

Client: Nail Communications

Let's reach kids before their phones do.

As kids go online earlier and earlier, they're exposed to misinformation, addictive algorithms, and social pressure long before they're ready. And it takes a toll on their mental health.

So we made something to help.

We took everything we knew about the cognitive biases that make people vulnerable and turned it into a children's book called Mindy and Mind. It is a story about a girl named Mindy and her overactive sidekick, Mind who together face problems caused by common thinking traps like the Bandwagon Effect and the Availability Bias.

As Mindy learns to recognize Mind's reflexive thoughts and avoid mistakes, so do the kids reading along. It's a fun adventure that also includes an appendix for adults who want to understand the science behind those biases more deeply.

As new methods arise for exploiting emotions and distorting reality, teaching kids to think about how they think may be the only way to protect them.