

UNICEF Kid Power wearables-video Transcript

Four children stand side by side in a park. They smile as they hold their wrists up, showing off their UNICEF Kid Power bands.

ALL: Kid Power!

A flash of white glides across the screen, revealing children wearing red and blue informs running in place in a gymnasium.

Two boys play basketball on an outdoor court. One of the boys dribbles away as the other boy chases him.

A boy speaks to the camera in a classroom.

BOY: Kid Power, to me, I think it's all about saving kids' lives.

Smiling children run down a sidewalk.

DESMA: By getting active with the UNICEF Kid Power band, kids earn points, which unlock food packets for malnourished children around the world.

A wrist sporting a UNICEF Kid Power band appears before a white backdrop with multicolored lines.

Children kick a red ball between orange cones on playground. Two blue diagonal lines converge in the middle of the screen, then expand outward to reveal a completely blue background.

A hand holds a food packet out to a woman dressed in pink robes holding an infant. The infant grabs the food packet.

A close-up reveals an infant eating from the food packet.

A graphic blue square glides across the entire screen, revealing a graphic of two children playing basketball in a yellow circle. Blue text and a white number one in a blue circle appears beside the graphic.

ON SCREEN TEXT: Step 1

DESMA: The more a kid moves, the more points they earn, and the more food packets get to malnourished kids who need them most.

The basketball graphic slides out of the frame, and a new graphic slides in, revealing a hand holding a baseball and sporting a UNICEF Kid Power band in a green circle. Blue text and a white number two in a blue circle appears beside the graphic.

ON SCREEN TEXT: Step 2

The baseball graphic slides out of the frame, and a new graphic slides in, revealing a globe-like view of an orange silhouette of Africa and Europe in a blue circle. A red and white graphic of an open food packet dispersing white dotted lines appears over the silhouette. Blue text and a white number three in a blue circle appears beside the graphic.

ON SCREEN TEXT: Step 3

The shot widens and zooms out to reveal all three graphics of the steps.

A blue graphic swipes over the screen to reveal Desma Deitz speaking to the camera.

ON SCREEN TEXT: Desma Deitz
 U.S. Fund for UNICEF

DESMA: UNICEF is the lead children's organization in the world, and we've launched UNICEF Kid Power because there are millions of malnourished kids around the globe who don't have the food they need to develop in a healthy way.

An infant sits on a cot and looks back at the camera.

A dark-haired woman places a band around a young boy's arm as a woman and group of children watch.

A woman measures a toddler girl's height.

Three blue bars trisect the screen, then completely cover it. The bars retract to reveal four children in a park holding up their wrists to reveal their UNICEF Kid Power bands.

DESMA: But now...

ALL: Kid Power!

A woman holding a food packet speaks to a woman holding an infant.

A woman feeds an infant with a food packet.

DESMA: Thanks to you, they'll get food packets to help them reach their full potential.

The blue graphic wipes across the entire screen to reveal a smartphone standing on a white background. The UNICEF Kid Power Companion App is visible on its screen.

ON SCREEN TEXT: UNICEF Kid Power
 Companion App

A light blue bar with a dark grey backdrop below it covers the screen. A smartphone with the UNICEF Kid Power Companion App appears on the left side of the screen. Blue text appears on the right side of the screen.

ON SCREEN TEXT: Challenging
 Educational
 Fun

DESMA: The Kid Power band comes with a companion app that takes kids on missions, where they tackle exciting new challenges while learning about kids from around the world.

Two blue diagonal lines converge in the middle of the screen, then expand outward to reveal a completely blue background. The background disappears, and a girl speaks to the camera in a classroom.

GIRL: I feel like we're being, like, better people than we ever have been, 'cause it's really nice to know that you're saving kids' lives every move you make.

A group of children run down a grassy green hill.

The UNICEF Kid Power band logo appears in the middle of a white background.

ON SCREEN TEXT: unicef
 KID
 POWER
 GET ACTIVE. SAVE LIVES.