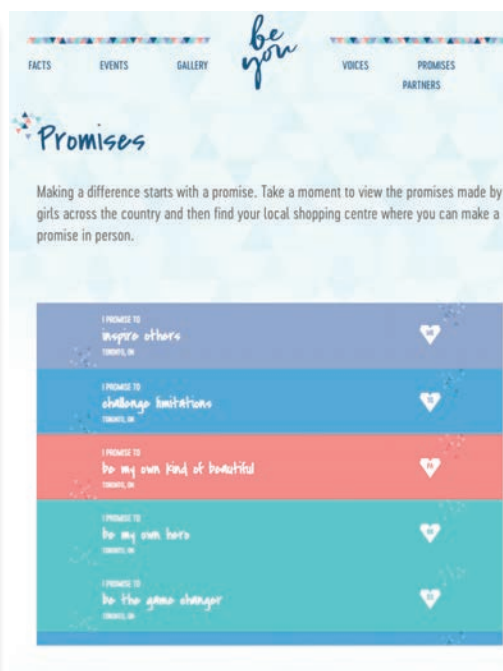
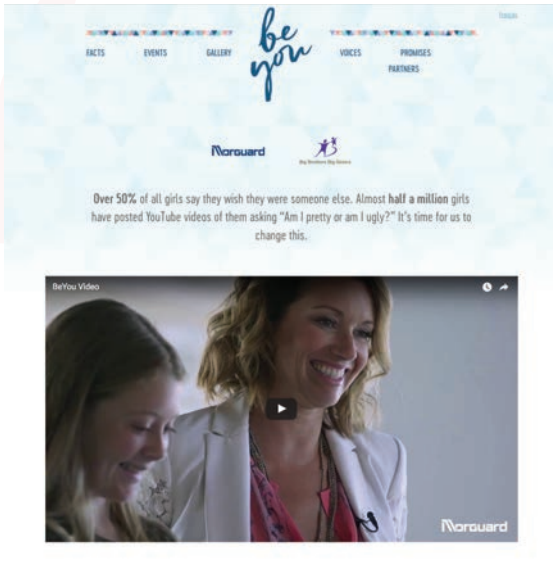
For example a girl in Victoria who selected a message while shopping at Uptown would then post it to the site, the message would then be seen in malls and cities across Canada.



Dedicated Microsite

BeYouGirl.ca

Told the story of the campaign, explaining to visitors why this issue is important and how the various activities in the campaign address the issue. Components included the hard facts, gallery of images, listing of events, promise wall pledges, the BeYou video, testimonials from program Ambassadors. The site was also accessible in French as Place Rosemere is located in Quebec.



The site was also available in french to accommodate patrons of Place Rosemere

Celebrity Ambassador

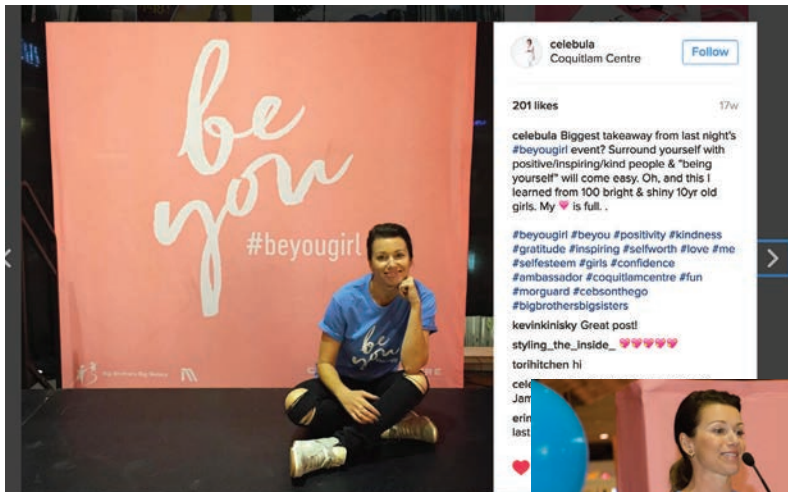
Erin Cebula

Best known for her role as the West Coast Correspondent for Entertainment Tonight Canada since 2005, this former farm girl and undercover jock is also an active advocate for the BCSPCA, a TV personality on GlobalBC, the Spokesperson for BC Children's Hospital Lottery and the proud Program Ambassador for BeYou.



Erin hosted & narrated the BeYou video and appeared in several PSA's in which she spoke about her own struggles as an 11 year old girl with tomboy looks and second guessing herself.

Erin was also on location for several launch events, and provided extensive social media involvement. Erin successfully connected with both the mothers as well as the girls that our initiative was geared towards, and ultimately encouraged girls to get involved in this positive empowerment campaign.



Inspirational Video

Real Girls Tell Their Story

A raw, emotional 5 minute video was produced and distributed on the #BeYou microsite, Youtube, on Morguard social media properties and in malls across Canada. The video was narrated by Erin Cebula and featured thoughtful and touching interviews with real girls (not actors) aged 9 to 16 years who shared their thoughts and experiences to help others.



5 young girls who previously had never met, each shared their stories.



Discussions about high expectations to be "a certain way" imposed by media.



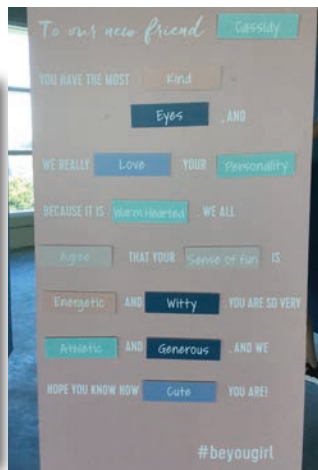
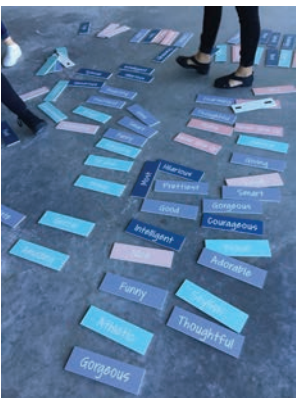
Reaction to staggering facts on girls aged 9 to 16 regarding challenges with self worth.



Revealing the types of peer pressure they feel everyday at school and at home.



Sharing experiences of bullying and how to overcome.



As each girl was being interviewed the remaining girls were working on a surprise. Based on the popular "madlib" game, a series of positive adjectives and adverbs describing each girl was placed on a large card. Towards the end of the shoot a big reveal brought all the girls together to read their own messages of inspiration, empowerment and confidence as told by their new friends, in some cases which changed the way they perceived themselves in a more positive light.



Tools for Self-Empowerment

Interactive Learning with Workshops for Girls

In 21 centres across the country girls were invited to participate in activities that were not only fun but also educational and provided them the tools to help them build a positive self-image.



On October 1, Coquitlam Centre held an after hours event where over 100 girls pre-registered and participated in age appropriate workshops such as BeFit, BeNourished, Be Ready (self-care workshop), Be Aware (leadership training). Tenants and local businesses sponsored the events.



Cottonwood “find your inner self” art classes with BeYou Sparkle Tattoos, Bracelet making, and more.



Bonnie Doon “Love Letters to Strangers” invited girls to write a letter to other girls to spread the word of the importance of self-empowerment and “Being You” - letters were sent to 1,000s of girls across Edmonton.



St Laurent Be Creative encouraged artistic individuality, spoken word performances and appearances by local singer-songwriters.



Centerpoint “Jazz-up Journals” taught girls about the importance of journaling and documenting their feelings and emotions.



Bramalea City Centre, local media, and community leaders teamed up with Little Sisters to create their own BeYou branded t-shirts.



Prairie Mall held workshops to teach girls skills which are typically considered to be masculine tasks.

Activities That Shape Lives

Fashion Shows, Trade Shows, BeYou Lounges, & Sleepovers!

With the goal to inspire and shape lives of young women, Morguard centres across the country held group activities that brought girls together to learn from one another and even make new friends!



BeYou Lounges were set-up across the country including this one at Shoppers Mall.



BCC Mural wall invited girls to work together to express their creativity.



Centerpoint fashion show with Big and Little Sisters as models.



Place Rosemere selected seven Go Girl participants aged 11-12 and featured them in a fashion show. Each carried plaques with words encouraging self-worth.



Prairie Mall's Be Social Sleepover - brought girls together with PJ's and sleeping bags for a one night event which included movies, journaling, beauty tips and discussions about being a teen and on overcoming life issues such as divorce.



Sevenoaks hosted a trade show featuring 29 booths on everything from healthy eating, to healthy lifestyle and self-esteem. 400 girls registered for activities and participated in a passport contest to win a \$500 mall gift card.



At BCC, a hip hop performance by Jade Jagger Clark, Toronto's only all hip hop and street dance studio encouraged girls to express themselves and inspired them to reach for the stars.

Inspirational Mentors

Big & Little Sisters, Successful Role Models

An important part of BeYou was to motivate young girls by showing them success stories and provide advice on how to deal with challenging situations. Centres invited well known local personalities and successful career and business women to share their stories.



BCC Ambassador program invited local women ranging from members of BBBS, to journalists, fashion & beauty editors, dance instructors and more, to share their stories and experiences. The mentors made appearances and were used on advertising and in social media.



The BCC campaign also featured “Rhea” - a Little Sister, who joined BBBS of Peel when she was 12 years old and was matched with her Big Sister, Nanci. Rhea shared her inspirational success story with hundreds of girls.



Sevenoaks presented a speaker and sessions from “The Sparkle Project” which plans workshops for young girls across British Columbia. These inspiring and interactive talks gave participants insight into their own passions and talents, and equipped them with strategies for setting goals, making plans, and turning their dreams into their realities.



At New Sudbury Centre Alicia Woods, the founder of local company “Covergalls”, spoke about her experience as a female entrepreneur in the male dominated mining sector. She said positive role models, and mentors, are incredibly important to help any young person achieve their dreams.



Shoppers Mall displayed a series of in mall signs with images and inspirational quotes from local Big Sisters.



ISC Female Officers from the Thunder Bay Police force on hand to show that policing is a great career option for women.

#BeYou Social Media Reach

Facebook, Twitter & Instagram

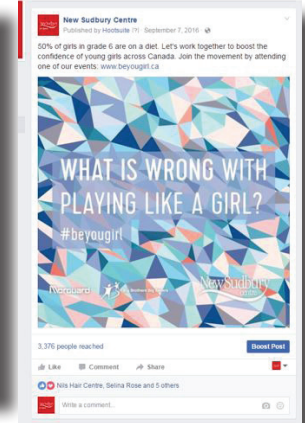
3,581,375 impressions were attained from the collective social media reach of the 21 participating shopping centres, influential bloggers and celebrities associated with BeYou, plus the shared posts and retweets from program participants, sponsors and general public.



BCC tweets and retweets



Coquitlam Centre posts promote upcoming events.



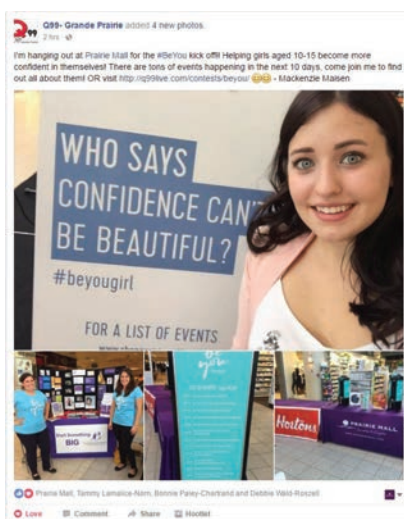
Local Politician post on Twitter for the Jump Wall.



Big Brothers Big Sister Post



Media Personality endorsing #BeYou.



Media Shout-out to fans



Program participant/speaker Facebook Post



Style Influencer Facebook post

\$230,542 in Added Value & Fundraising

Effective Cost Savings and Charitable Donations

Through a combination of strong supplier, tenant and community based relationships, the BeYou program was able to acquire an **added value of \$199,382**.

While it was not a primary objective of the campaign, centres collectively across Canada fundraised \$21,160 with mall activities such as gift wrapping at Christmas, sale of BeYou bracelets/journals and t-shirts, raffles, bake sales, tickets to Fashion Events, Art Shows and more - PLUS another \$10,000 was contributed as a corporate donation from Morguard bringing the **total donation to BBBS to \$31,160!**



A total of \$50,037 in donated products and services from tenants was received.



A total of \$115,095 in bonus media through BeYou sponsorship (including online, tv, radio) was acquired at a number of centres including: Coquitlam Centre, ISC, Parkland, St Laurent and Prairie Mall.



Through collaboration with suppliers and local businesses \$34,250 was acquired for BeYou in free services for programs and events, ranging from yoga and zumba classes, to art workshops, free ambassador appearances, country music celebrity meet & greets and dance performances.

Morguard Corporate Support

BeYou Aligned with Corporate Vision

The #BeYou program, apart from being a critical initiative to help promote confidence in young women, represents Morguard's commitment to delivering on its vision with respect to corporate sustainability.



At a head office level Morguard participated whole-heartedly with a generous \$10,000 donation to BBBS, the production of a corporate video featuring the support of executives, posts on the corporate LinkedIn page, information on the internal website, news releases, and participation in corporate events featuring information on BeYou.



BeYou promoted at the Morguard Charity Golf Tournament and at the annual IceWave event to 440 corporate associates.



Head Office Jump Wall Photo Contest

Morguard Morguard is proud to announce today the launch of BeYou, a national retail social cause marketing campaign with the goal of helping young girls increase their self-esteem, personal growth and self-worth. Learn more about this wonderful campaign at ... more



Help Morguard Empower Young Girls As We Tell Them To 'BeYou'!

morguard.com • Morguard, a North American real estate and property management company, today launched a national social cause marketing campaign called BeYou, supported by Big Brothers Big Sisters of Canada. With the goal of helping girls increase self-esteem,...

Organic

Targeted to: All Followers

7,518

impressions

39

clicks

58

interactions

1.29%

engagement

The numbers added up at the Head Office level, where BeYou messaging reached:

- 9,440 followers on LinkedIn
- 170 new release subscribers
- 1,200 employees

MASSIVE MEDIA #’S!

From Coast to Coast the BeYou Story was Heard 68,745,125 IMPRESSIONS FROM PAID MEDIA, including print ads, radio, online, Facebook, Twitter, Instagram, outdoor and in mall signs thoroughly saturated marketplaces across Canada with message of self-empowerment and personal growth for young girls, thus bringing attention to the BeYou movement.



Place Rosemere Door Decal



Online Ad



Coquitlam Centre Eblast



St Laurent Pop-up sign



BBC Brampton Guardian Print Ad



Prairie Mall Floor Decal



Bonnie Doon Outdoor LRT Station 10 sec ad



Sevenoaks Digital Billboard

82 Million Publicity Impressions

The BeYou message resonated with media outlets

Each of the 21 centres successfully reached media in their individual marketplaces with a customized version of a national press release and a fact sheet revealing important information about the program designed to engage the media and their audiences.



From blogs, to social media posts and listings on websites - BeYou achieved over 77 million gross impressions from online sources across the country.



Print Publicity was achieved in every marketplace and garnered 3.8 million impressions.



Popular SiriusXM program interviewed Andrea Tushingham, National Marketing Director for Morguard. 333,267 impressions were received through radio.



Visually impactful, television publicity effectively told the BeYou story with over 1 million free impressions.

#BeYou Results

The #BeYou Success Story

The primary objective for BeYou was to acquire extensive awareness across Canada of the issues facing today's young women, and because all 21 Morguard Centres across the nation embraced #BeYou and participated with a stunning combination of advertising, in mall programs and publicity efforts, the BeYou program was able to open the dialogue and provide solutions and tools to empower girls aged 9-16 and increase their self-esteem!

