

# SMALL ACTIONS, BIG IMPACT:

The Ad Council and Kahoot! Tackle Teen Bullying Prevention

Kahoot! ad  
COUNCIL



Over half of teens witness bullying, but less than 20% act

Small words and actions can have unexpected consequences

66% of teens today regularly experience personal drama, teasing and/or exclusion

## CHALLENGE:

The term bullying has come to reflect a situation that doesn't always connect to the general culture of meanness many teens experience daily. Most teens admit they've experienced behaviors like teasing, drama and exclusion, yet most don't think they contribute to the problem. Our goal is to reduce peer mistreatment by waking teens up to the impact—positive and negative—their words and actions have on others.

## SOLUTION:

The Ad Council and **Kahoot!** partnered together to create a set of interactive quiz and poll experiences, including content for educators and their students: Kahoot! featured three of these original Kahoot experiences to encourage teens to reflect on the power of their words and actions and to offer educators actionable insights about their students in the process.

To inspire teens to create a more empathetic and inclusive culture, Kahoot! prominently featured the Bullying Prevention campaign, *Because of You*, on their web-based platform and within the Kahoot! mobile app during National Bullying Prevention Month in October 2019. Kahoot! promoted the set of games in a special 'Bullying Prevention' collection for its users, and featured [each Ad Council Kahoot for one week](#) as a top pick globally. The partnership was also featured in an Ad Council creative press release and reached over 200K on Twitter.

## RESULTS:

Inspire reflection we did. In less than 3 weeks, over 171K players participated in our kahoots, with an average game duration of 10.8 minutes. "Because of You," the highest performing Kahoot, had almost 74K players alone in that time, three-fourths of which were in the target audience of students or young students. Our poll Kahoot had over 34K individual game sessions and an average game duration of a whopping 18 minutes. As-of February 2020, this campaign's kahoots have been played in over 114K sessions.

## PARTNERSHIP ELEMENTS

- Featured national marketing campaign for content collection
- Three original interactive multimedia experiences on a co-branded profile page
- Full gameplay analytics report, including geographic and demographic details

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## AT A GLANCE:

**171K PLAYERS**  
during October of 2019

**230K +**  
Twitter impressions  
promoting  
the Kahoots

Average  
experience  
duration  
**10.8  
MINUTES**