

Why Would We Want to Revamp Play-Doh?

Play-Doh is a wholly-owned subsidiary of Hasbro. Hasbro is a multinational toy and board game company founded in 1923. Play-Doh was established in 1956 and was first demonstrated at an educational convention. Play-Doh is a non-toxic, non-irritating and non-allergenic modeling compound. It's an easy clean-up and does not stain.



More than just a toy, Play-Doh has been proven to develop agility and hand-brain coordination in children. Other studies indicate that Play-Doh improves hand strength, dexterity and motor skills. Using your fingers and hands when playing with Play-Doh actually stimulates the brain and increases the number of neural connections it makes.

Our survey results indicated that Play-Doh is a classic toy that most people are familiar with. However, it may be getting lost in the sea of technological advances in toys and children's entertainment. Our goal is to remind consumers that Play-Doh is essential to child development. With Play-Doh, you can be anything you want to be. For example, you can use the Play-Doh Spaghetti Factory Playset and become a chef. You can also build a rocket ship and become an astronaut.



Specifically, we're targeting children with special needs as many of them won't ever have the opportunity to become a doctor or a scientist. With Play-Doh, however, they can be anything they dream of being.

We also want to enforce Play-Doh's permanence in the toy market. Play-Doh is still used around the world as an educational tool in classrooms as well as at home. Teachers use Play-Doh to make learning more fun. Playdoh.com provides teachers with different lesson plans based on grade level,

content and purpose. For example, "Cruising Around the Continents," is designed for kindergarten and first graders. It helps students identify the continents and allows them to build each continent with a different color of Play-Doh.



Sources: www.scholastic.com/resources/article/playing-with-play-dough, www.hasbro.com/Playdoh, www.fi.edu/learn/brain/exercise.html

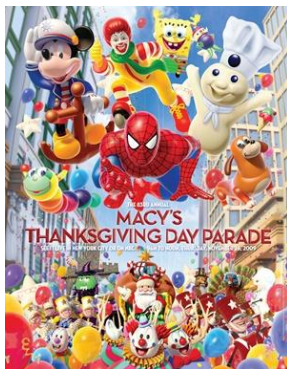
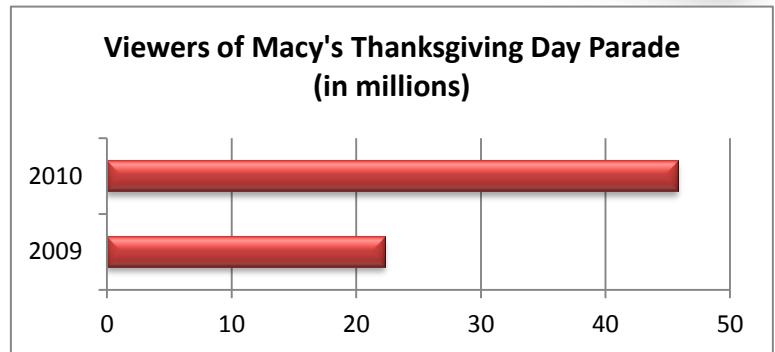


The Macy's Thanksgiving Day Parade

On November 24, 2011, The 85th Annual Macy's Thanksgiving Day Parade will take place in New York City. This year also marks the 55th anniversary of Play-Doh. The parade is the national kick-off to the holiday season and Play-Doh has never made an appearance before.



In 2010, NBC saw the highest ratings for the parade in three years. The parade drew a 12.7 rating and 27 share in the overnight ratings which means 27 percent of all televisions tuned in on Thanksgiving morning were watching the parade. According to the Huffington Post, "NBC Research estimates that 45.8 million viewers watched all or some of the three-hour parade." Last year's parade was also ranked as the week's number one entertainment telecast for adults ages 18 to 49.



Last year, the parade featured over 10,000 participants and approximately 3.5 million live spectators. Aside from the massive viewership the parade receives, the theme every year is, "Holiday Entertainment for Children Everywhere." We chose the parade as the kick-off for our campaign since it reaches families nationwide at the perfect time of year: holiday shopping. We want to remind people that Play-Doh is still around and they should consider purchasing it this holiday season.

This appearance will also give us the opportunity to announce our sponsorship of the 2011-2012 Special Olympics events across the country. Winners from the 2011 Special Olympics World Summer Games in Athens will be honored on the Play-Doh themed float.



Sources: tvbythenumbers.com, huffingtonpost.com, macys.com





Sponsoring the Special Olympics

The mission of the Special Olympics is "to provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community."

Families of the participants in the Special Olympics are extremely involved in the games. Since we want to attract the families of the special needs children, our "Play-Doh Play Time Pavilion" will be a great way to reach them. We will set this tent up at every Special Olympics event throughout the country. It will be a place for participants and their supporters to relax and be creative before and after sporting events. Refreshments will be provided by Play-Doh's partner and co-sponsor of the Special Olympics, Walmart.

Table 1: Family Involvement in Special Olympics ^{1,2,4}				
Level of Involvement	% of family members (United States)	% of family members (China)	% of family members (Argentina)	% of family members (Peru)
Attended Competitions	82	43	85	80
Volunteered	39	34	47	38
Assisted in fundraising	24	24	35	49
Coached	42	15	12	15
Played as Unified Partner	17	19	26	40



Sponsoring the Special Olympics is a great way for Play-Doh to get publicity. Global media picks up the Special Olympics events across the country. In the 2005 World Winter Games, sponsors received 2 billion impressions. Coverage included NHL, CCTV, CNN, ABC World News and USA Today. We anticipate gaining large media coverage for our state-wide competitions through local affiliates of these stations.

Targeting special needs children can be difficult as we don't want to make them feel secluded. By sponsoring the Special Olympics, we can show the public that we are supportive without blatantly announcing our desire to appeal to parents and teachers of special needs children.

Additionally, the U.S. Department of Education is now funding a program called Special Olympics Project UNIFY®. It is an education-based program that uses sports and education initiatives to activate youth and promote school communities where all young people are "agents of change—fostering respect, dignity and advocacy for people with intellectual disabilities. Project UNIFY is committed to a movement advocating for youth as change agents now and in the future." This further enforces our campaign's mission and is another great cause for us to be involved with.



Sources: www.specialolympics.org

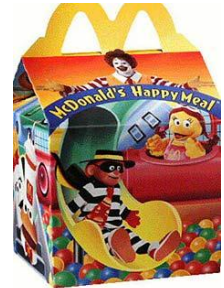


Partnerships

McDonald's

McDonald's is the largest corporate donor for the non-profit organization, Ronald McDonald House. The Ronald McDonald House provides millions of families resources they need when they have an ill child. McDonald's has corresponding values and ethics to ours at Play-Doh.

We've decided to partner with McDonald's and feature samples of Play-Doh in Happy Meals. During this promotion, the side of the Happy Meal box will teach kids about the Special Olympics and why Play-Doh is sponsoring the events. The box will be sports-themed with a cut-out of a soccer goal on the side and a sample of Play-Doh inside that can be used to mold a soccer ball.



McDonald's Happy Meal toys aren't determined overnight. In fact, there's an extensive process each toy must go through in order to appear in that box with the assorted kid's meal options. The Marketing Store, one of the companies that provide McDonald's with the ideas for Happy Meal toys, goes through several stages before finalizing a toy for production. Different versions of each toy are presented to the McDonald's marketing team before they are chosen. And the most important requirement for all Happy Meal toys is safety. Play-Doh is educational, safe and creative and will fit perfectly in McDonald's criteria.

Cold Stone Creamery

The first five words of Cold Stone Creamery's mission statement are: "We will make people happy." At Cold Stone, employees sing while they work— if you leave a tip in the tip jar, they sing you a tune of gratitude. Also, every ice cream cup or cone ordered at Cold Stone is called a "creation." Each order is unique to the consumer and Cold Stone offers endless possibilities of ice cream and topping combinations. It ties in with our advertising campaign that states, "she can be whatever she wants to be."

Additionally, the company is well-known for its community involvement and charity work. In 2002, Cold Stone partnered with the Make A Wish Foundation® to launch the first "World's Largest Ice Cream Social" that raised more than \$100,000 for the charity and landed a feature spot on CNN. This fundraiser has continued every year since and has raised hundreds of thousands of dollars for the cause.



Aside from national charities, each local chain partakes in community outreach. Whether it's a school fundraiser or local charitable organization, Cold Stone Creamery is constantly involved in local events.

We feel that Cold Stone's mission and values line up with ours at Play-Doh and have decided to partner with the ice cream company in our efforts to raise awareness and money for the Special



Olympics. Cold Stone Creamery will create a Play-Doh edition ice cream flavor during our campaign. Proceeds will go to the Special Olympics.

Walmart

Walmart is already a sponsor of the Special Olympics and targets a similar demographic to ours at Play-Doh. According to our survey, 92 percent of those sampled typically shop at multi-faceted convenient stores such as Walmart or Target for children's toys over Toys-R-Us. We'll have a Play-



Doh display set up at participating Walmarts promoting the Special Olympics. Walmart will also sell Play-Doh's limited edition sports-themed line of products. The displays will include a soccer goal made of Play-Doh cans. It will be positioned in the entrance of the store where all shoppers will be exposed to it, whether or not they intend on purchasing toys during the visit. Proceeds from the sales will go

to the Special Olympics.

Contest Partners

Play-Doh's "Mold Your Future Sweepstakes" will fly the grand prize winner to meet the Play-Doh Express during its country-wide tour. The winner will choose the tour stop of his or her choice to meet the Play-Doh Express and partake in activities for the weekend. United Airlines will partner with Play-Doh to make this possible by providing transportation for the winner and his or her family. The United Airlines Foundation provides financial support to organizations focused on "education, arts and culture, health and youth initiatives." Since Play-Doh will be granting winners of the contests scholarship money, we will be a perfect fit for United Airline Foundation's donation.



Finally, we will partner with Hilton Hotels to accommodate the child's family during the weekend retreat. Hilton owns Embassy Suites, Hampton Inn, Homewood Suites and several other national hotels. With that, we're confident there will be a Hilton affiliate in whichever location the winner chooses to visit. Hilton Hotels supports a number of charities through the Hilton HHonors Giving Back program. As with United Airlines, Hilton will donate hotel accommodations to the contest winner. In exchange we will include the Hilton logo on our website and on the Play-Doh Express in order for them to receive the recognition they deserve.

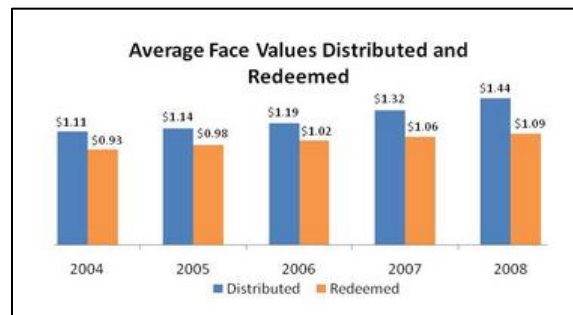
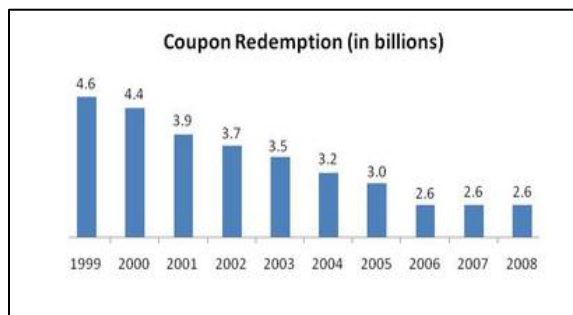
Sources: www.mcdonalds.com, www.coldstonecreamery.com, www.walmart.com, www.united.com, www.hilton.com, www.hhonors1.hilton.com



Including Free Samples with Products Targeting Same Consumer

Research indicates that unlike other consumer promotions, free samples can produce measurable long-term effects on sales that can be observed as much as 12 months after the promotion.

"Surveys conducted by the Sunflower Group suggest that the incidence of consumers using the product (via usage of the free sample) is several times that which is commonly achieved with other promotions, such as coupons. For example, in one survey 32 percent of respondents report that they had used the free sample within one day of receiving it. This is much higher than the typical redemption rate for a coupon (Blattberg and Neslin 1990)."



Studies also suggest that, although samples' effect on sales might not be proven, perceptions of brands are definitely impacted by free samples. The research advocates that free samples could cause households to make a trial purchase they would not have made without the sample promotion.

We decided an effective way of sampling is by sending our product with another product that already reaches our target consumer. Teachers of Special Education courses order supplies, such as workbooks and audio cards, for their classrooms. Play-Doh will send samples of our product with these books, along with lesson plan ideas for how these teachers could effectively use Play-Doh in their classrooms and where to purchase it. We'll also include discount codes for ordering so teachers are guaranteed the best deal possible.

Educational publisher, PCI, focuses on Special Education needs and products. We will send out our samples with PCI products as it is a well-known company, respected by teachers and parents of Special Education students.



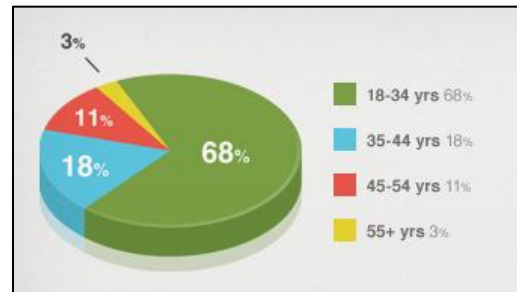
Sources: <http://mktsci.journal.informs.org/cgi/content/abstract/23/3/345> , http://goliath.ecnext.com/coms2/gi_0199-4399152/The-effects-of-free-sample.html



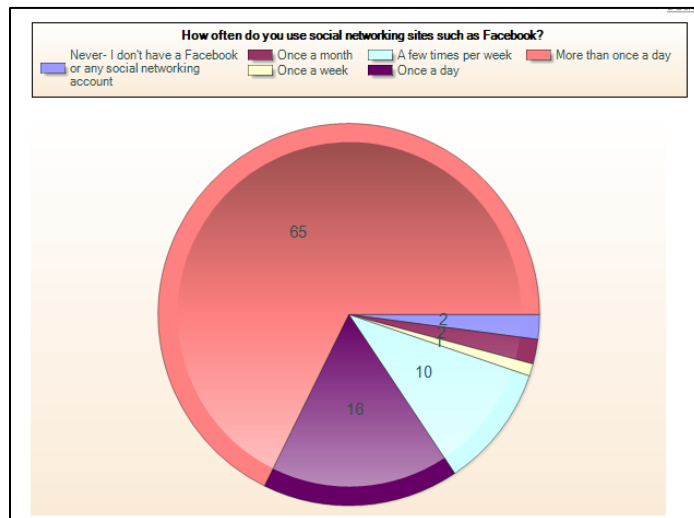
Media Outlets

Internet

According to our survey, the most frequently used media outlet by our sample was the Internet. We've decided to reach out to some "mom blogs" such as www.everydaymomideas.com and www.5minutesforspecialneeds.com to inform them of Play-Doh's ability to stimulate minds and improve motor skills. Additionally, we will feature a package deal on the coupon site, Groupon. With over 36 million subscribers, Groupon is available for over 160 cities in the United States. Though our target isn't a specific age range, we do believe that the majority of "Dream Enablers" are moms or at least between the ages of 18 to 54. Below is a look at Groupon's subscribers by age.



Groupon subscribers are also habitual social media users, specifically Facebook. Our survey indicated that 68 percent of our sample checked Facebook more than once per day. We will also use Play-Doh's Facebook page as a way for consumers to interact with the brand. They can upload images of their creations. It will also have a link to our Play-Doh YouTube channel where people can view tutorials on how to make different Play-Doh creations.



Another online component will be Twitter. We'll use Twitter to explain where the Play-Doh Express will be traveling to next on the Play-Doh Express Fun Packed Tour. The Play-Doh Express is an energy-efficient automobile shaped like a Play-Doh Fun Pack and will promote Play-Doh on a national level. Twitter will be used for followers to upload photos with the Play-Doh Express as well as read updates about the journey. We hope to gain trending with "#playdohexpress."

Our final online component will be a banner advertisement on the online magazine, parentingspecialneeds.org. This is an informative and inspirational guide for parents of children with special needs and will be a direct way for us to reach our target with our emotionally-charged print advertisements.

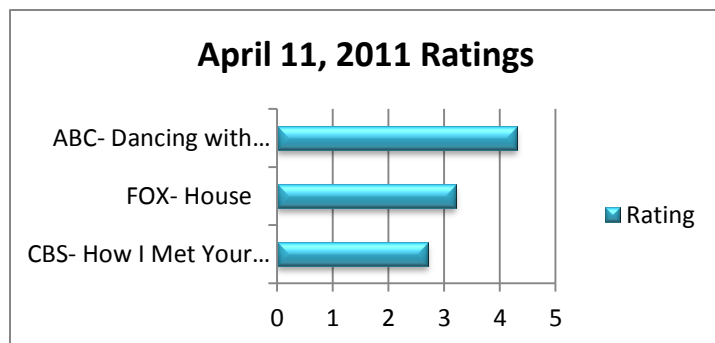
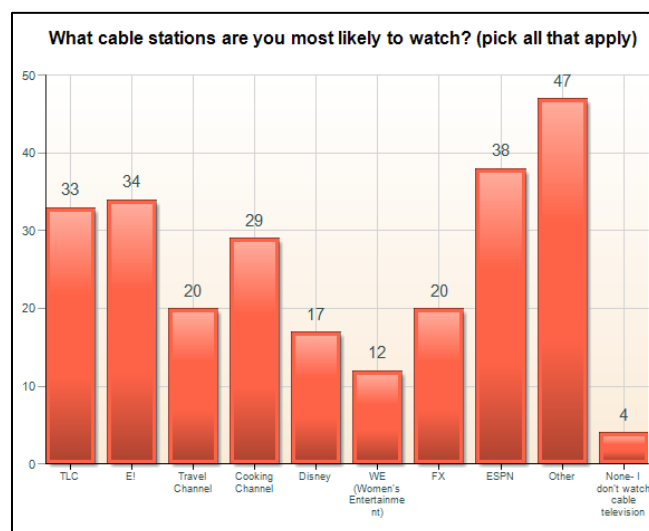
Sources: www.zoomerang.com, www.groupon.com, www.parentingspecialneeds.org



Television

Survey results indicated that the second most frequently used medium is television. We also asked participants what cable station they watch most often and when. ESPN, TLC and E! ranked as top choices, so we will place our commercials on these three stations. We'll display our commercial on ESPN with a special tag at the end saying, "Play-Doh is an official sponsor of the 2011-2012 Special Olympics. For more information on how you can donate or get involved, please visit www.Playdoh.com/specialolympics." In 2010, ESPN saw a 24 percent increase in viewership of Christmas Day NBA games from 2009. Since the campaign will be running from November through May, this will be an excellent time for us to reach our audience.

We also decided to advertise on network television stations on weeknights as our survey indicated that was the most common time for our target to watch television. We chose to place advertisements on ABC during primetime. ABC shows such as Super Nanny, Modern Family and Dancing With the Stars target the same family-oriented dream-enabling audience as Play-Doh. Dancing with the Stars is consistently the highest rated show on network television during its timeslot on Monday nights according to Nielson. The fall season of the show will be wrapping up the week of Thanksgiving, in accordance with our campaign's kick-off.



We will place advertisements on FOX from January to May, when American Idol receives the highest network ratings. American Idol viewers include a range of ages and psychographics. American Idol's theme is "it only takes one day to change the rest of your life." At Play-Doh, we support this notion and feel it's an appropriate outlet to display our advertisements.

Sources: www.zoomerang.com, www.abc.com, www.nbc.com, www.broadcastingcable.com, www.espnmediazone3.com



Magazines

Play-Doh print advertisements will be placed in People and Good Housekeeping. People Magazine is one of the most widely distributed magazines in existence with a circulation of 3.75 million copies. The Good Housekeeping Research Institute is the magazine's product-evaluation laboratory with scientists, researchers, nutritionists and other specialists who evaluate products from electronics to foods. Before companies can place advertisements in the publication, they must be reviewed by this institute and pass a rigorous evaluation. Dream Enablers are concerned for the safety and wellbeing of themselves and their families. This magazine provides only the highest quality products and will be an exceptional way for Play-Doh to prove its trustworthiness as well as reach its audience.



Transit Advertising



Our "Play-Doh Express Fun Pack(ed) Tour" will not only be a promotional tactic to gain media coverage and Twitter followers, but will also be a form of transit advertising. Skinzwraps Inc. specializes in transforming vehicles into moving advertisements, as shown in the picture on the left. The Play-Doh Express will be even more eye-catching than the average fleet vehicle wrap as it will be a large truck designed to look like the Play-Doh Fun Pack.

More than 95 percent of Americans are reached by media that targets vehicle drivers and passengers. Fleet vehicle wrapping boosts brand recognition 15 times greater than any other advertising medium. For example, in 1936, Oscar Mayer created the "wienermobile," which became an iconic hotdog on wheels. We hope to receive ample media coverage of the vehicle and its tour allowing the Play-Doh Express to become a nationally-known creation.

Sources: www.goodhousekeeping.com, www.people.com, www.atouchofbusiness.com, www.skinzwraps.com, www.reedberry.com/wienermobile

