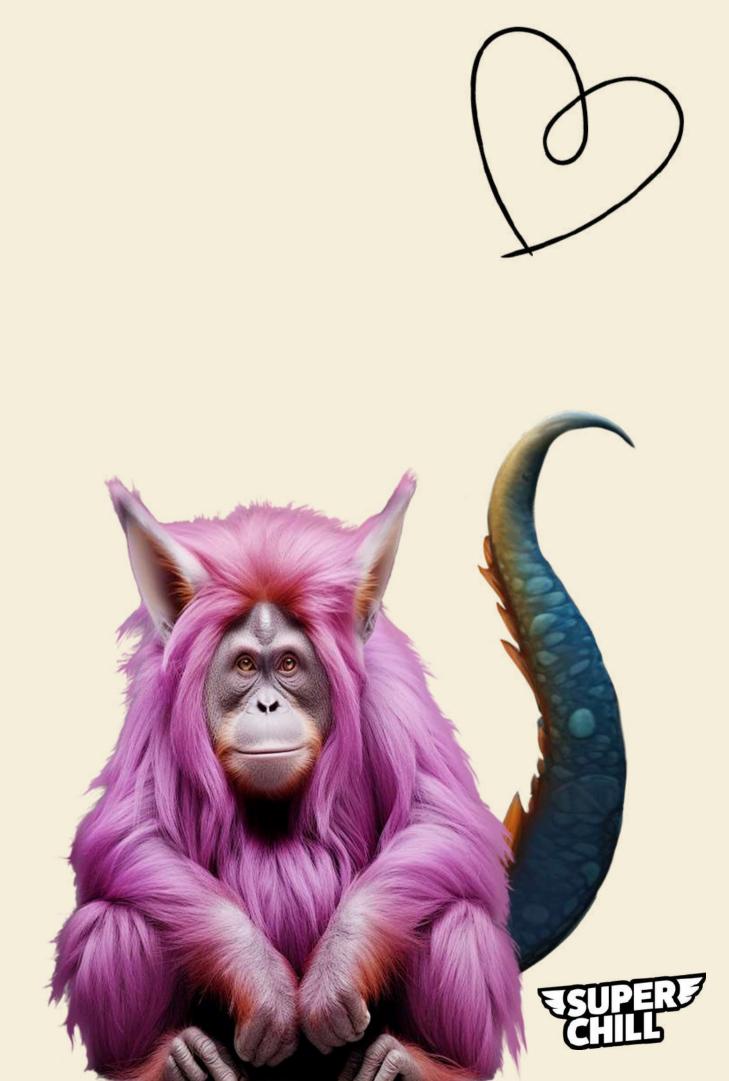


SUPER CHILL 2023

- SUPER CHILL HOW IT WAS
- NOA COLLECTIVE JOINS SUPER CHILL FOUNDATION
 - **NEWBOARD**
 - **REPOSITIONING/REBRANDING**
 - $\circ\$ COMMUNICATION STRATEGY
 - $\circ~$ TEST TARGET AUDIENCE
 - $\circ~$ CONTENT REBRANDED AND RECREATED
 - SHOOT EXERCISES
- START APP & NEW WEBSITE BUILD
 - CAMPAIGNS
 - LEARNINGS
 - FUTURE PLANS



HOWIT WAS



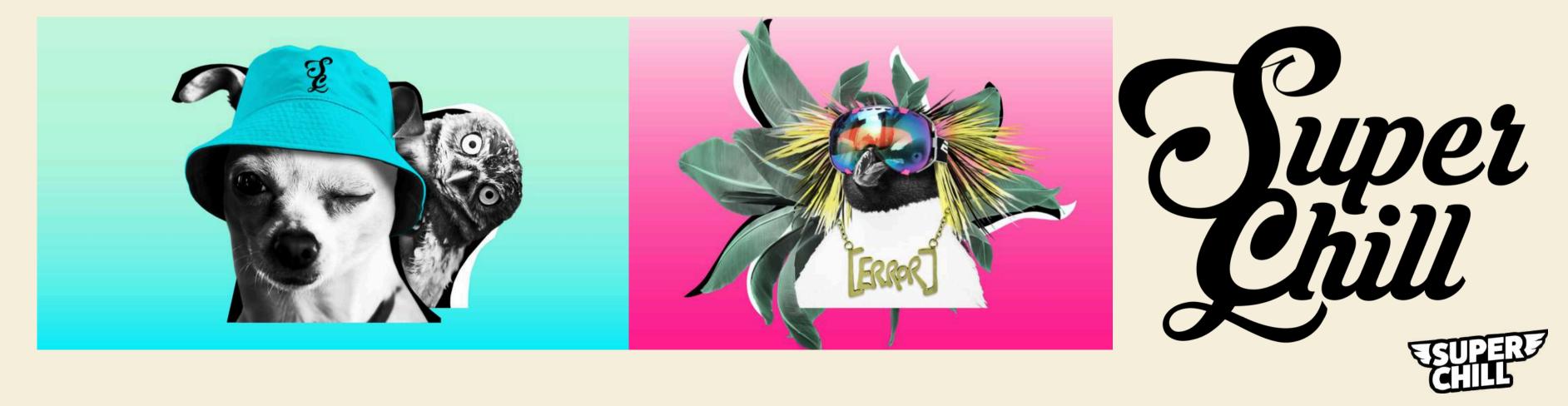


HOWITWAS

Over the last years, the Super Chill Foundation has strived to change the primary education system towards a system where each child has room to grow without constantly feeling pressurised to perform to standardized norms. Although receiving great feedback from children and teachers, this **focus on primary schools proved to be too difficult** to reach the amount of children we were aiming for.

This is why we changed the focus of the Super Chill Foundation into a direct focus onto the children and their caregivers without the primary schools as the central point of communication.

Because the need to help children with their emotions has only become bigger, especially since the COVID-19 pandemic. That's why the Super Chill Foundation will continue its work to help children (aged 6-12 years old) to strengthen their mental resilience, just through a new focus and strategy.



NOA COLLECTIVE JOINS SUPER CHILL FOUNDATION



NEW BOARD & NOA COLLECTIVE ONBOARD

NOA is run by entrepreneurs who have been around the block a few times. They know from first hand that you have to renew your positioning, business model and strategy on time. The developed a brand business plan including the whole new positioning and brand strategy. They are on board to make sure the new strategy and goals will be met!

The General Board (GB) of the Super Chill Foundation exists out of three people of which the presidency rotates every 4 years.

The GB will always exist out of at least three (3) members. The GB will appoint a Managing director (Geert Pelsma) who will be responsible for the day to day business of the Super Chill Foundation.

As of 29th of November 2023 the Super Chill General Board consist out of the following members:



President: Niki Schilling



General member: Lars Kappen



General member: Levi van Dam







Managing Director: Geert Pelsma



REPOSITIONING/REBRANDING

The activities within the foundation are always accessible to all, requiring no specific membership and always ad free. The foundation focusses on the general well-being and mental resilience for a vulnerable group (children aged 6-12 years old).

The relevance of the objective of the foundation has only increased in the last years.

The used Yoga, Meditation, Mindfulness and little ritual exercises are merely a tool to expedite the actual goal of nurturing a mentally stable, strong, and resilient generation.

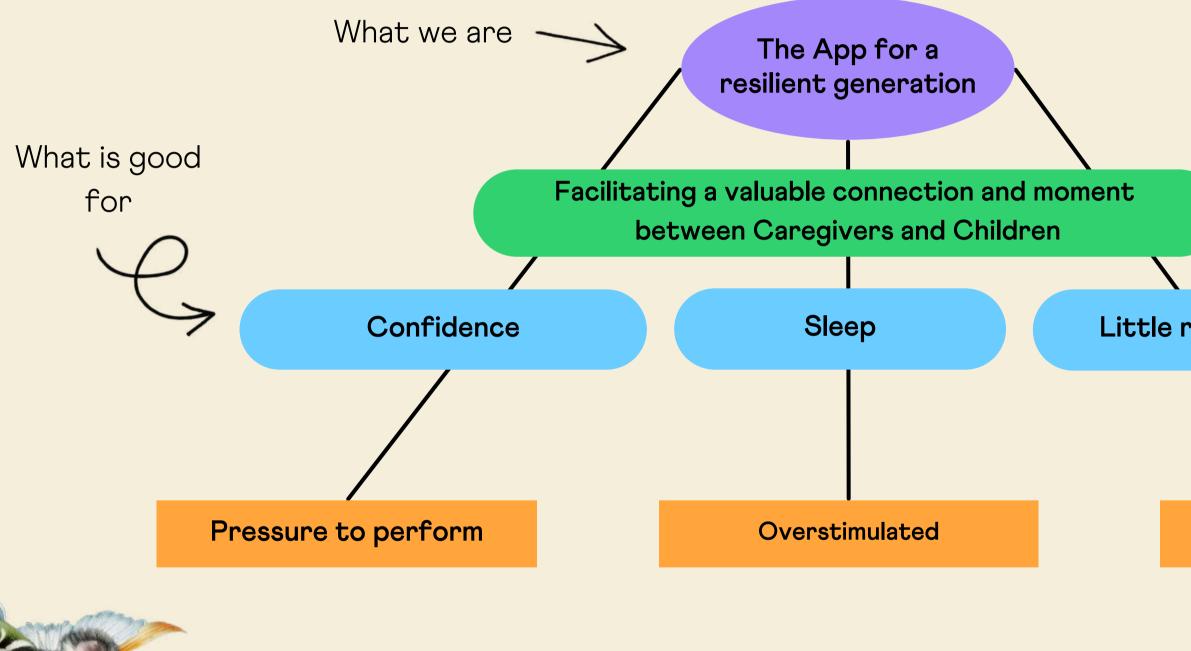
Next to the rebranding and a new visual identity, NOA initiated a new approach where they focused on individual kids and caregivers. This meant moving away from the initial focus on schools and getting Super Chill into the classroom.



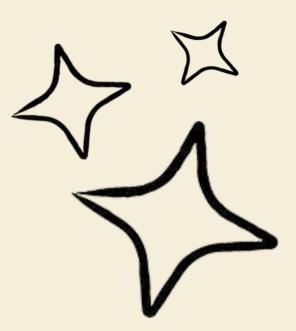


COMMUNICATION STRATEGY

WE HAVE A COMPLEX MESSAGE WITH MANY LAYERS- WE KEPT IT RELEVANT AND SIMPLE







Little rituals/new habits

Stressful moments



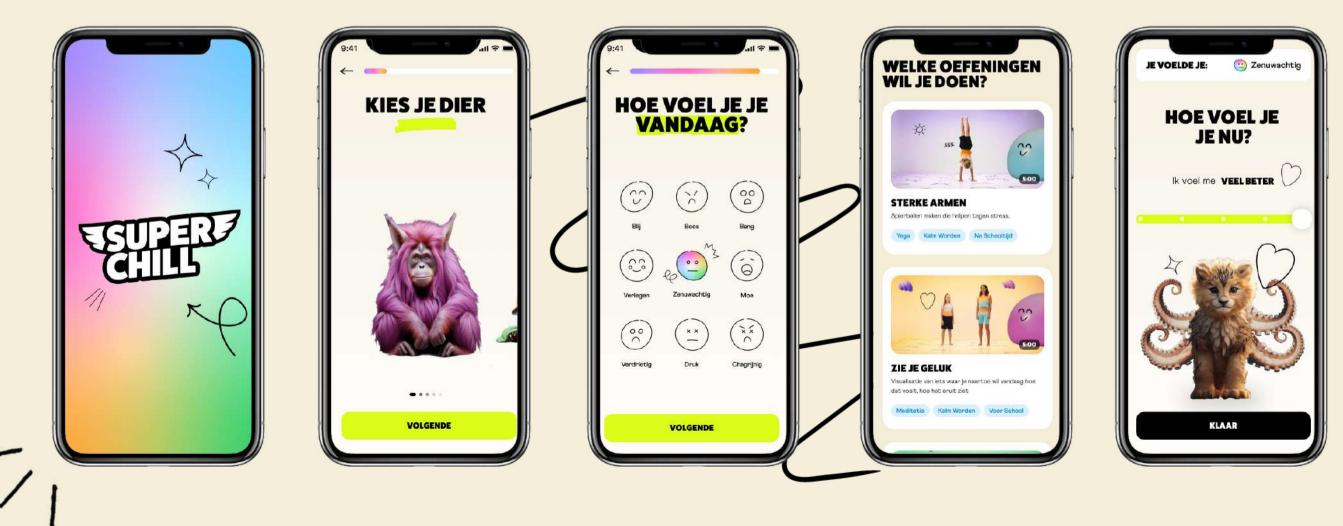
Super Chill helps to cope with and relates to

TARGET AUDIENCE



The Super Chill foundation is an engaging BRAND for kids aged 6-10 and their caregivers, featuring daily rituals with activities specifically tailored for young minds. This includes playful movement and calming exercises. It teaches them that their mind is their SUPERPOWER!

The app is designed with a playful and engaging layout that captivates children and encourages their participation. The exercises offered are diverse, catering to a wide range of occasions and needs, making it a versatile tool for children's mental well-being.



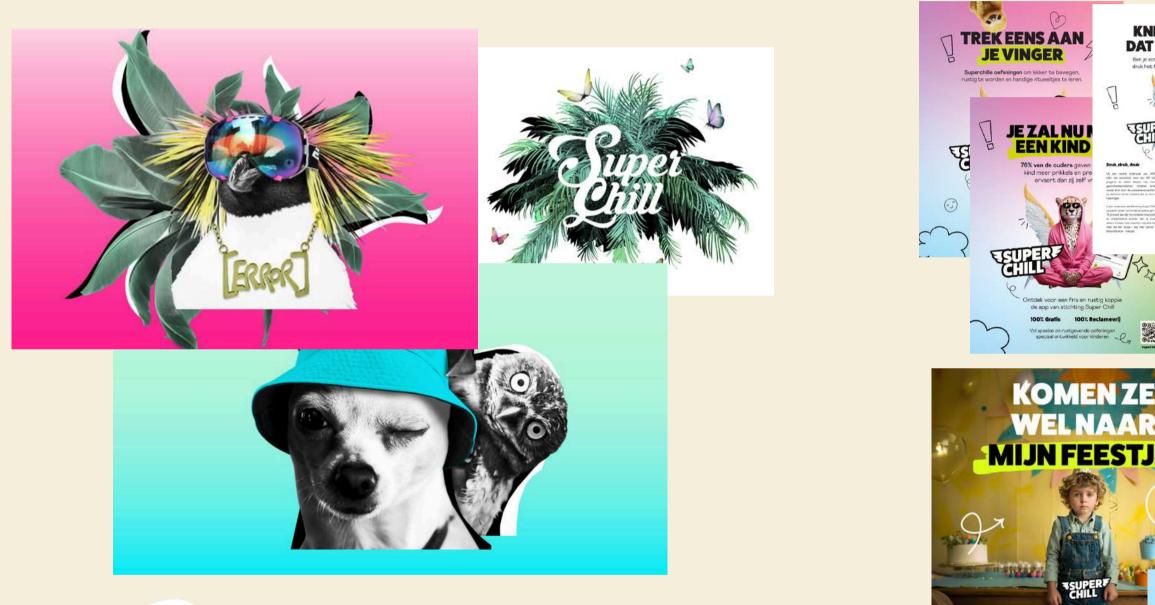




CONTENT REBRANDED AND RECREATED

TO

FROM









SHOOT NEW EXCERCISES

72 new exercises based on:

- Yoga,
- Meditation,
- Mindfullness
- and Little Rituals.

Divided on timing:

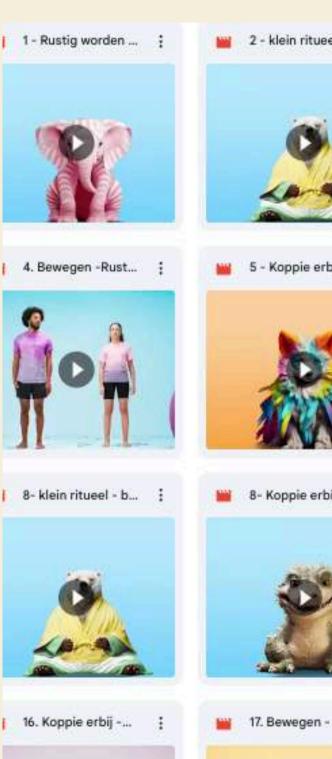
- Fear of Failure,
- Homesickness,
- After School.
- Going to bed
- Stress
- Before School

What you want to do:

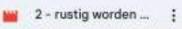
- Movement
- Calm down
- Stay focussed
- Little routines

How do you want to feel:

- Calm
- Focussed
- Energetic
- Happy Camper
- In Balance



2 - klein ritueel - ...





5 - Koppie erbij - ...

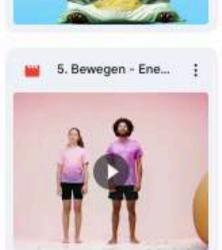


👑 8- Koppie erbij - d...



17. Bewegen - Lio...

à



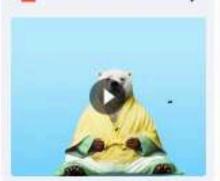








6 - klein ritueel - ...

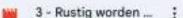


10. Bewegen - Nin...











6 - Koppie erbij - ...



11 - Rustig worden...



20. Bewegen - Zo...



13. Bewegen

7 - koppie erl

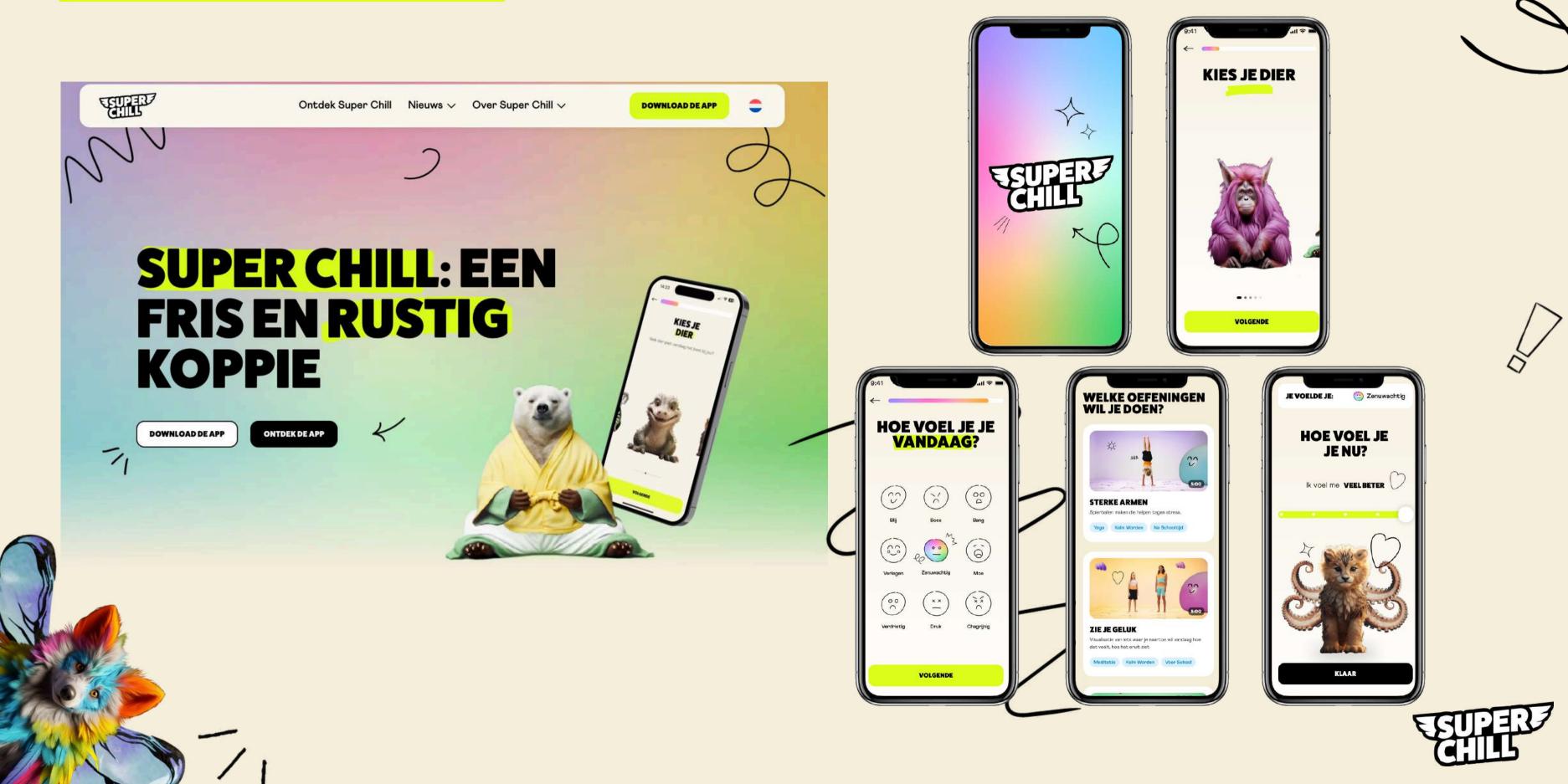
3 Bewegen -4



22. Bewegen



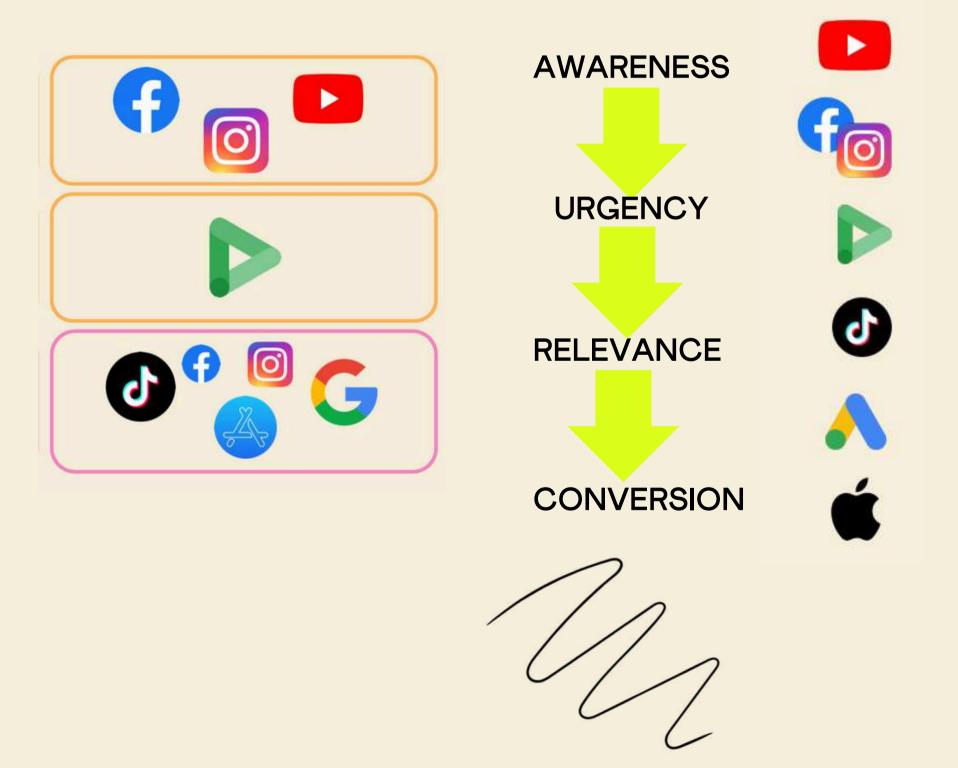
START APP & NEW WEBSITE BUILD

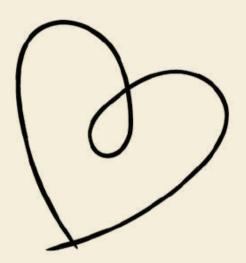






PLATFORMS









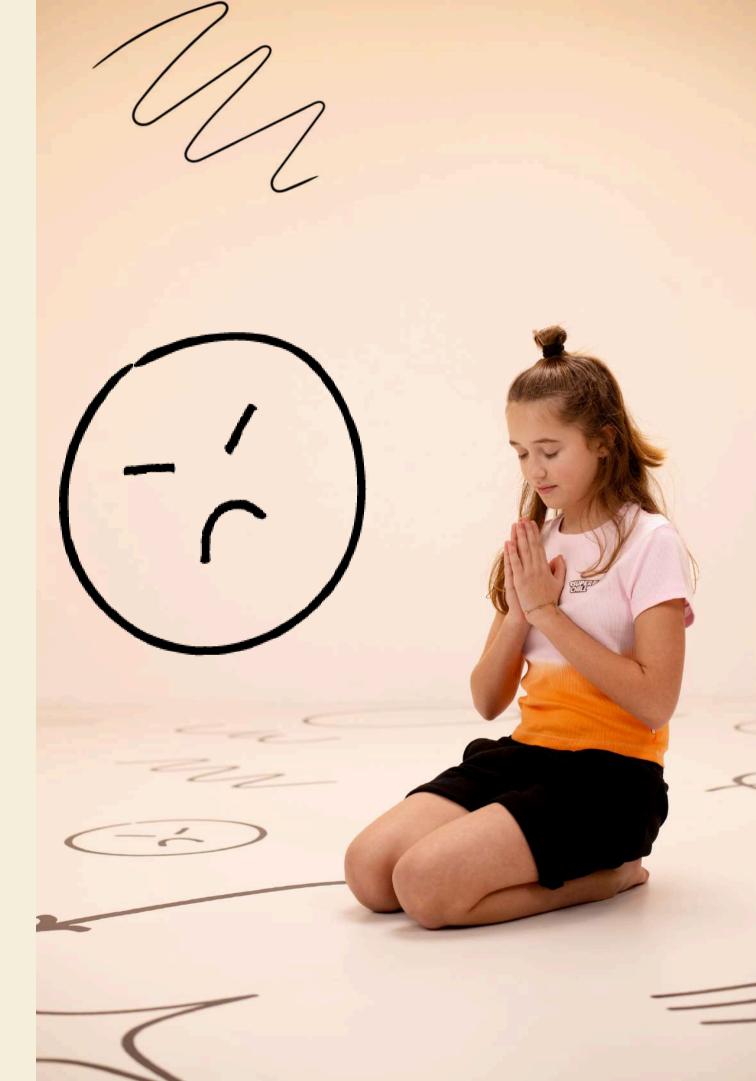




• Complicated messaging; Superpowers/Yoga etc.

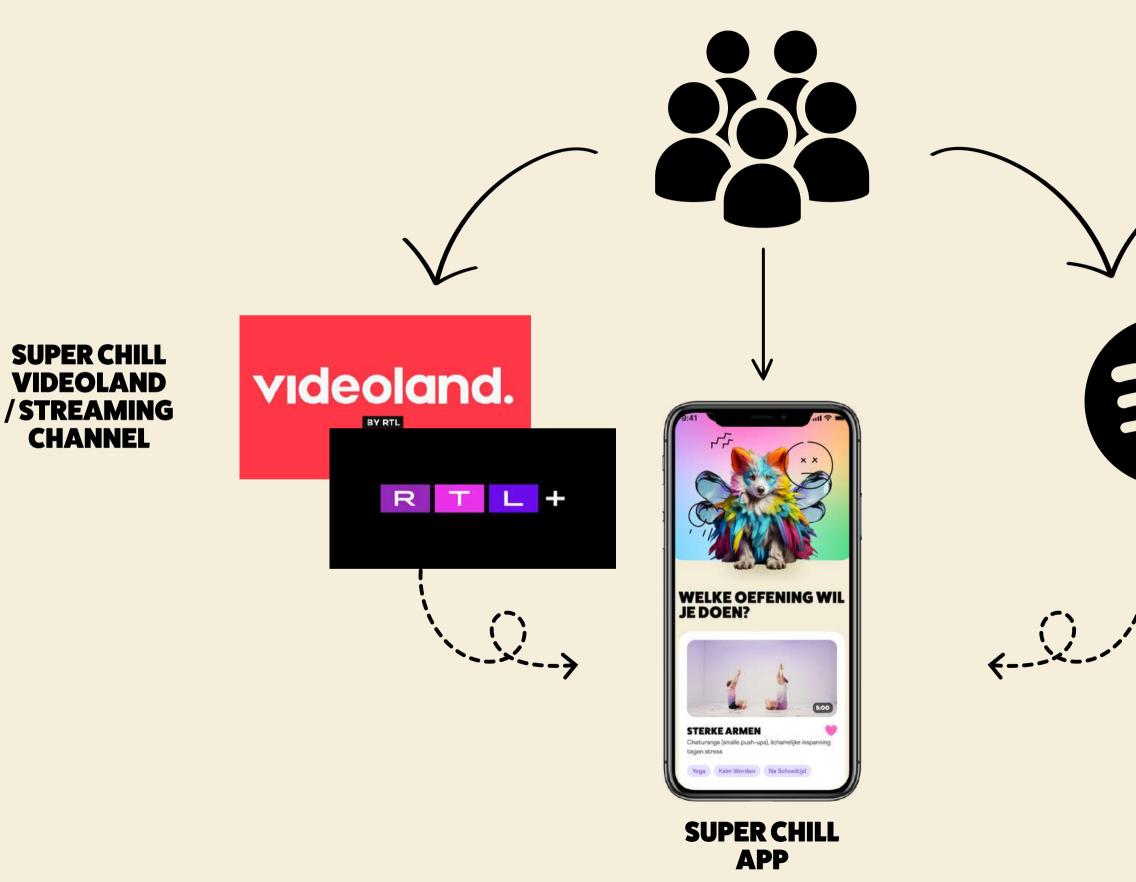
Steps:

- Focus on single minded proposition; fris en rustig
- How are we going to measure reaching 10 million kids



FUTURE PLANS

10 MILLION KIDS





SUPER CHILL SPOTIFY CHANNEL





