

# BRANDWEEK

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## Reggie Awards

2006

### < GOLD REGGIE WINNERS

#### CAUSE/COMMUNITY OUTREACH PROMOTION

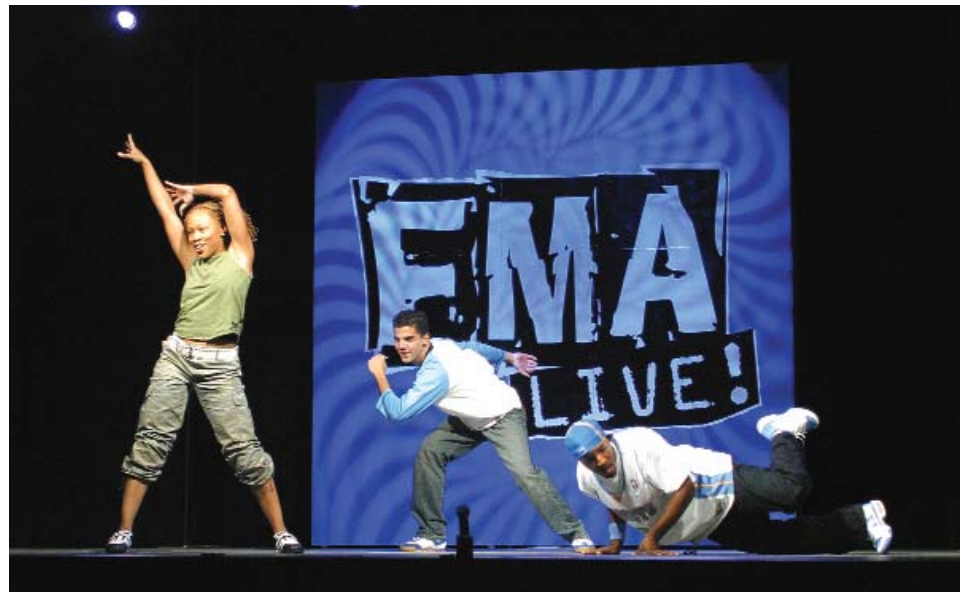
## Yo, It's SCIENCE

BY DIANE ANDERSON

**GETTING MIDDLE SCHOOLERS**—those multitasking screenagers wound up on videogames and sound-byte entertainment—excited about anything academic is no mean feat. Gym class? Maybe. Science? Good luck.

But technology giant Honeywell, teaming up with NASA, decided to take on the challenge anyway. The company and the space agency wanted to be community-minded, of course. But executives were also doing some serious thinking about the future. While demand for technical professionals in the U.S. continues to rise, enrollment in science education is falling like a meteorite. The pressing need to turn youngsters on to math and science is important enough for Honeywell to spend \$1.5 million each year on the effort.

Reasoning that kids spend much of their time listening to music, the marketing team created what it calls FMA Live! (FMA stands for Force = Mass x Acceleration)—a traveling road show that presents Newton's Laws of Motion with the wallop of an arena concert. "We [added] a hip-hop soundtrack for this to speak to today's youngsters," said Tom Buckmaster, president of Honeywell Hometown Solution, the company's community outreach arm.



**IMPLYING GRAVITY:** FMA Live! dancers get busy.

Launched in 2004, FMA Live features a cast of 10 people who perform original music that teaches scientific principles. During each performance, students, teachers and school administrators are invited up on stage so they can experience Newton's laws firsthand.

That can be more exciting than it sounds. Students get a chance to jump off a springboard and splat themselves onto a Velcro wall—a pretty cool way to learn about the law of inertia. Other highlights include the school principal seated in a "hoverchair" and colliding with a gigantic cream pie.

So far, FMA Live has appeared at 153 middle schools in 32 states. Some 73,000 middle school students have seen the performance and gotten "backstage passes" inviting them to learn more at the FMA Live! Web site. Kids

can also get a video celebrating Newton, who is billed as "the man behind the motion." Concert posters and T-shirts fill out the roster of premiums.

Numeric proof of success is, of course, years down the road. But officials point out that teachers who hear about the program are writing letters requesting that the tour come to their schools.

As a result, Honeywell just renewed its contract with NASA for another three years. "If kids get jazzed about science and math education and don't remember Honeywell, I'm OK with that too," said Buckmaster. "This is [also] a philanthropic endeavor."

**PROGRAM:** FMA Live!

**MARKETER:** Honeywell, Morristown, N.J.

**AGENCY:** Oasis, Seattle