



Social Media/Interactive for Legendary Toy Company

CLIENT: WHAM-O, Inc.

BRAND: WHAM-O Toys

#### DIRECTIVE

Leverage the 60th anniversary of WHAM-O to achieve the company's key objectives of engaging a new generation of kids and expanding WHAM-O's online presence through a multi-tiered, integrated PR program.

#### STRATEGY

Celebrate WHAM-O's iconic toy inventing culture and wrap the brand with the entrepreneurial spirit of its rich history by developing new interactive platforms that encourage participation and expand online visitation and conversations.

#### TACTICS

The agency created the WHAM-O's 60th Anniversary Kid Inventor Contest, inviting kids ages 6-17 to submit toy inventions. The grand prize would become WHAM-O's next great toy. A dedicated Web page on Wham-O's site was created for the contest, outlining the rules, guidelines and submission information. Kid inventors provided a photo or drawing as well as a description of their planned toy and how it would be used. The agency partnered with Nick Jr., coupled advertising on Nick Mag's website with its vast online promotions to expand the reach and pitched mainstream media as to updates on the contest.

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## RESULTS

Approximately 7 million impressions were garnered in 3 months (Jan-March) in over 35 print and online media outlets, including Nick Magazine, Fresno Bee, AOL News, Media Bistro, San Diego Daily Transcript, Raving Toy Maniac, Reuters, St. Petersburg Times, Chicago Sun-Times. The winner, who was selected from 100 final kid inventor drawings, received approximately two million impressions from NY local coverage that included Newsday, News 12 Long Island (news program), Long Island Record, Total Access Live (local radio), Just Ask Asa (online radio) and Daily News, among others.