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BACKGROUND

Crayola LLC is an American handicraft company, specializing in artists' supplies. It is best known for its crayons. The company is based in Forks Township, Northampton County, Pennsylvania, USA. Since 1984, it has been a wholly owned subsidiary of Hallmark Cards. All Crayola-branded products are marketed as non-toxic and safe for use by children. Most Crayola crayons are manufactured in the US.

Crayola currently operates a theme park called the Crayola Experience with locations in Orlando, FL, Plano, TX, Chandler, AZ, at the Crayola headquarters in Easton, PA, and The Mall of America in MN. With 70,000 square feet of attractions, Crayola Experience is the nation's most colorful family destination for interactive, creative play. Families typically spend 3-4 hours exploring over 26 hands-on attractions that are all designed to foster fun and creativity.

Crayola operates with the belief that creativity is an essential skill that can be taught, nurtured, and experienced. However, because there are only five Crayola Experience locations across the nation, access is limited. Also, the costs associated with a typical day at the park can present a substantial barrier for many families with small children, making the Crayola Experience one that not every family can afford or access easily.

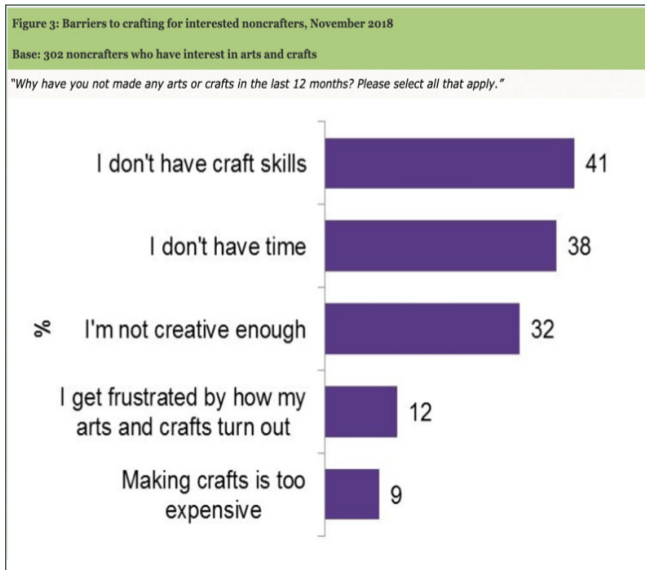


RESEARCH/TRENDS

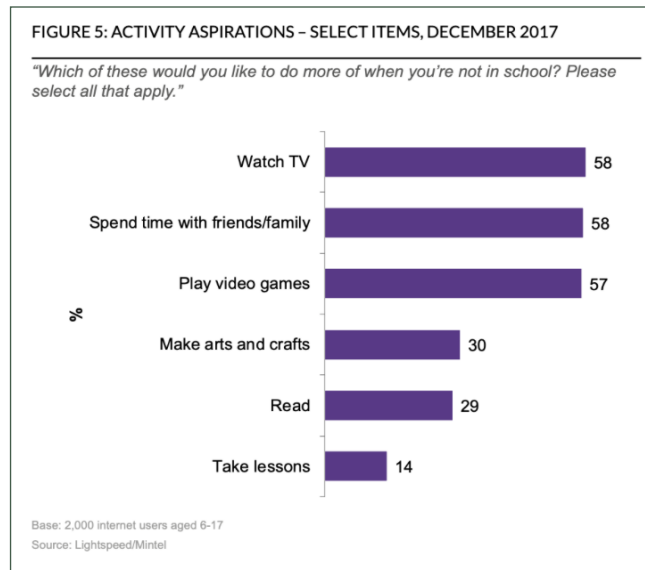
Traditional crafting (painting, drawing, scrapbooking, etc...) has been on a steady decline over the past decade with the rise of creative technologies such as gaming apps and social media. Currently two out of five people who don't craft say it's because they have neither the time nor the ability. Other top reasons include, "I'm not creative enough" or "I don't have any crafting skills".

For those that do craft, when it comes to finding inspiration traditionally Millennials have turned to Pinterest while Instagram is the more likely source for "iGen". Among teen youth (ages 13-17) YouTube carries the most weight, followed by Instagram. This is important for Crayola when considering their social implementations as 60% of kids ages 6-17 state that the internet helps them make decisions. Additionally, when considering demographics for the Crayola brand, among all crafters, Hispanic families index higher for traditional crafting and young girls are more likely to embark on creative pursuits.

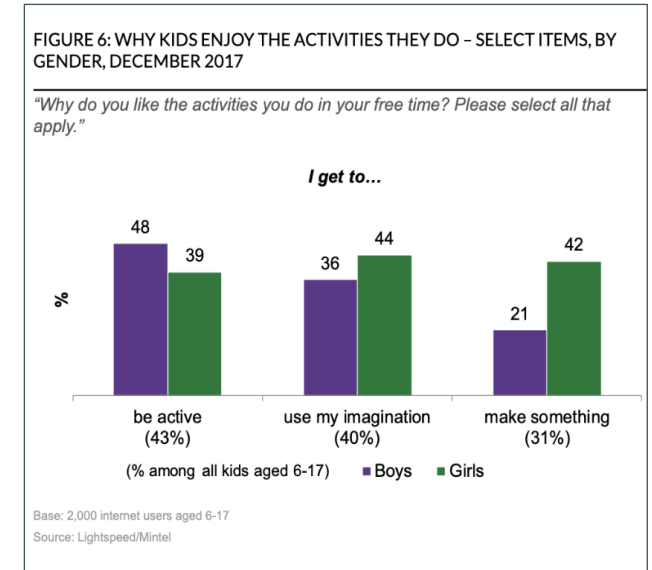
So, what does this mean for Crayola? In order to maintain relevancy, Crayola has implemented coloring apps, released digital tools, and created amusement parks with interactive attractions. Now, Crayola needs to harness the power and accessibility of social media to create a campaign to inform kids and their parents about these offerings and continue to inspire creativity on a wider scale.



Kids don't have time and don't feel creative.
(Mintel - The Arts & Crafts Consumer 2019)



Kids are more likely to participate in tech than make arts and crafts. - (Mintel - Activities of Kids and Teens - 2018)



Girls are more likely to be creative & participate in arts & crafts. - (Mintel - Activities of Kids and Teens - 2018)

Coloring Clarisa

3rd Grade Student



Age 8
Occupation 3rd Grade Student
Location Santa Fe, NM

Bio

Clarisa is the youngest of three siblings. Her family immigrated to Santa Fe from Oaxaca about 15 years ago and Clarisa is the only one of her siblings to be born in the United States. Because her family is busy and her siblings are a little older than her, Clarisa spends a lot of her time playing on a tablet her family owns.

Clarisa's favorite things to do on the tablet are watching videos of her favorite YouTubers, playing games and looking up different animals she hasn't seen before. When she isn't on her tablet and has free time, Clarisa likes to play at her crafts table, which includes lots of paper, coloring books, crayons, markers, and colored pencils.

Clarisa has tried different coloring apps on the tablet but because she has all the things right in her home or at school to physically draw she prefers to do creative things on paper. She loves to take pictures of her work and show her friends, teachers, and family.

Personality

Extrovert

Artistic

Achiever

Needs

- Validation from friends and family
- Stimulating activities outside of school
- Role models that share her interests
- Friendships/connections

Media

Android Apps, YouTube, Spanish Radio, Picture Books, Coloring Books

Frustrations

- Neglected by busy family
- Wants other arts & craft supplies

Busy Beatrice

Small Business Owner



Age	38
Occupation	Small Business Owner
Status	Married
Location	Santa Fe, NM
Income	40k - 45k
Education	None

Bio

Beatrice runs a small supermercado with her partner, Ricardo. Their older children dropped out of school to help run the market with them and their youngest one, Clarisa, joins on the weekends when she isn't in school.

Beatrice loves her family and being in the shop with everyone is great but she wishes she knew of other things she could do with her kids, especially Clarisa. She feels guilty with her youngest because she supplies her with a tablet and old craft supplies to keep her occupied. Clarisa is happy though which makes it easier but it still doesn't feel great.

Beatrice doesn't really have time for any media besides the local Spanish radio station that she has on at the store. It's where she gets most of her news, music and information about upcoming community events. Beatrice and her husband still struggle with English and they've always relied on their kids to inform them about school happenings and other interesting community events that the radio doesn't tell them.

Personality

Introvert	<div><div></div></div>
Artistic	<div><div></div></div>
Achiever	<div><div></div></div>

Needs

- Communication in Spanish
- Local events for family
- Activities/distractions for her kids

Media

Spanish Radio, Facebook, Cable Television, Spanish Newspaper

Frustrations

- Doesn't have time for youngest
- Doesn't have enough income to afford many luxuries for family.

**Situation:**

Traditional crafting has been on a steady decline over the past decade, in large part due to modern technology. And while Crayola has made efforts to stay relevant through the creation of online drawing apps and the Crayola Experience (70,000 feet of attractions that bring the magic of Crayola to life), not every child and their family knows about it or has the ability to experience it.

Positioning:

Crayola is the worldwide leader in children's expression products.

Target:

Children 3-12 year of age and their parents.

Objective:

Refresh the Crayola brand by making the Crayola Experience a nationwide attraction.

Strategy:

Inspire the creativity and originality in every child.

Idea:

Color Across America, a nationwide tour to inspire creativity in America's youth.





THE STORY

It's a beautiful day in Times Square and it's business as usual. People are shopping, taking photos, and enjoying everything NYC has to offer. All of a sudden, one of the Times Square billboards turns completely white. Then another, and another. Bystanders look around, realizing that every billboard in Times Square has gone blank. People are confused, taking photos, posting to social media exclaiming that Times Square "is broken."

The screens remain completely white for one hour. During that time, the Crayola team releases a series of videos on social media elaborating on the "crisis." Videos of major news networks pop up stating that Times Square wasn't the only place to go colorless. TVs, computers, and tablets around the country have too. This panic is Crayola's call to action!

Crayola releases another video showing the original eight colors, known as the "The Creative Eight" (Scarlet, Denny, Gus, Rod, Juice, Jinx, Chester, and Violet) hearing the call to action. They will travel the country to recolor America and restore creativity to the nation, ending back in Times Square, where it all began.

During the two month tour, each color will have their own Crayola tour bus and team to visit schools (elementary and middle), youth community centers, and children's hospitals in major cities. Each color will start in a different region of the country and make stops in towns and cities along the way. Live progress can be tracked via Crayola's website and social media platforms.

At each stop, teams will promote Crayola's offerings - from traditional coloring utensils (crayons, markers, pencils) to contemporary tools like drawing apps for tablets and computers. The Crayola team will give away a free pack of crayons with a coloring book about The Creative Eight's mission to recolor America. People can submit their drawings/colorings online to be showcased using #ColorAcrossAmerica. Top entries will be showcased in Times Square and granted a prize.

At the conclusion of the tour, The Creative Eight will meet in Times Square for a grand finale on National Crayon Day (March 31). As each bus pulls into their designated spots, in another Times Square takeover, all of the screens will flash the respective color of the Crayola bus coming in with a final explosion of all eight colors once the buses are parked. Crayola will then display the drawings that people have entered online on the various screens with the top 3 entries showcased. Crayola will end the display thanking everyone for recoloring America and keeping the spirit of creativity alive.



CHARACTER INTROS



RED: Name - Scarlet

About - Sassy and confident. She doesn't hold back her strong personality, and she values her friends.

BLUE: Name - Denim "Denny"

About - His extremely confident demeanor easily sets him apart from the crowd. A natural-born leader. Athletic & self-assured, yet likable.

GREEN: Name - Asparagus "Gus" -

About - The goofball & joker of the group. When he gets into something, he goes all out, which is how he may have gotten his chipped tooth.

YELLOW: Name - Goldenrod "Rod"

About - Rod's thick red glasses magnify the nervousness in his eyes, and complement his timid yet cautious personality.

ORANGE: Name - Juice

About - Juice is the performer of the bunch. With him, the glass is always half-full. Loves theatre, music, and being the center of attention. With Juice it's always a party.

BLACK: Name - Jinx

About - Mysterious, contained, and cool. Everyone's eager to get to know her but she tends to keep her distance. Although she rarely chimes in on conversations, she always has the answers.

BROWN: Name - Chestnut "Chester"

About - Aloof, dopey, & loveable. He is genuine, sincere, & loves the simple things in life. He is a pleasure to be around even though he often has his head in the clouds.

VIOLET: Name - Violet

About - Never afraid to ask questions or share her mind. Extremely talented when it comes to drawing & painting, but also very sensitive.



Scarlet

About Me:

Scarlet is sassy and confident. She doesn't hold back her strong personality, and she values her friends.

Favorite Hobbies:

Scarlet is an avid shopper, and spends her free time blogging and creating YouTube videos for her fans.

Every Creative Eight character will have their own interactive page on the www.coloracrossamerica.com website so fans can learn more about them. Kids will be able to take a personality/creativity quiz on the site to find out which Creative Eight character they match with.



PRESS RELEASE

FOR IMMEDIATE RELEASE

This February, Crayola is hitting the road to showcase the power of creativity and bring color back to America through the Color Across America Tour.

EASTON, PA — Crayola, the worldwide leader in children's creative expression products, will kick off the Color Across America Tour on February 1, 2020, for a nation-wide trek to inspire creativity in America's youth and bring imaginations to life.

The Crayola Color Across America Tour will feature the original eight Crayola crayon colors traveling across the country, making stops at schools and city-centers along the way. At each stop, Crayola will showcase the power of creativity through interactive activities, crafts, and games for kids and parents.

People of all ages will be able to follow along through the entire journey and see the tour stops in real-time at www.coloracrossamerica.com, Crayola's official social media channels, and with the hashtag #ColorAcrossAmerica. Children of all ages are encouraged to submit their own craft creations and works of art to be featured on the website by using the #ColorAcrossAmerica tag.

This two-month long tour will culminate on March 31, National Crayon Day, with a giant Crayola celebration for people of all ages, live from New York City. The National Crayon Day celebration will include live music, games, activities, and interactive galleries of fan submissions.

For more information on Crayola's Color Across America Tour, visit crayola.com or coloracrossamerica.com. Additional bullet journaling tips are available upon request.

About Crayola

Crayola LLC, based in Easton, Pa. and a subsidiary of Hallmark Cards, Incorporated, is the worldwide leader in children's creative expression products. Known for the iconic Crayola Crayon first introduced in 1903, the Crayola brand has grown into a portfolio of innovative art tools, crafting activities and creativity toys that offer children innovative new ways to use color to create everything imaginable. Consumers can find the wide array of Crayola products in the "Crayola Aisle" at all major retailers. For more information visit www.crayola.com or join the community at www.facebook.com/crayola.

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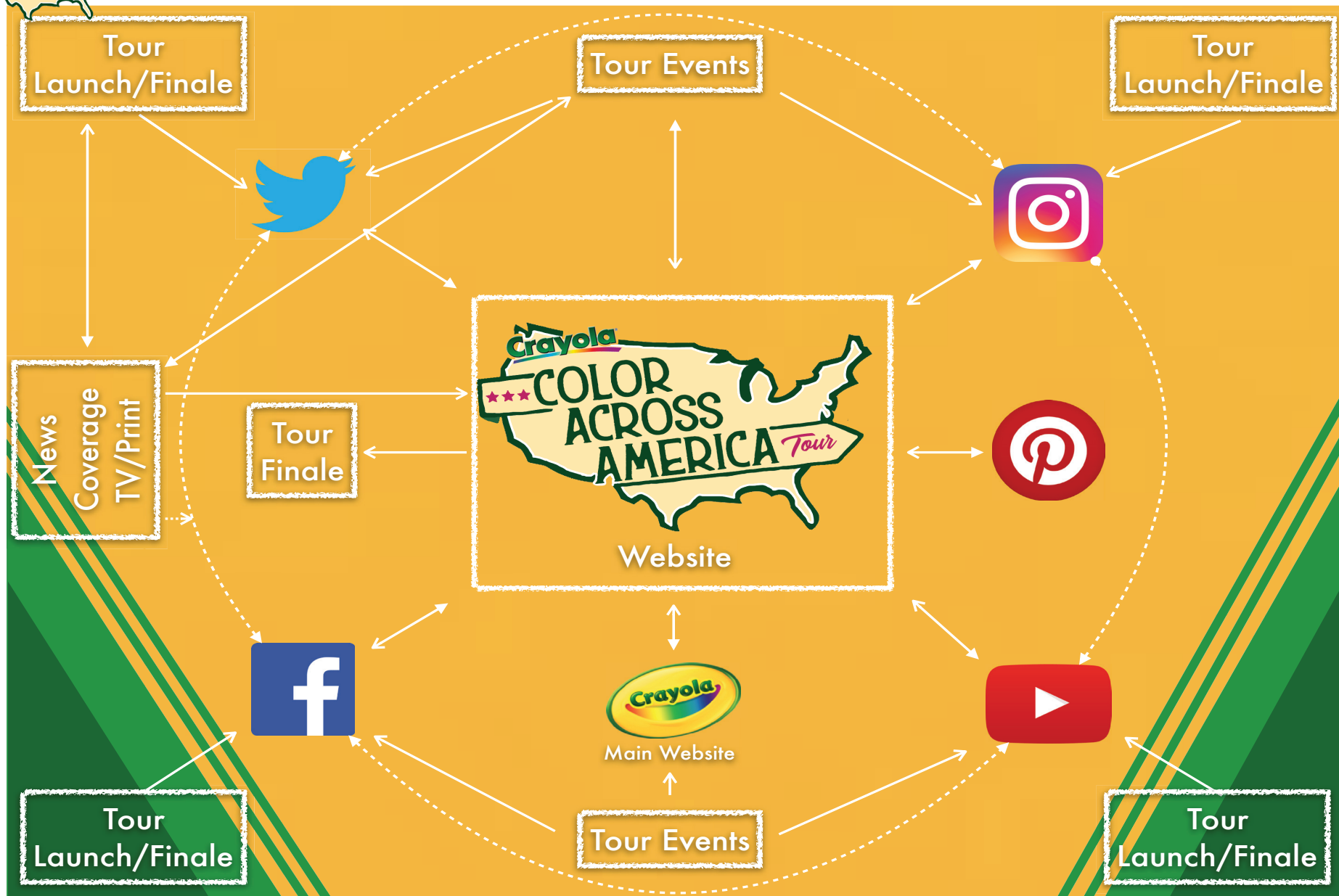


COMMS PLAN





MEDIA ECOSYSTEM



THE LAUNCH, PT. 1

On Saturday, Feb. 1st, Crayola will takeover all 238 billboards in Times Square to create a total “white out” experience to help launch the “Color Across America” tour.

To minimize costs, Crayola will purchase the screens on Saturday night for one hour from 6-7pm (around peak traffic). This will be enough time to create confusion among people at Times Square and initiate a significant amount of social chatter online. The goal is for the “white out” to become the #1 trending topic on Twitter.

During the takeover, the billboards will go out in secession in 10 sec. increments starting with the largest screens (One Times Square, 7 TSQ, NASDAQ, Clear Channel, & Silvercast). Displays with multiple screens will white out from top to bottom. After main displays go out in the “bowtie” of Times Square (Broadway between 46th & 47th St.), the remaining billboards will all go white.



(What an imagined Time Square whiteout will look like.)

THE LAUNCH, PT. 2

Crayola will release their first videos on all social channels explaining the event and their personal call to action within the first 30 minutes of the Times Square takeover. This video will be a montage of newscasts about how the screens in Times Square has turned completely blank and that screens across the US are doing the same. Essentially, a national-scale white-out is occurring that's leaving America devoid of color. This will contribute to the social chatter resulting in additional earned media and top spots among social media conversations.

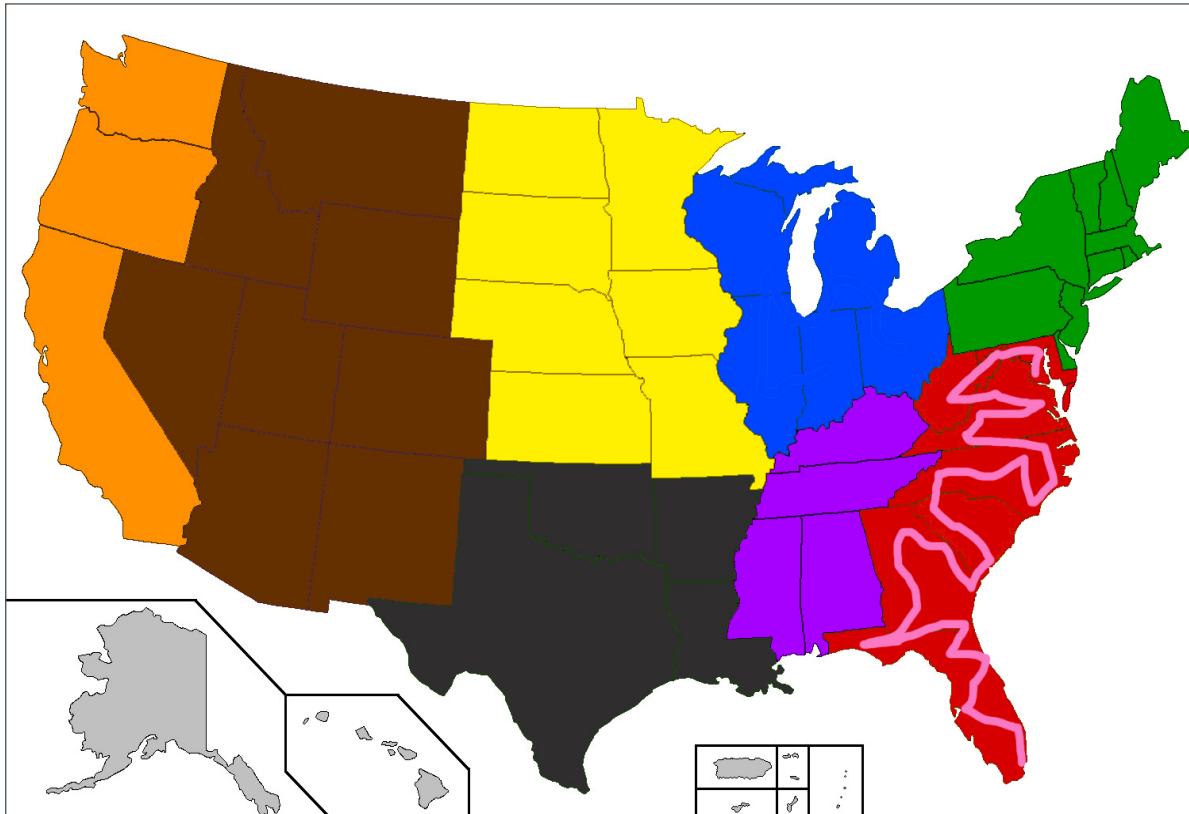
After the initial video goes live and people begin to respond to the Times Square takeover as well as the news about out the nation losing its color, Crayola will release a video on their socials announcing that Crayola will take on the task of bringing back color and creativity to America. The announcement will state that in a 2-month long nation-wide tour visiting schools, community centers and children's hospitals, called "Color Across America" The Original 8 colors will visit every state in the contiguous United States before returning to Times Square, the apparent source of the white-out for their finale'.



THE TOUR

Following the Color Across America launch in Times Square, 8 Crayola tour buses, named and designed to each individual character of the Creative Eight, will begin touring on their designated routes.

Destinations/events will be coordinated ahead of time with school administrators and event coordinators but announced to the public a few days ahead of time to maximize public interest. As each bus moves along its predetermined route over the 2 month tour, their GPS tracking will be updated on the Color Across America website so people can follow along and see when the tour is coming to a stop near them.



Scarlet's (red) Tour

2/1/2020 - Miami, FL	3/7/2020 - Roanoke, VA
2/2/2020 - West Palm Beach, FL	3/8/2020 - Lynchburg, VA
2/3/2020 - Tampa, FL	3/9/2020 - Petersburg, VA
2/4/2020 - Orlando, FL	3/10/2020 - Norfolk, VA
2/5/2020 - Daytona Beach, FL	3/11/2020 - Newport News, VA
2/6/2020 - Gainesville, FL	3/12/2020 - Richmond, VA
2/7/2020 - Jacksonville, FL	3/13/2020 - Charlottesville, VA
2/8/2020 - Tallahassee, FL	3/14/2020 - Harrisonburg, VA
2/9/2020 - Panama City Beach, FL	3/15/2020 - Snowshoe, WV
2/10/2020 - Pensacola Beach, FL	3/16/2020 - Summersville, WV
2/11/2020 - Marianna, FL	3/17/2020 - Charleston, WV
2/12/2020 - Bainbridge, GA	3/18/2020 - Parkersburg, WV
2/13/2020 - Cordele, GA	3/19/2020 - Morgantown, WV
2/14/2020 - Perry, GA	3/20/2020 - Cumberland, MD
2/15/2020 - Macon, GA	3/21/2020 - Hagerstown, MD
2/16/2020 - Atlanta, GA	3/22/2020 - Frederick, MD
2/17/2020 - Athens, GA	3/23/2020 - Baltimore, MD
2/18/2020 - Greensboro, GA	3/24/2020 - Rockville, MD
2/19/2020 - Augusta, GA	3/25/2020 - Washington, DC
2/20/2020 - Savannah, GA	3/26/2020 - Break before NYC
2/21/2020 - Charleston, SC	3/27/2020 - Break before NYC
2/22/2020 - Columbia, SC	3/28/2020 - Break before NYC
2/23/2020 - Greenville, SC	3/29/2020 - Break before NYC
2/24/2020 - Asheville, NC	3/30/2020 - Break before NYC
2/25/2020 - Charlotte, NC	3/31/2020 - New York, NY
2/26/2020 - Fayetteville, NC	
2/27/2020 - Wilmington, NC	
2/28/2020 - Jacksonville, NC	
2/29/2020 - Greenville, NC	
3/1/2020 - Raleigh, NC	
3/2/2020 - Chapel Hill, NC	
3/3/2020 - Durham, NC	
3/4/2020 - Greensboro, NC	
3/5/2020 - Danville, VA	
3/6/2020 - Blacksburg, VA	



A mock up of the red Crayola Color Across America Tour bus - Each of the original eight colors will have a bus that will travel in their assigned region of the country. The buses will host the teams and supplies for live events as they make tour stops along their routes.

COLORING CONTEST

During the Color Across America tour, Crayola will host the Crayola Coloring Contest in which children in middle school and below can download an outline of their state from the Color Across America website, and fill it in with their creativity and imagination! The selected winners will be announced in Times Square on National Crayon Day, with the top 3 finalists, and the winner, being honored in person. The winners from each state will win a Crayola care package, the top 3 finalists will receive an all inclusive trip to New York, a free trip to the Crayola Experience with their families, and the grand prize winner will receive a lifetime supply of Crayola products.



LIVE EVENTS

During the 2-month tour, Crayola will be hosting live events and bringing a slimmed-down version of the Crayola Experience to elementary & middle schools (both public and private), community centers (Boys & Girls Clubs, local organizations, etc...) and children's hospitals.

The live event will vary from site to site, but will generally include buses which pull into the organization's site, and Crayola branded tents set up with large tables filled with every Crayola offering available. At the event, the Creative Eight character will greet families and take photos while the corresponding Crayola team will help children and their families navigate the various crafting supplies and tech. The team will also take photos and videos for social and live stream bigger events to share on social media.

Each event will last approximately two hours including setup and breakdown allowing each Crayola bus to visit approximately 1-2 locations per day. These hours will be extended depending on the scope of the event (ex: outdoor festival).



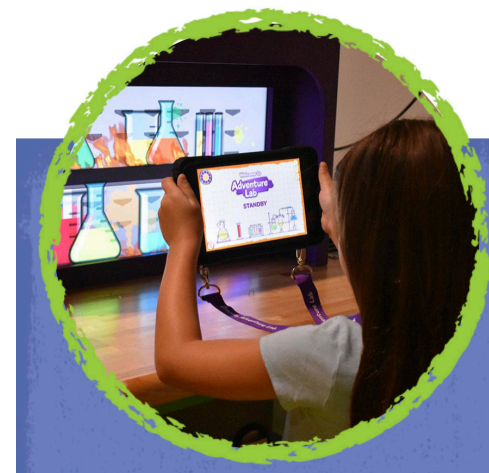
Character Meet-n-Greets



Modeling Madness



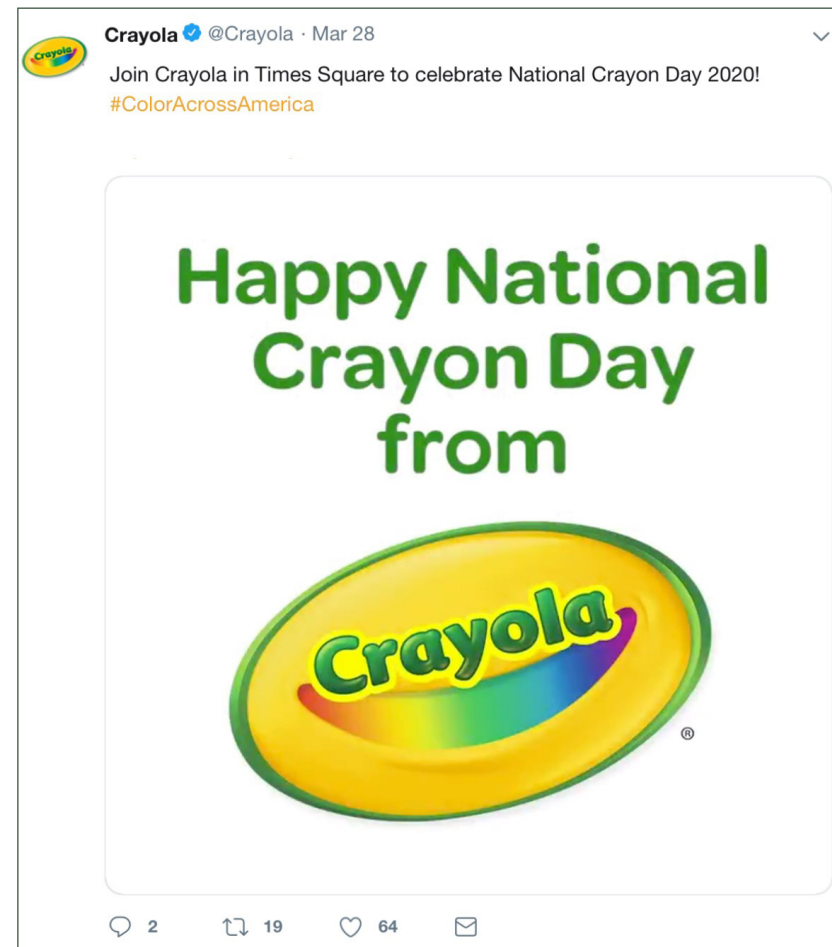
Color Magic



Adventure Lab

SOCIAL MEDIA MESSAGING

Crayola will use Twitter, Instagram, Facebook, YouTube and Pinterest throughout the campaign to promote events, showcase artwork and daily/weekly activities, and provide opportunities for people to connect with the #coloracrossamerica. People can also use the #team(character) (ex. #TeamGus) to connect with their favorite characters and individual tour buses as they travel to and from their city. Here are some samples of what the social media messaging might look like.



THE FINALE

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On Tuesday, March 31st, National Crayon Day, Crayola will end the “Color Across America” tour with a live-streamed event of all eight Crayola buses coming into Times Square at 1pm, parking on Broadway between 46th and 47th street (The Bowtie). Crayola will implement another screen takeover utilizing 40 of the screens in the Bowtie area from 1-4pm.

As each bus arrives, the 40 screens will burst with the corresponding color and highlight the Crayola character. As each bus parks, the Crayola character and team will exit the bus, walk out and be featured on stage. With the arrival of the 8th and final Crayola bus, all 40 screens will burst with the original 8 colors with the text “Color Across America” flashing. Shortly after, Crayola will display artwork people have submitted online on the various screens in 10-second rotations.

During this time, Smith Holland, the CEO of Crayola, will say a few words, thanking everyone for their help and creativity over the duration of the tour. Following that, Crayola will display the top 3 winners of the submitted artwork and invite them on stage to announce the grand prize winner. Their works will be displayed on all 40 screens. The Crayola team will say a final thank you and the event will end.





- ✓ Social Media followers
- ✓ Social Media mentions
- ✓ Social Media engagement
- ✓ Consumer sentiment
- ✓ Website traffic
- ✓ Product sales

- ✓ App downloads
- ✓ Event attendance
- ✓ Crayola Experience ticket sales

Aaron Lee, Robert Blanton, Zavi Harmon
Brand Experience Project #2
Comms Planning

