

FIRSTS

PR category

YCL 2024



THE DEMAND FOR YOUNGER CHILDREN IS HIGHER.

Babies in the foster system carry less stigma than their older counterparts. Infants seem to arrive with fewer emotional baggage, making them even more easily moldable by adoptive parents to fit their own image.



**MOREOVER, WITH BABIES,
THERE'S A STRONGER SENSE OF
OWNERSHIP AND CONNECTION.**

If you've seen a child's first tooth break through, been there for their first steps, and heard their first words, an irreplaceable bond seemingly unfolds between you.

WHAT ABOUT THE OTHER FIRSTS?

The inaugural party (inevitably snuck into), the initial heartbreak, the premier thrill ride at the amusement park, and even the debut faked A in physics all hold equal weight in the realm of memorable experiences, much like those initial steps taken.





THESE ARE FIRSTS TOO

Let's highlight the fact that one can create "first" memories at any moment, thus increasing people's interest in adopting older children!



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bigbaby journal



FIRST, WE HACK SOME BABY STUFF.

While baby diaries capture the initial months of a newborn's journey, what about the milestones that come later? Teaming up with leading baby stores, we revamp these diaries to reflect the experiences of kids aged 10 and above, urging parents to acknowledge and celebrate the firsts during these crucial years as well.



**THEN, WE GET PEOPLE
TALKING.**

We move onto the social media, asking influencers to share and confess their firsts experience later in life too.

MEDIA FOLLOWS

“You cannot be too old for firsts!”

!!444!!!

“Talking about firsts might give
kids a second chance.”

Qubit.

“The first time my parents found
out about my sexuality.”



“The first time I told my parents I
hate their music.”

telex

After