

Measuring Success

As with any campaign, we want our efforts to increase sales. Although we are promoting the purchase of Play-Doh and its accessories, this wasn't our centralized goal. The objective of this emotionally-charged campaign is to reintroduce Play-Doh as a stimulating toy that enhances cognitive ability and encourages creativity through imagination.

Innovative ways to measure our outreach tactics will be used to deem our campaign a success.

Quantitative Data

To gauge the success of our objective, we will monitor participation and attendance at our events nationwide. We will keep track of guests at Play-Doh Express stops and look for growth in volunteers and athletes at Special Olympics events.

The Play-Doh website, YouTube and Facebook visits, Twitter followers and video uploads as part of the "Mold Your Future Sweepstakes" will produce measurable numbers from our online marketing initiatives.

Daily media clips will be pulled from local and national media outlets so we can effectively monitor coverage.

Qualitative Data

Perception is reality in a cluttered marketplace. Technology will come and go with trends, but Play-Doh has the permanence to withstand the fads. Dream Enablers can feel a sense of pride and reward in being responsible for stimulating a child's mind through Play-Doh.

A positive consumer perception and brand loyalty will allow Play-Doh to be successful throughout this campaign and for many more to come.

