

# Share That You Care

Media campaign inspiration for your marketing team

## #ThisIsOurVillage

A play on the saying “It takes a village to raise a child,” this campaign acknowledges the tight-knit pairing between a family and its childcare provider. Now, as the family’s employer helps to facilitate that relationship, that village is getting a little bit bigger. Let’s celebrate how Nanniest lets everyone—families, companies and childcare providers—lean on each other for better lives.

### POST #1

They say it takes a village to raise a child. That’s why we’re making it easier for our working parents to explore childcare options through our partnership with Nanniest. The best part: it all comes at no cost to our people. #ThisIsOurVillage

### POST #2

With some help from Nanniest, we’re helping our employees find ways to make childcare work for them, in big ways and in small. #ThisIsOurVillage

### POST #3

#ThisIsOurVillage—where employees like Anastasia can find the perfect match for her family in a nanny like Monica. Her son Aiden loves playing at home. And Monica loves that she’s found a family that understands her needs.

[PHOTO]

## ALTERNATIVES

#WelcomeToOurVillage

#WeAreTheVillage

## #MadePossibleByChildcare

What’s behind a talented workforce? For companies that partner with Nanniest, it just might be the childcare providers who offer peace of mind to working parents. When employees can bring a fuller version of themselves to work, the entire team is #MadePossibleByChildcare.

### POST #1

Nakatomi is now #MadePossibleByChildcare. All employees can get 1:1 support as they navigate the challenges of finding childcare through our partnership with Nanniest. And it’s completely free to them.

### POST #2

When our employees don’t need to worry about whether or not their kids are getting the right care, their days are #MadePossibleByChildcare. That’s why Nanniest is helping our employees find the right provider, in whatever way makes most sense.

### POST #3

Our work is #MadePossibleByChildcare thanks to nannies like Monica. With help from Nanniest, she was able to connect with our Project Manager Anastasia and her four-year-old son Aiden. Now, Anastasia’s found a nanny that Aiden loves—and Monica has found a family that understands her needs.

[PHOTO]

## ALTERNATIVES

#PoweredByChildcare

#MadeByChildcare

#BackedByChildcare

#WithHelpFromChildcare