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# creative sample

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# Project Brief



## Summary

Instagram has set out to provide a safer and more controlled social media experience for teenagers. Recent changes address unwanted contact, inappropriate content, and excessive screen time, while also giving parents more tools to oversee their child's activities on the platform.

## The Problem

Instagram - and parent company Meta - have come under intense scrutiny for the way teens are experiencing their app.

Teen Accounts aim to enhance the safety and well-being of teenage users on the platform.

## Objectives

1. Introduce and promote Instagram's new Teen Accounts.
2. Emphasize the built-in protections, parental supervision features, and the overall positive experience it offers for teenagers.
3. Convince parents and politicians that Instagram is a safe space for teens.

## Target Audiences

1. Parents and guardians of teenagers.
2. Teenagers themselves, to ensure they understand the benefits and features of the new accounts.
3. Lawmakers looking to regulate Instagram

## Mediums

Social Media | OOH | Email | Blog | Website Ads |

# Social

## THINKING

These ads hook the reader with humor, drive curiosity, and are written to increase link clicks.

## DESIGN

Simple, compelling visuals that support the ad copy.

## TACTICS

STORYTELLING

HUMOR

PERSONALIZATION

**SO THEIR BEDTIME  
ISN'T SCROLL TIME.**

SLEEP MODE, FROM 10:00 PM TO 7:00 AM



HELP THEM SET HEALTHY LIMITS

PROMOTED IN THE  
SOCIAL FEED OF  
PARENTS

**EVERY DIET  
NEEDS BALANCE.**



Instagram

LEARN HOW TO BALANCE YOURS

PROMOTED IN THE  
SOCIAL FEED OF TEENS



# OOH

## THINKING

This ad is an over the top response to the phrase: "You can't believe everything you see on the internet."

Content on Instagram teen accounts is trustworthy because everything is filtered and verified.

## DESIGN

A simple, bold design draws the eye to one place.

Readers are forced to make the connection between the copy and provided visual.

## TACTICS

PRIMING

WIT

CURIOSITY

BUS STOPS

GROCERY  
STORES

BILLBOARDS



SO THEY CAN  
BELIEVE EVERYTHING  
ON THE INTERNET.



QR CODE TO  
DRIVE LINK  
TRAFFIC





# Email

## THINKING

This email grabs the reader's attentions with a punchy, controversial headline.

Once opened, the email is succinct and drives readers towards a simple call to action.

## DESIGN

In an age where attention is hard to come by, this copy keeps it succinct and focused.

## TACTICS

STORYTELLING

REASON WHY

PERSONALIZATION

### New Email

From: **Instagram**

Subject: **Kids should do whatever they want**

We disagree with that headline, because boundaries are healthy.

Parenting in the digital age isn't easy, but we're on your team.

We've made it easier than ever to set limits, manage topics, and gather insights on your teen's Instagram account.

Take a simple step towards protecting them today.

Learn more >



**CTA ENCOURAGES  
FURTHER ENGAGEMENT**

# Blog

## THINKING

Written to increase awareness and drive engagement and discussion. This is short and focused on an approachable call to action.

## AUDIENCE

Parents aged 55 or older.

## TACTICS

RELATABILITY

REASON WHY

ANCHORING

## 3 REASONS YOUR KIDS NEED AN INSTAGRAM TEEN ACCOUNT

The digital age has altered life as we once knew it. Gone are the days of phone books, paper maps, and in-person meetings. A lot has changed, and it's difficult to keep up with.

Ever wonder how your kids got so good at switching the TV input, texting so fast, or seeming to know that restarting the computer is the solution to every issue?

The answer is simple: they were born into it, embraced it, and changed alongside it.

"But how do I wrap my mind around all this change?"

"I don't even know where to start!"

"My kid said someone slid into their DM's and *'had rizz.'* What does that even mean?"

**The digital age has made parenting more complex. That's why we're doing our part to improve safety, set healthy limits, and ensure age-appropriate content for young users.**

Here are the three ways your child can benefit from an Instagram Teen Account:

### 1. Safe Interactions

Worried about who might be interacting with your kid online? Worry no more. With default private accounts, teens need to accept new followers, and people who don't follow them can't see their content or interact with them. Teens will be placed in the strictest messaging settings, so they can only be messaged by people they follow or are already connected to.

### 2. Healthy Boundaries

As the old adage goes: everything in moderation. With time limit reminders, teens will get notifications telling them to leave the app after 60 minutes each day. Sleep mode will be activated from 10 PM to 7 AM, muting notifications overnight and sending auto-replies to direct messages. No more phone squabbles at bedtime.

### 3. Age-Appropriate Content

We're ensuring they don't see what they shouldn't see. Teens will automatically be placed into the most restrictive setting of our sensitive content control, which limits the type of sensitive content (such as content that shows people fighting or sexual imagery) teens see in places like Explore and Reels. We'll also automatically turn on the most restrictive version of our anti-bullying feature, Hidden Words, so that offensive words and phrases will be filtered out of teens' comments and direct message requests.

Now, we know what you're thinking: How do I get this set up?

Well, we've made it simple. These protections are turned on automatically, and you decide whether teens under 16 can adjust settings to be less strict. But that's only half of the battle. We can do only so much, which is why we encourage you to discuss these topics with your teen as soon as possible.

**For a safer, healthier, and age-appropriate online experience, make sure your child is using an Instagram Teen Account.**

To learn more about what we're doing click [here](#).



# Web

## THINKING

These ads are eye-catching and in your face.

Written to grab the reader's attention, the ad copy creates intrigue and curiosity.

## DESIGN

Bold colors and clear visuals draw the audience's attention to each ad.

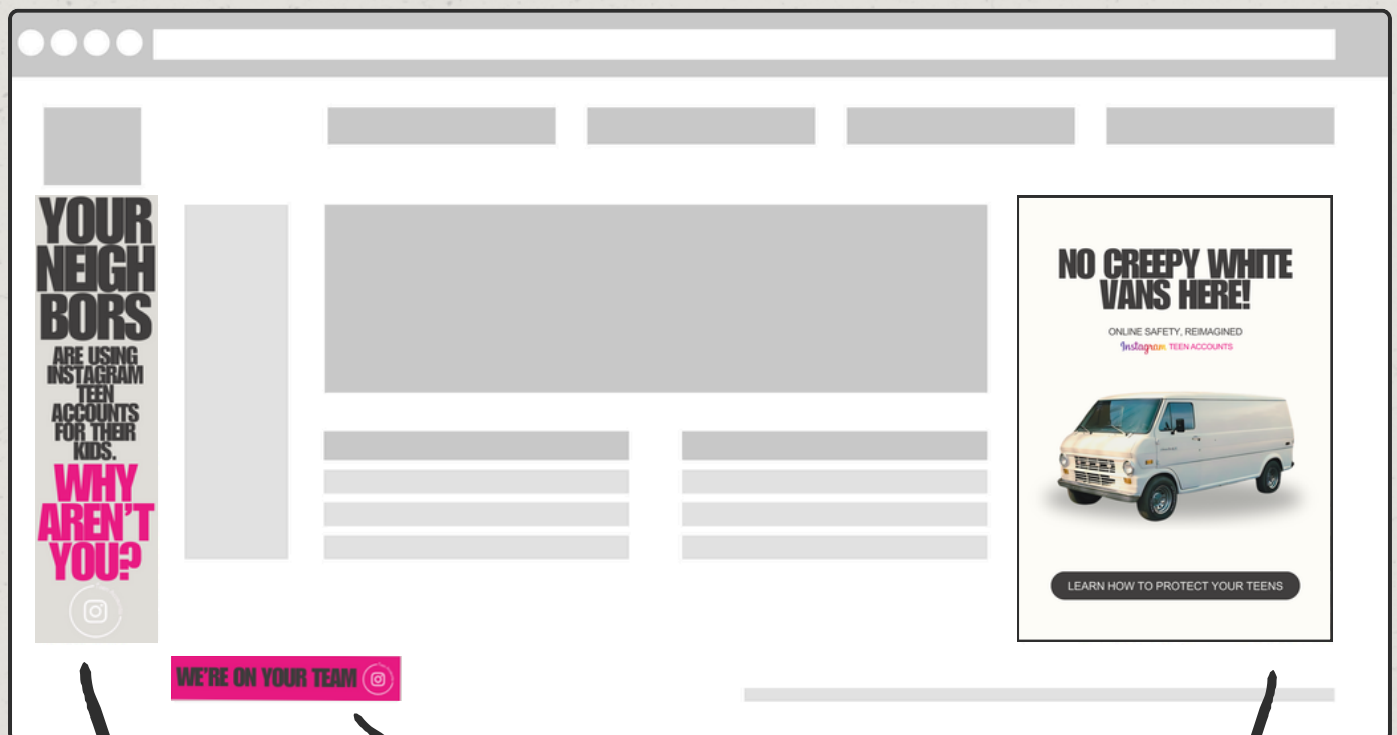
The copy does the rest.

## TACTICS

PRIMING

COMMON ENEMY

SOCIAL PROOF



IF EVERYONE ELSE  
IS DOING IT, WHY  
AREN'T YOU?

FRAMES  
INSTAGRAM AS  
AN ALLY

THIS AD IS  
BEGGING TO BE  
CLICKED ON  
(My Personal Favorite)

# Assets

**SO THEY CAN  
BELIEVE EVERYTHING  
ON THE INTERNET.**



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