

5 Nov 2020

TBWA\HAKUHODO LAUNCHES “WE ARE VIRUSES PROJECT” WITH A LIGHTED HEARTED COLOURFUL AND FUN APPROACH THE PROJECT AIMS TO EDUCATE CHILDREN ON THE IMPORTANCE OF WASHING HANDS PROPERLY

- The critical importance of the preventive measures against viral infection due to the expected “twin-demic “ with COVID-19 and influenza
- The first animation movie “We are Viruses” is released on the website
- Crowdfunding campaign to commercialize “POCKET SOAP, “ helping children who do not like to wash their hands understand the importance of washing their hands



With global concern for “twin-demic,” a spread of COVID-19 coinciding with influenza, increasing the importance of preventive measures has become an essential part of all our daily lives. However, young Japanese children are having none of this, with research revealing respondents faced difficulty in getting their young children to wash their hands.

In response to this and, in an effort to encourage young children to understand the importance of washing hands, TBWA\HAKUHODO launched the “WE ARE VIRUSES” project on 5th November 2020, in cooperation with Dreams, Inc.

“WE ARE VIRUSES” project aims to educate children on the importance of hand washing properly and general hygiene, and how washing hands can keep them healthy and help prevent the spread of the virus.

Our survey of 300 men and women aged between 20 - 40 years, who have young children, indicated 97% of the respondents were aware of the importance of washing their children's hands, which is about 1.5 times higher than the pre-pandemic era. However, around 60% of respondents said they had difficulty actually getting their children to complete the task of washing their hands. Simply encouraging children to wash their hands has not been enough to help them understand the importance of "why we should wash hands?"

'WE ARE VIRUSES' focuses on the "hand washing education" in a fun lighthearted manner with the intention to make this simple act become part of the children's everyday behavior. Just like brushing hair and brushing teeth.

The campaign consists of six characters, each representing the six types of viruses (COVID-19, influenza, Norovirus, Ebola, SARS, and Adenovirus), which are delivered in a form that appeals to children, sparking interest and promoting an understanding of the virus and the preventive measures in an easy-to-understand way.

The project will launch with an animation movie where the ambassador of the project Yoshio Kojima, a comedian and educational Youtuber who is popular among children, sings the song of "We are Viruses" will be released on an official website. <https://www.weareviruses.com>

In addition to the animated movie, a crowd funding campaign will launch to raise further awareness around the six infectious disease and raise funds for "POCKET SOAP", a small tablet soap designed to vanish away after 30 seconds of hand washing, which is the exact time it takes for a virus to die,

TBWA\HAKUHODO will continue to promote the understanding of prevention of infection among children by promoting hand washing education through this project..

【Comment from TBWA\HAKUHODO Chief Creative Officer Kazoo Sato】

There is no denying COVID-19 has heightened the importance of hand washing worldwide, but what's surprising is the lack of understanding how to properly wash hands with soap. Through our own research we also found many parents struggle getting their children to wash their hands. They either don't like to or wash them too quickly to be effective.

To flip this, we turned the boring act of hand washing into something fun and friendly - we created six adorable characters each representing a virus. Our ambition is to make hand washing fun in hope it will become regular everyday behavior for children.

【Comment from Dreams Inc. CEO Toru Soeya】

In 2010, we developed "SOAP TABLET," a portable, solid soap for washing hands anywhere and anytime. Since then, we have continued to develop paper soap in the shape of a germs. Recently, novel coronavirus has been rampant throughout the world and the importance of hand washing has been reaffirmed, but it is very difficult to make children understand the existence of invisible viruses. This project was launched in order to educate children on the necessity and the proper way to wash their hands. As part of the project, we developed "POCKET SOAP", a hand soap that can be washed in 30 seconds with the virus visualized. We aim to create a healthy society where people can live with a smile by helping them understand the virus and acquire the habit of washing their hands.

【Summary of the Project】

- Project: We are Viruses Project
- Purpose: Promoting understanding of children, of what it means to wash their hands to prevent viral infections
- Content: Educating about the importance of visualizing and washing hands through video
- Members: TBWA\HAKUHODO, Dreams, Inc.,
- Sponsoring members: Kodomo Shokudou Support Center Musubie, Tokyo Metropolitan Park Association, MyLT Komazawa Kids Forest
- Website: <https://www.weareviruses.com>

【Comments from endorsers】

Yoshio Kojima, a comedian, educational youtuber



With COVID-19, I think people are saying that hand washing is more important than ever before. Through this project, I hope that as many children as possible will understand the importance of washing their hands, and that they will enjoy washing their hands while humming the song.

T-teacher



Germs and viruses on hands are not visible to the naked eye, so no matter how much you explain the importance of washing hands, it is difficult to get children to think about washing their hands by themselves. I once told a child, "You have germs on your hands, and you might get a stomachache if you eat a meal without washing them," but after staring at my hands, he told me that he didn't have any.

As such, children often rely on sight and sound, so when they are told that they have germs and viruses on their hands, they are often taken aback. With WE ARE VIRUSES Project, I strongly felt the concept of visualizing invisible viruses and communicating them more directly to children in a way that is easy to understand, and I wanted to support the project with all my might!

【「We are Viruses」 animation movie】

An animation movie in which Mr. Yoshio Kojima sings about the characteristics of 6 types of viruses (Corona, Influenza, Noro, Ebola, SARS and Adeno) that are made into funny characters.

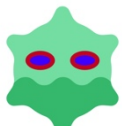
● YouTube URL · Song: <https://youtu.be/RcmrQ451VQE> · Making: <https://youtu.be/yOksPa1uELU>



[We are Viruses Characters]

Characterizations are made according to the symptoms of the virus.

This characterization was supervised by Dr. Keiko Kono, Director of Kono Medical Clinic.



ノロ

Norovirus (category 5 infectious disease/Norovirus infection)

Usually lethargic, but when on stage they start to act up. It causes diarrhea and nausea if it gets in your stomach. They are susceptible to heat, so make sure to thoroughly cook their food.



インフルエンザ

Influenza (category 5 infection disease/Influenza)

The speedster of the virus world. It can spread from person to person in a flash, making body ache at once when infected. It's good to get vaccinated before the flu season starts.

Corona (category 2 infectious disease/ Novel COVID-19 infection)



コロナ

This is a double personality virus that has a calm personality, but sometimes lashes out like a different person. Do not underestimate the mildness of the symptoms. He's good at jumping from person to person. Stay away from the three Cs (Closed spaces, Crowded places, Close-contact settings) that Corona loves.

SARS (category 2 infectious disease/severe acute respiratory syndrome)



サーズ

A mysterious super thieving virus - robbing your oxygen from the body and tormenting you. We still haven't found its tail, and haven't perfected the vaccine yet. Rumor has it it's resting now... Let's hope it doesn't come back to life.



アデノ

Adeno (category 5 infectious disease/Epidemic keratitis, pharyngoconjunctival fever)

This is a virus that loves kids, playing in the pool a lot in the summer. If Adeno's like you, your throat can swell up and your eyes can turn red. Take a good shower after the pool not to take Adeno with you.



エボラ

Ebola (category 1 infectious disease / Ebola hemorrhagic fever)

The most powerful and legendary assassin in history. His attack power is one of the best in the virus world - killing his prey within 2 to 3 days with 50% chance! It's wise to stay away from areas with Ebola.

【On Crowdfunding for "POCKET SOAP"】

■ A soap visualizing viruses - POCKET SOAP

"POCKET SOAP," a small soap in the shape of an "WE ARE VIRUSES" character, is designed to disappear in 30 seconds, which is the recommended second for hand washing. When the virus is used up, the actual virus disappears as well, allowing children to wash their hands while having fun. It's also portable, so children can wash their hands immediately after playing at the park.

◎ Product Name : POCKET SOAP

◎ Pre-orders starting from 5th Nov 2020

◎ URL: <https://www.dreams6-shop.com/SHOP/DHG31160.html>



※These images are prototypes.

■ Crowdfunding summary

From today, we are starting a crowdfunding campaign on "READYFOR" website in order to promote this project and hold events to convey the importance of hand washing.

◎ Funding Platform: READYFOR

◎ Period: 5 Nov 2020 ~ 4 Dec 2020

◎ Target: 1 million JPY (around 10,000 USD)

◎ URL: <https://readyfor.jp/projects/weareviruses>

◎ Things to be achieved with the fundraising

1. Holding hand washing awareness events for parents and children to enjoy

At nursery schools, kindergartens and other places where many children gather, we will hold educational events to teach the importance of hand washing and help children learn the habit of washing their hands. We would like to make it a place where children can enjoy learning through virus quizzes, drawing of viruses, hand washing with POCKET SOAP, and songs.

2. Providing "POCKET SOAP" to children

We will deliver "POCKET SOAP" to children all over Japan to learn and enjoy proper way of handwashing.

【Results of the “Children's Handwashing Survey”】

〈Summary of the survey〉

Name of the survey: Survey on Children’s Handwashing

Period of the survey: 18 Oct 2020~19 Oct 2020

Gender: Male/Female Age:20~49 Region: Japan Condition: Parent with 3-7 year old kids

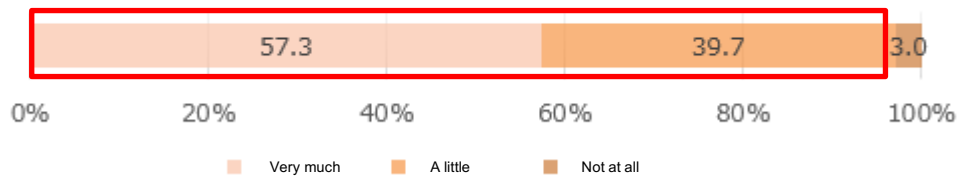
Sample Number: 300

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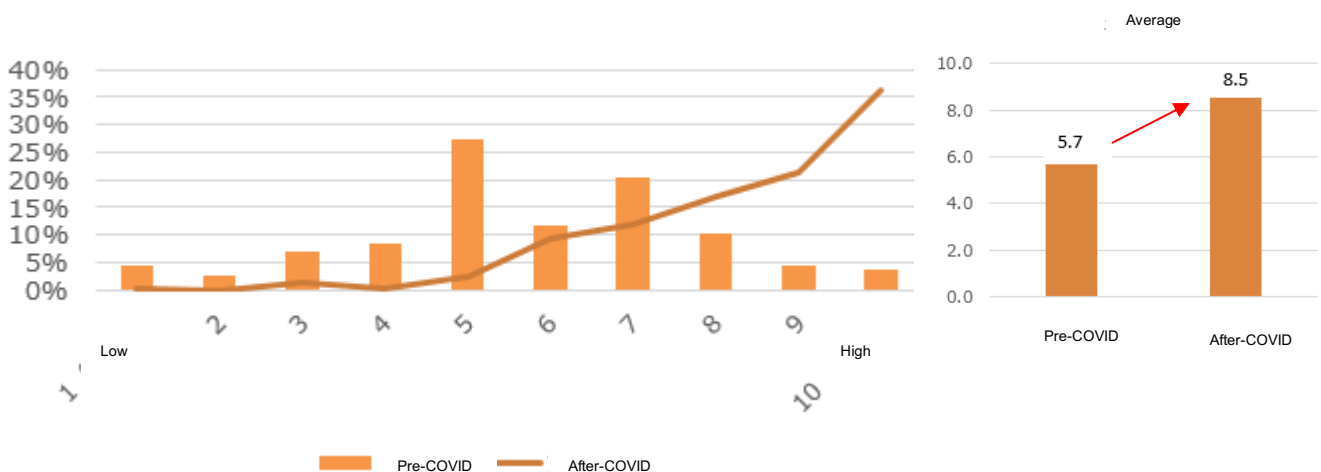
When posting the contents of this news release, please add the words "Source: WE ARE VIRUSES Project" to it.

■ 97% of respondents said that the COVID-19 had increased their awareness of hand washing for children, which is 1.5 times higher compared to before the coronavirus outbreak (comparing the average of the two periods (before and after) on a 10-point scale). It indicates that the awareness of “children’s hand washing” has significantly improved.

Q. Has your awareness of “Children's handwashing” increased compared to pre-COVID-19? (Single answer)



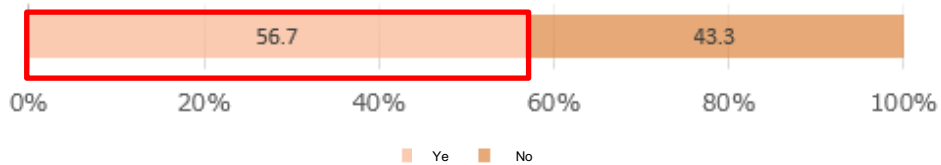
Q. Please rate your awareness of “Children's handwashing” for each pre/after-COVID-19 era, out of 10. (Single answer)



- About 60% of the respondents said they had trouble encouraging children to wash their hands.

Q. Have you ever had trouble making your children wash their hands?

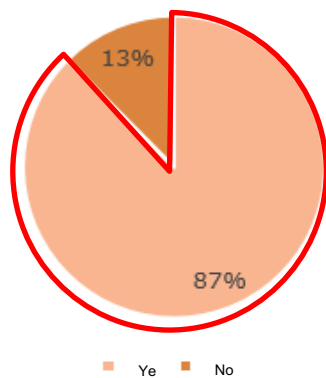
(Single answer)



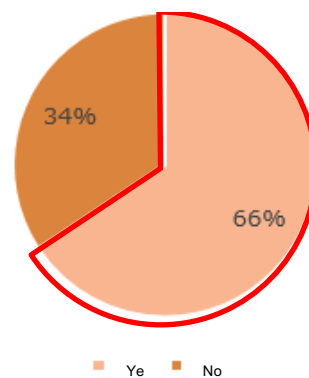
- About 90% of respondents answered that “they have tried to make children not to dislike handwashing.” One in three answered that “they would show children the video to help them understand the meaning of hand washing if there is one.”

In addition, among those who have tried, the following practices were practiced: washing hands together, washing while singing a song to make it, giving a sticker after washing hands, giving a snack after washing hands, and showing a video of hand washing on Kids' YouTube channel.

Q. Have you ever tried to make children not to hate washing hands? (Single answer)



Q. Do you think a video that “helps children understand importance of handwashing” will be useful? (Single answer)





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■About TBWA\HAKUHODO

TBWA\HAKUHODO is a full-service advertising agency based in Tokyo, established in 2006 as a joint venture between Hakuhodo and TBWA Worldwide Inc. With the combination of TBWA's DISRUPTION® methodology, a global network spanning over 100 countries/regions and Hakuhodo's in-depth knowledge of the Japanese market and longstanding reputation for trustworthiness, the agency continues to create and deliver high-quality solutions to all of our clients – solutions that cause change and have the power to get noticed. <https://www.tbwahakuhodo.jp/en>