



# Helping Sesame Street Deliver China's First Financial Empowerment Program

EDUCATION, SOCIAL MEDIA

## BACKGROUND

“Dream, Save, Do” is a global initiative by Sesame Street Workshop and MetLife Foundation to advance financial education targeting children aged 0-6 and their caregivers. By designing and implementing a social content strategy, developing a WeChat-based mini-site as an information hub, and promoting 30 videos across video platforms, this 5-month launch campaign successfully brought global expertise in child education to China.

## OUR GOAL

To raise the public awareness about the importance of early child financial education, and to prepare localized and accessible financial empowerment education materials from Sesame Street to the target audience.

## OUR APPROACH

In order to introduce financial empowerment as a new concept to Chinese consumers, we re-organized all the Sesame Street assets into a WeChat mini-site. With a easy-to-follow structure, we successfully turned the mini-site into not only a sharable inspiration guide of early child education but also the first in-language socially based information hub for Sesame Street's DSD global project. To further promote the awareness, we leveraged multiple channels including Weibo, WeChat, parenting forum, media, as well as an offline workshop with the support of parenting and education social KOLs selected by us.

## THE NUMBERS

- Total impressions: 12.3 million
- Total engagement: 14K+
- Minisite UV: 70K+

