

The Children's Mutual Launches What I Want To Be Webmercial



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Author: [The Children's Mutual](#)

Industry: [Financial](#)

The Children's Mutual, a leading Child Trust Fund provider, has captured the career aspirations of kids in the UK in its new webmercial and microsite.

Dressed to reflect the most popular career choices, babies from seven to 11 months are seen acting out different job roles in the 50 second web ad.



The [What I Want To Be](#) webmercial was prompted by research from [The Children's Mutual](#) into the dream jobs of the nation's children entitled What I Want To Be. Every year the research tracks the career aspirations of children as they grow up, to explore how social and economic factors might affect their ultimate career choices.

The brains behind the ad, Head of Online at The Children's Mutual and dad of one, Nathan King said: "We wanted to engage with a new generation of parents who enjoy and respond to online media. We understand families and their desire to help their children fulfil their ambitions. So while the ad and microsite are a lot of fun our products support parents in helping their children to reach their goals."

The project isn't the first time The Children's Mutual has broken new ground as a [CTF provider](#). The family finance specialist also created the first branded CTF TV advert encouraging parents to save for their children as well as a recently launched animated guide to the Child Trust Fund. The webmercial and [CTF microsite](#) now form part of the company's evolving social media engagement strategy.

According to King: "Personal finance is very few people's favourite subject but it is a crucial part of daily life. As a family finance specialist we want to try everything we can to help make saving and planning for the future as engaging and straightforward as it can be."

[Child Trust Funds](#) are designed to provide a tax efficient, long term savings vehicle for all eligible children. Each eligible newborn child (born on or after 1 September 2002) receives a £250 Child Trust Fund voucher (£500 for low income families) from the Government when their parents register for Child Benefit. The Government will make a second contribution of £250 (£500 for low income families) when the child reaches seven and is considering a third in the child's teenage years. Parents, family and friends can all then add to this account up to a maximum value of £1,200 each year.

- Ends -

Notes to editors:
The What I Want To Be ad was directed by Steve Clarke and produced by Production International.

About The Children's Mutual - Home of the Child Trust Fund

The Children's Mutual's mission is to help parents, grandparents, family and friends fulfil their hopes for today's children. The Children's Mutual is the only UK company which specialises in long term savings for children and is now the choice of 1 in 4 parents for their child's Child Trust Fund, with more than 725,000 accounts. This expertise has led several financial institutions and family-focused high street retailers to choose The Children's Mutual as their stakeholder Child Trust Fund provider.

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