

Play-Doh Express

The Play-Doh Express is an energy efficient automobile shaped like the familiar yellow packaging and is used to promote Play-Doh on a national level. The Play-Doh Express is led by the Creativity Conductors who keep the guests energized throughout the weekend stops.

The Fun Pack(ed) Tour will embark on its cross-country trip in Los Angeles, California and travel north, up to Washington on its 6-month journey across the United States.

Stops will be made at iconic sites across America including the Golden Gate Bridge in San Francisco, Mount

Rushmore in South Dakota, the Gateway Arch in Missouri and more as it continues its eastward route. Children's museums, professional sporting events and even the White House will play host to the Play-Doh Express.



The truck will drive during the week and set up on weekends for visitors. At each stop, the Creativity Conductors will interact with guests, hand out samples and work with Play-Doh's corporate partners that are in the area. Molding contests of major landmarks at each iconic location will be held when applicable, with separate contests for adults and children.

Twitter plays an essential role in the success of the Play-Doh Express. A generalized hash-tag (#playdohexpress) is encouraged by both the Creativity Conductors and followers to identify updates related to the truck. TwitPics are used to show guests interactions as well as a scrapbook of the truck's travels.

