

Creative Strategy Statement

Ads will target child mentors and reintroduce Play-Doh as an affordable, mind-stimulating toy for children. An emotionally-charged and inspirational campaign will convince them.

Integrated Marketing Campaign

Key Fact: Play-Doh is a classic toy proven to stimulate creativity, brain development and motor skill improvement in children by increasing the number of neural connections in the brain.

Advertising Problem: Traditional toys, like Play-Doh, have been forgotten or pushed aside by technological advancement.

Advertising Objective: To reintroduce Play-Doh as a stimulating toy that enhances cognitive ability and encourages creativity through imagination.

Target Consumers: Child mentors—anyone who has a direct connection with a child.

Competition: Direct— Fun-Dough and any brightly colored arts and crafts supplies that spark creativity and allow freedom of expression. Indirect—trendy, technological toys that require little to no clean-up.

Key Consumer Benefit: Consumers will be overcome with a sense of pride and reward in being responsible for stimulating a child's mind through Play-Doh.

Support: Print, outdoor, TV, online and social media.

Tone Statement: Emotionally-charged, inspirational, heartfelt.

Mandatories and Limitations: Slogan: Molding Minds since 1956, URL: www.facebook.com/playdoh, Legal Disclaimer (Get from Joan).