



Kids Shouldn't Need Bricks to Get Our Attention

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In the world of marketing, it takes creativity to reach intended customers.

Commercials demonstrating reverse pick-pocketing by a king with lots of bling are easy to remember, but do we get the message?

A coach cold-cocking a player from an opposing team in the hand-shaking line is another way of delivering a message.

E-mail has turned into a vital way to communicate important thoughts. We either get spam for things we sure could do without, or we get constructive e-mails.

From one of those good e-mails, here is a story delivering an important message.

A young, successful businessman was driving down a city street, going too fast in his fancy car. Watching for kids running between parked cars, he slowed down when he thought he saw something. Luckily, no children ran out.

Instead, a brick smashed into the passenger door of his car.

The driver slammed on his brakes and backed up to the spot where he was sure the brick had been thrown. Jumping out of the car, the businessman grabbed the first kid he saw, pushed him up against a parked car and started ranting and raving. Trying to figure out why the boy threw the brick and informing him how much the damage would cost, the driver read the little kid the riot act.

The young boy was sorry.

He pleaded he didn't know what else to do. He had attempted to get the attention of other drivers, but no one would stop and take notice. Obviously shaken, the boy began to tell of how his brother had rolled off the curb and fell out of his wheelchair. He led the driver to the spot where his brother laid and explained how he was too heavy to lift back into the chair all by himself. With tears in his eyes, the boy asked the shocked businessman if he would please help get his injured brother back into his wheelchair.

Emotionally moved, the driver quickly returned the fallen brother to his seat. Cleaning him up, he could tell he wasn't hurt badly.

The boy thanked the driver repeatedly for helping his injured brother. Still distraught, the businessman could only watch as the boy pushed his brother home.

The driver slowly walked back to his sports car. The dent in his passenger door was quite obvious, but he never repaired it because he wanted to be reminded of the lesson he had learned:

“Don't go through life so fast that someone has to throw a brick at you to get your attention!”

Kids are trying to get our attention. Parental behavior at contests, pressures to play certain sports or perform at a certain level are causing children to react in a number of ways.

With kids quitting sports at an alarming pace, obesity and suicide rates increasing rapidly and an overall increase in childhood stress, a message is being sent.

Watch out for that brick!