

Crayola

Marketing Communications Plan



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Executive Summary

Crayola, the leading crayon manufacturer in the world, currently holds an 80% market share in the “Top Crayon Producer” category. Although deemed successful, the brand has the unlimited potential to expand its boundaries and increase its position in both the “Top Writing Instrument Makers” and “Top Marker Brand” categories, in which their top competitors compete in.

Crayola’s top competitors include RoseArt (Mega Brands) and Blick Art Materials (Dick Blick Holdings, Inc). RoseArt is a direct competitor when it comes to standard art supplies: crayons, markers, colored pencils, and activity kits. On the other hand, Blick is a competitor that offers professional supplies mostly utilized by artists and creatives which includes acrylic paints, pens, markers, watercolors, and brushes. An advantage that Crayola has over its competitors is that they offer products that appeal to all ages with its product line of traditional crayons and markers, as well as a line of professional art supplies that appeals to adults.

In an effort to leverage Crayola as a brand for all ages, we are going to target the adult market (men and women 18-35), who are the adults who need art supplies for school, work, or for personal projects. Our competitive target will be the brands that carry professional art supplies. Our message will be that Crayola’s art supplies are just as good as top-of-the-line professional art products offered for a cheaper price. Our rationale behind choosing this target is that we wanted to stray away from targeting the obvious mother/child target audience. In an effort to expand the Crayola brand, the new goal is to target adults and artistic professionals who can benefit from Crayola’s products as well. We will market Crayola as an adult’s brand, as well as a nostalgic brand that offers professional, durable, and reliable products.

In terms of marketing objectives, we are aiming to 1) grow market share within the “Top Art Suppliers” category by 3% within the next year, 2) increase sales of Crayola’s Professional Series product line by 4% over a period of one year, and 3) target and increase new adult customer base by 8% over a period of two years. Our communication goals with this plan are to establish a presence in the consideration set for professional art supplies amongst the adult target market, as well as to increase the percentage of consumers in the target market who associate some benefit or advantage with the Crayola brand.

To execute this marketing communications plan, we will use various strategies and tactics from every discipline: advertising, public relations, sales promotion, Internet, and direct marketing. We will release TV spots, print ads, and social media promotions in order to appeal to and attract our target audience. In terms of measurement, the effectiveness and success of the plan will be evaluated by tracking engagement and mentions on all social media platforms, tracking the redemption rate of the coupons being distributed, and by measuring the plan’s search marketing performance through PPC ads. This plan, meant to implement a 1-year campaign, will hopefully strengthen Crayola’s relationships with adults across the United States.

Situation Analysis

Company Analysis

- Parent Company: Hallmark Cards, Inc.
- Company Description: Crayola LLC is the manufacturer and distributor of high quality creative experience products and fine artist materials, marketed primarily under the Crayola and Silly Putty brand names.
- Brands and Products: Art kits and easels, chalk and outdoor products, coloring books and papers, modeling compounds, paints, and toys and activities; crayons, markers, and colored pencils; coloring pages, DIY crafts, and games; and lesson plans, art techniques, videos, educator resources, articles and resources, and grant programs.

Sales Analysis

- Revenue:
 - Crayola is the largest crayon manufacturer in the world, earning an estimated \$620.3 million in revenue in 2016 (Hoovers).
- Current Share of Market:
 - Ranks 1st in the “Top Crayon Producer” category with an 80% market share.
 - Ranked 5th in the “Top Writing Instrument Makers Worldwide” category with a 2.6% market share in 2014 (Business Insights: Essentials). *Figure covers pens, pencils, markers, coloring, and correctional products.
 - Ranked 2nd in the “Top Marker Brands” category with a 19.09% market share in 2009 (Business Insights: Essentials). *Brands are ranked by sales at supermarkets, drug stores and discount stores.
 - The overall industry generated retail sales of \$21 billion in 2014 (Business insights: Essentials).

	%
“Top Writing Instruments Worldwide”	
Newell Rubbermaid	9.90
BIC	7.60
Pilot	4.40
Faber Castell	2.90
Crayola	2.60
Pentel	2.20
Mitsubishi	2.10
M and G	1.80
Staedtler	1.70
Zebra	1.30
Other	63.70

	(\$ mil.)	Share
	\$	%
“Top Marker Brands”		
Sanford Sharpie	38.20	22.03
Crayola	33.10	19.09
Sanford Expo 2	10.10	5.82
Sanford Expo	8.20	4.73
Rose Art	7.90	4.56
Sanford Sharpie Accent	6.50	3.75
BIC Mark It	4.70	2.71
Sanford Sharpie RT	4.60	2.65
Avery Marks A Lot	4.60	2.65
Crayola Pip Squeaks	4.50	2.60
Private label	6.60	3.81
Other	44.40	25.61

SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> ● History: The 120-year-old company is the largest crayon manufacturer in the world that produces a large selection of quality, dependable art supplies for both children and adults. ● Market Share: Crayola rules the crayon market; it's estimated to be at least 80% of the U.S. market. ● Brand Equity: High brand recognition and intense consumer loyalty allow Crayola to charge a price premium of as much as 300% above its competitors. ● Distribution: Its primary customers are Wal-Mart, Target, Toys "R" Us, and Kmart; Crayola's relies on a retail network that comprises educational supplies stores, retail stores, and online shopping sites including TheCrayolaStore.com. ● Marketing: The majority of their successful retail marketing and promotions consists of television commercials, magazine ads, and point of purchase displays. Their promotion impacts and targets children primarily, however, it is a pull strategy to create an influence purchase by the parents. ● Product Features: Crayola uses all non-toxic, child-safe materials that are cost effective and efficient. They use a variety of colors with fun memorable names, which appeal to children and adults. 	<ul style="list-style-type: none"> ● Price Disadvantage: More expensive than competitors and generic store brands. ● Product Lines: Crayola ranks behind in sales and market share in their marker and colored pencil product lines. In 2007, Sanford Sharpie had a 31% market share while Crayola had a 22% market share. ● Sales Decline: In the late 1980s, sales began to decline due to increased competition and the company began to slip into saturation; they began a campaign to increase demand by urging parents to purchase a "fresh box." ● The Internet: One of Crayola's biggest weaknesses is Internet based art. These applications allow kids the experience and entertainment of art without the purchase of tangible art supplies. ● Economic Factors: In the downturned economy, parents and schools are spending less on school supplies. A survey from Deloitte found that 64% of consumers said they would spend less on school purchases. ● Competition: Rivals Wal-Mart and Target have been heavily discounting Crayola products to spur sales, cutting into Crayola's profits. ● Competition: Rival RoseArt, owned by MEGA Brands, offer similar products at a cheaper price available in the same distribution channels.
Opportunities	Threats
<ul style="list-style-type: none"> ● Competitive Target: Blick professional art supplies. Message: Crayola offers professional art supplies that are just as good, if not better, than top-of-the-line competitors. Target: Adults (male and female, 18-35), target zip codes, shop at specialty art stores, need art supplies for school, work, or personal projects. ● Message: Crayola offers more than just crayons (markers, colored pencils, paints, etc.). 	<ul style="list-style-type: none"> ● The Computer: Internet and computer based art programs and other technologies will cause the sales of crayons to decrease as children leave behind handheld/tangible art supplies at a younger age. ● Generic Brands: Retailers (supermarkets and department stores) and competitors offering similar, generic store brand products that appeal to the more price sensitive consumers.

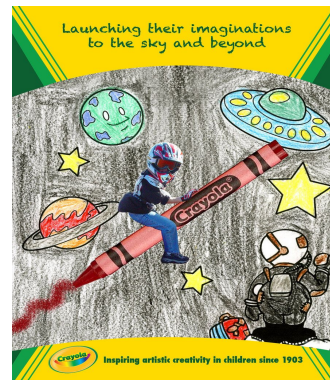
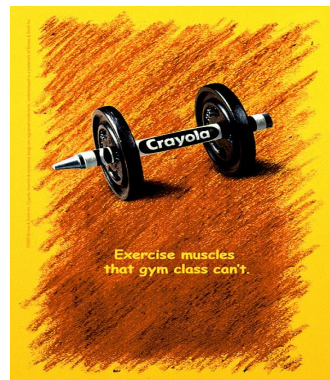
Brand Analysis

- Product Features:
 - Crayola offers over 50 lines of art supply products that appeal to consumers of all ages and gender
 - The crayon maker's 10 most popular colors include: blue, red, violet, green, carnation pink, black, turquoise blue, blue green, periwinkle, and magenta.
 - The firm's products are packaged in many languages and sold worldwide
 - Co-branding opportunities with entertainment, toy, and food brands
 - Colorful packaging displays fun brand personality and appeals to children
- Product Benefits:
 - All products are non-toxic and safe to use
 - High quality and durable products will last a long time
 - Dependable brand with products most trusted by mothers and teachers
- Pricing (average price per product):

Crayons (24 Pk) - \$0.99 to \$2.50	Markers (10 Pk) - \$2.50 to \$4.50	Colored Pencils (12 Pk) - \$2 to \$3.50
Pens (Adult/Kid Sets) - \$7 to \$14	Professional Series items - \$7 to \$15	Activity Kits - \$20 to \$45

- Distribution:
 - Crayola has built up a highly successful distribution system. Their products are available everywhere, including grocery stores, department stores, convenience stores, online, hospitals, doctor's offices, schools, gas stations, airports, theme parks, hotels, and restaurants. They sell retail and also in bulk to organizational buyers at a lower cost. Schools all over the U.S. and in other countries like The UK, Canada, Australia, and Mexico all utilize Crayola art materials.
 - Crayola, which makes nearly 3 billion crayons each year, has manufacturing facilities in Pennsylvania and Mexico that utilize solar technologies.
 - Their business is diversified in order to broaden their consumer base to encompass various age groups. Their business is divided into three major categories:
 - Products sold to retail stores through traditional distribution chains
 - Products sold to schools, educational distributors, office supply retailers and specialty markets
 - Products sold overseas through our international division

- Past Product Marketing Communications and Promotions:
 - Print ads, TV commercials, billboards, social media, and in-store



- Current Product Marketing Communications and Promotions:
 - Print ads, TV commercials, social media, YouTube videos, in-store, OOH
 - Facebook = 2.5 million likes, Twitter = 47K followers, Instagram = 87K followers



- Consumer Attitudes:
 - High brand recognition & equity - 98% of consumers are familiar with the brand
 - #1 choice for art supplies amongst mothers and teachers in the U.S.
 - Top-of-mind arts supply brand - consumers do not necessarily have to be exposed to a Crayola advertising message in order to remember them
 - Preferred over competitors because of its wide variety of products and quality

Market Analysis

- Industry Size:
 - Overall Art Supply Product Category
 - Sales of coloring and art supplies grew about 7 percent in 2015 and now make up a \$1.14 billion market (The NPD Group).
 - Marker Product Category
 - Industry is expected to increase by 2% in the next year (2016)
 - Writing Supply Makers Worldwide Category
 - Has increased dramatically over the past 5 years (went from \$12 billion to \$21 billion in 2015)
- Leaders in the Art Supply Market:
 - Crayola LLC
 - Mega Brands (RoseArt)
 - Dick Blick Holdings, Inc.
- Category Trends:
 - The increase in sales of the coloring and art supplies category (increase of 7% in 2015) attributed to the growth of art and craft paper, paint and painting supplies.
 - Increase of do-it-yourselfers (DIY)
 - There has been some consolidation among retailers catering to creative types, causing specialty arts and crafts chains to appear more insulated from ecommerce pressure than some segments of the retail sector
 - Increase of price sensitive consumers who want the most “bang for their buck”
 - Increasing options of channels of distribution
 - Increase of adults using arts and craft supplies and coloring utensils
 - Specialty arts and crafts stores are becoming the most popular place to purchase art supplies:
 - Specialty chains are the most popular art supply source among women (68 percent bought from specialty chains, 53 percent from Wal-Mart and 32 percent from Amazon in 2015). Only 36 percent of men who had made an art or craft project in the last year shopped at a specialty store, instead choosing Wal-Mart, Amazon and Target (Mintel Research).
- Issues in the Category:
 - Consumers are often overwhelmed with the wide variety of options
 - More consumers tend to be “switchers” rather than brand loyalists because they have difficulty finding a favorite brand in the category
 - Competitive price wars

Strategic Idea

With this marketing communications plan, Crayola will stray away from targeting the obvious mother/child target audience. Therefore, in an effort to expand the Crayola brand, the new goal is to target adults and artistic professionals who can benefit from Crayola's products as well. We will market Crayola as an adult's brand, as well as a brand that offers professional, durable, and reliable products.

- Competitive Target:
 - Professional and standard art supplies (Blick/RoseArt)
- Target Audience:
 - Adults who need art supplies for school, work, or for personal projects
- Message Element:
 - Crayola's art supplies are just as good as top-of-the-line professional art products offered for a cheaper price.
- Rationale:
 - Crayola can be promoted as a brand for adults, not just for kids.



Items from Crayola's Professional art supplies line



Positioning Strategy

We want to position Crayola as the brand that is useful for adults, not just for kids. As a child grows up, they have most likely established a relationship with Crayola already. Adult consumers grow up and feel nostalgia towards the brand. So, we want to position Crayola as the brand that will always be there, and will always be useful regardless of how old you are.

- Positioning Statement:
 - For men and women within the 18 to 35-year-old demographic, Crayola is the original and innovative arts and crafts supplier that delivers professional high-quality art materials, while also encouraging creativity and building relationships with consumers from their childhood to adulthood.

Message Analysis

Using multiple marketing communications strategies and tactics, we want our messages to appeal to and target the adult market while showcasing and promising the following elements:

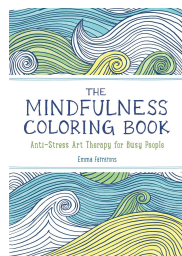
- Promise:
 - Crayola provides quality art materials promised to fulfill and exceed artistic expectations. Beneficial for all ages and for any creative endeavor.
- Reward:
 - Sense of accomplishment and creativity. Allows you to fulfill your artistic needs, whatever project or design that may be.
- Message Objective:
 - We want them to believe that Crayola products are not just for children, but for adults as well. Crayola offers high quality, affordable art supplies that produce professional results compared to its competitors. We want them to buy and try our products when they see them in-store and online. We want the brand to be top-of-mind when looking for art supplies.

With our marketing communications, we have to create a strong enough message to get the consumer to purchase the product by overcoming the following obstacles:

- People (adults) recognize Crayola as a childish brand.
- Prospects do not think Crayola products can fulfill their adult, artistic needs.
- Many are unaware of Crayola's professional products and the quality they possess.
- They may feel embarrassed to purchase Crayola because it is perceived as a child's brand.

Target Market Analysis

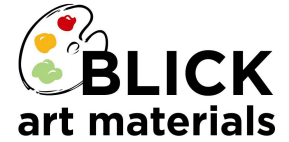
- Target Market Specifics
 - Demographics:
 - Adults, 18-35 years. Male and Female. Mixed race. Income: \$10K-\$65K. Education: high school diploma and some college. Geography: nationwide, urban areas. College students, and fine arts/creative professionals.
 - Psychographics:
 - Hobbies include drawing, visiting museums, going to concerts, travelling, blogging. Need art supplies for school, work, or personal projects. Art supply uses: create storyboards, adult coloring books, DIY blogging, drawing tutorials, art projects. Believe in artistic expression. Price sensitive. Prefer buying materials that are durable and not outrageously priced. Shop at supermarkets and convenience stores.



- Characteristics of Target Consumers:
 - Needs - Consumers seek art supplies and writing utensils for specific purposes or projects.
 - Benefits - Crayola products are available all year round in a variety of stores. Their variety of quality products satisfies consumers. Crayola brings nostalgia.
- Product Usage:
 - Who is using the product?
 - Students, artists, and creative professionals
 - Why do they use the product?
 - They need art supplies to fulfil their artistic needs
 - When do they use the product?
 - During art class, leisurely at home, at work, etc.
 - How is the product used?
 - Crayons, colored pencils, paints, and pens are used for art projects, for work purposes, DIY projects, to color, etc.

Competitive Analysis

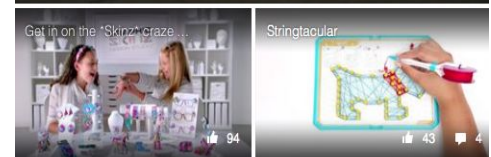
- Direct Competition:
 - MEGA Brands (RoseArt)
 - Dick Blick Holdings, Inc. (Blick)



- Competitor Product Offerings:
 - RoseArt
 - Crayons, markers, colored pencils, paints, pens, chalk, coloring books, activity kits, modeling clay, stencils, small toys, and Stringtacular
 - Blick
 - Colored pencils, markers, pens, acrylic paints, oils, watercolors, brushes, easels, adhesives and glues, crafts, portfolios, and aprons
- Competitor's Promotion:
 - RoseArt
 - TV commercials, Internet, social media ads, videos, in-store
 - Facebook = 65K likes, Twitter = 3K followers



Videos See All

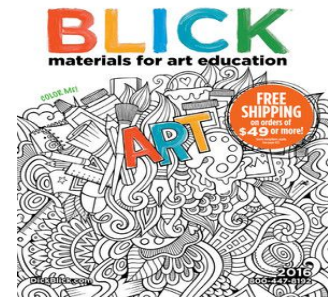


- **Blick**
 - Print ads, Internet ads, social media, in-store promotions, videos
 - Facebook = 130K likes, Twitter = 25K followers, Instagram = 36K followers

15% Off \$79 or 20% Off \$99 or 25% Off \$159 or 30% Off \$239 Plus Free Shipping on orders of \$45 or more. Use code **WKD2016** Expires 11/27/2016 [Learn More>](#)

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- **Media Costs and Distribution:**
 - **RoseArt**
 - Amount spent on advertising and media unknown
 - Distributed through major retailers (Wal-Mart/Target) and specialty stores
 - **Blick**
 - Amount spend on advertising and media unknown
 - Distributed exclusively through the privately owned Blick Stores
- **Competitive Strengths and Weaknesses:**
 - **RoseArt**
 - Strengths: affordable products, marketed towards children
 - Weaknesses: poor quality products, sells more crafts/toys than art materials, second best to Crayola, no advertising
 - **Blick**
 - Strengths: appeals more to professionals and artists, high quality and long-lasting products, popular amongst the artist community
 - Weaknesses: expensive, limited advertising, limited availability

Marketing Objectives

In order to successfully reach the adult market and to compete with other professional art suppliers, this marketing communications plan is aiming to accomplish the following marketing objectives:

- **Objective #1**
 - Grow market share within the “Top Art Suppliers” category by 3% within the next year (winter of 2017)
 - Situation: Stiff competition within the category

- **Objective #2**
 - Increase sales of Crayola’s Professional Series product line by 4% over a period of one year (winter of 2017)
 - Situation: Need to advertise and bring awareness to Crayola’s professional products

- **Objective #3**
 - Target and increase new adult customer base by 8% over a period of two years (winter of 2018)
 - Situation: Crayola is aiming to appeal to and increase its business within the adult market

Communication Objectives & Strategies

Even though Crayola has a 98% brand recognition rate amongst U.S. consumers and households, the following communication objectives will help Crayola become more popular amongst the U.S. adult target market:

- **Objective #1**
 - Increase the percentage of consumers in the target market who associate some benefit or advantage with the Crayola brand
 - Strategy: Emphasize the importance that Crayola plays/has played in the lives of consumers through advertising (print ads, commercials, social media). Point out that Crayola is the original art supplier that offers cheaper, professional quality products that will benefit consumers.

- **Objective #2**
 - Primarily focus on positioning awareness by promoting Crayola as an adult's brand
 - Strategy: Implement advertising that directly targets adults. Explain that Crayola is the same colorful, quirky brand, but it is different now because it wants to be a part of adults lives. Want to position Crayola as the brand for kids, as well as adults.

- **Objective #3**
 - Establish a presence in the consideration set for professional art supplies amongst the adult target market
 - Strategy: Release ads and press releases explaining that Crayola offers professional art supplies that are just as good, if not better than, competitors products because that is something that is overlooked. Make an effort to get Crayola to be the top-of-mind brand for art supplies.

Tactics

We plan on using all of the communications disciplines in an effort to leverage Crayola as a professional arts supply line, as well as help the brand meet all of its marketing and communication goals:

- **Advertising**
 - Print Ads:
 - Will serve as a visual platform to introduce the new campaign
 - Will be featured in the following magazines: People, Rolling Stone, Forbes, The Artist's Magazine, and Entertainment Weekly
 - Possible Headlines:
 - Adulting done right.
 - Get your Crayola on.
 - Us, childish? Pshhhh.
 - We take the "dul" out of adult.
 - Bring out your inner Picasso.
 - We are the real pros. Since 1885.
 - We were there for you once, we are here for you now.
 - TV Spots:
 - Will feature Crayola's professional products and introduce the new campaign
 - Will be featured on the following TV channels: MTV, TLC, TBS, AMC, Comedy Central, Discovery, and Fox
 - OOH:
 - Billboards will be placed in select urban areas across the U.S.
 - Bus shelter ads in popular U.S. cities
 - CTA and train ad takeovers
 - Chicago, New York, Miami, Houston, and Los Angeles



- **Public Relations**

- Community Relations Tactic:
 - On National Crayon Day (March 31st) and on International Artist's Day (October 25th), a Crayola Marketing "Street Team" will visit college campuses in popular U.S. cities and hand out sample art supplies and promotional content. The cities will include: Chicago, New York City, Los Angeles, Houston, and Miami. The "Street Team" will be energetic and wear colorful shirts resembling crayon colors so that they will easily draw attention. There will also be a Crayola Snapchat filter that will be available to use nationally, and Crayola will have its own "Snapchat Story". The "Snapchat Story" will allow for participants to share their own pictures and videos of their Crayola experience. Crayola is already the top-of-mind crayon brand, so the goal is to remind consumers of the brand and to create local news in the cities involved.
- Sponsorship Tactic:
 - Crayola will sponsor the Millennium Park Art Festival in Chicago on May 29th through May 31st. This particular art festival is an especially popular event that features renowned artists and their work, music, food, and many sponsors. The event reaches an affluent, educated, and active demographic that would be beneficial to Crayola's brand. At the festival, Crayola will have special signage, activity booths, merchandise, and will host a contest for people of all ages to participate. The contest will be a live, timed drawing contest where the participants will have a certain amount of time to complete a work of art using Crayola products (crayons, colored pencils, paints, etc.). At the conclusion of the contest, the artworks will have their picture taken and then be posted to social media (Facebook). The winner will be judged by the amount of likes they get on social media. The winner will receive a cash prize of \$10K and will have their work featured in an upcoming advertisement. The goal of this sponsorship is to promote the brand and create synergy across the Chicagoland area.
- Media Event Tactic:
 - To promote Crayola's new Portfolio Series (professional art supply line), the company will host a special introductory event at two of Crayola's retail themed stores located in Easton, Pennsylvania and Kansas City, Missouri. To emphasize the event, advertising (billboards, TV spots, radio spots, press release in newspaper) will be implemented in the surrounding areas to increase local and tourist awareness. Also, to

increase curiosity and excitement, Crayola will paint the sides of local buildings and will put crayon drawings on local streets to make a statement. In terms of the actual event, popular artists will be invited to attend such as Jeff Koons and musicians such as the band DNCE. The event will be colorful, inviting, and will be to celebrate Crayola's new Portfolio Series, which is meant to appeal to both amateur and professional artists. The event will receive media coverage and will have Crayola trending on Twitter and Facebook.

- **Social Media Marketing**

- Launch a cohesive, 1-year long social media campaign across all platforms called “Adulting the Crayola Way” or “Get Your Crayola On”
 - Will use platform to feature their products and promote their Professional Series product line
 - Will use Facebook, Twitter, Instagram, Pinterest, and Youtube
- Use hashtags to promote the campaign on Twitter, Facebook, and Instagram
 - #CrayolaAdulting, #CrayolaPros, #CrayForCrayola, #GetYourCrayolaOn
- Cross promote all activities across all platforms to keep the campaign and its content consistent
- Host frequent art contests and give users the ability to showcase their work on social media to promote Crayola and to showcase how adults use their products
- Engage in conversations and answer consumer questions on Facebook:
 - Engage in at least 10 conversations per day
 - Answer all questions posted by the end of each day
 - Direct message users who have a complaint
- Frequently retweet users and engage in conversations on Twitter:
 - Retweet at least 5 posts per day
 - Tweet at least twice per day
 - Engage in at least 5 conversations per day
 - Direct message users who have a complaint

- **Sales Promotion**

- Coupons:

- Target users will receive coupons in the mail, while others can find coupons in their local newspaper (FSI's) or online at Crayola's website (TheCrayolaShop.com). We will first offer a BOGO coupon (Buy One, Get One Free), in which the coupon's purpose will be to introduce Crayola as a professional brand for adults. After this introductory trial period, other coupons will be distributed to target users in an effort to generate more purchases: 30% off your purchase of 1 product, 40% off your purchase of 2 or more products, and 50% off your purchase of 3 or more products.
 - Coupons will also be offered directly through various retailers: Wal-Mart, Target, and Kohl's (20% off coupons will be distributed to target zip code areas)



- **Direct Marketing**

- Direct Mail:

- Direct mail piece will be sent to a list of target users in select U.S. zip codes. Mail piece will include a BOGO (Buy One, Get One Free) coupon for Crayola's Professional Series products (pens, paints, and markers).
 - Will include website and social media information, asking users for a "like" and "follow".
 - Will include a brief newsletter explaining any new contests of promotions.
 - Mail pieces will be sent 4 times per year, and will offer different incentives each time, as well as a newsletter explaining any new contests of promotions.
 - Will have a colorful, unique design to strike curiosity to get people to open and pay attention to the piece and its message

- **Database Marketing**

- Email Marketing List:
 - Will include Crayola social media followers that fit the target demographic (men and women, 18-35). Direct message or email will be sent, making them aware of Crayola's products and to encourage them to interact with the brand.
 - Mention Crayola's contests and encourage participation
 - Establish a relationship with these select customers
 - Track their product purchases and participation online
 - Create a loyalty program
 - Reward the loyal customers with coupon incentives and Crayola "freebies" (merch).

- **Internet Marketing**

- Landing Page:
 - Create to showcase new campaign, show product options, and lead to the main website for more information
- Google Adwords:
 - Bid on the words "art", "supplies", "Crayola", "paint", "crayons", "pens"
- Pay-per-click (PPC):
 - Internet banner ads and pop-up videos
 - Will appear on search engine websites and on social media sites

- **Proximity Marketing**

- Text Messages and Emails:
 - Message will be sent to target users who come within 100 feet of select stores that carry Crayola products
 - Wal-Mart, K-Mart, Target, Kohl's, and Michael's
 - Message will include a link to a video, product recommendations, and a coupon that they can use in-store (for the store that they are close to)
 - Primary goal: to get the consumer inside the store and looking at the actual product
 - Secondary goal: get the consumer to purchase the product

Creative Executions

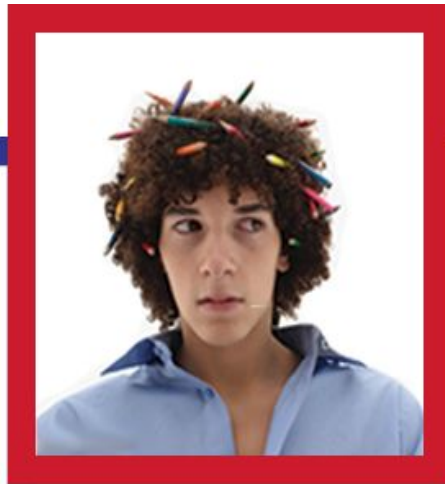
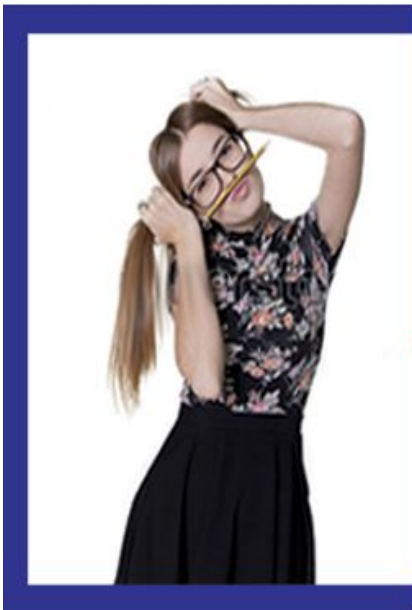
Here are a few sample executions that will help get Crayola's message across:

- **Advertising**
 - Print ad targeting adults
 - **Headline:** Adulting done right.
 - **Copy:** Friday night coloring session because it's the adult thing to do.
 - **Goal:** Adult coloring books/coloring parties has become a popular trend. We went Crayola to appear relevant and to be relatable to adult consumers who enjoy coloring.



- Billboard and OOH ads
 - Catchy visual explaining that Crayola is also for adults, not just for kids
 - Copy: Us, childish? Pshhhh...
 - Goal: Make the brand relatable and to explain, through visuals, that Crayola isn't just for kids. Even when you're an adult, it is okay to be silly, and Crayola can help bring out your inner child.

Us, childish?



Pshhhh...



- TV Commercials
 - Idea #1: “We Take the “dul” out of Adult”
 - 30-sec TV spot shows a creative director (man dressed in a suit) pitching an idea to a client in an office setting. His client is a boring toilet paper brand.
 - In an effort to liven up the pitch, he flips over his presentation board to reveal storyboards drawn with Crayola crayons (bright, neat, professional looking drawings)
 - Before the creative director flipped around his storyboards, the client looked very unimpressed and bored. After he showed him his presentation, he had a huge grin on his face.
 - Camera View: Shows the guy winning the pitch
 - End Copy: Bring out your inner creative with...
 - Appears: Crayola Logo
 - Copy: Give our Professional Series a try
 - Idea #2: “Us, Childish? Pshhhhh.”
 - 30-second TV spot featuring a colorful montage of user-generated content
 - Videos of adults acting silly and using Crayola products to create works of art
 - Shows different ways people use Crayola
 - End Copy: Us, childish? Pshhh.... Crayola is the brand for adults and kids.
 - Song in the background: GroupLove - Tongue Tied
 - Color scheme: Bright blue, red, green, yellow, and purple

- **Social Media Marketing**

- Facebook post explaining a contest under the new campaign. User has to “Like” the page or click on the link to enter/get more info.
 - Copy: Here’s a chance for adults to show what they can do with Crayola! Get Your Crayola On! Enter a picture or video of you and your artwork for the chance to be featured in our next commercial! Have to be 18 years or older to participate.
 - Goal: To get the adult consumer involved with the brand. This is a fun way to encourage participation and to create goodwill for the brand.



- Twitter page and tweet examples
 - Post #1: Tell us what Crayola means to you! #CrayForCrayola #RealMVP
 - Post #2: We take the “dul” out of adult, am I right?! #CrayolaAdulting



The image shows a screenshot of the Crayola Twitter profile page. At the top, there are navigation icons for Home, Connect, Discover, and Me, along with a search bar. The profile picture is the Crayola logo. The bio reads: "We are Crayola, the #1 art supplies brand enjoyed by people of all ages. The real pros since 1885." Below the bio are the location "Over The Rainbow" and the website "TheCrayolasShop.com". The profile statistics are: TWEETS 781, PHOTOS/VIDEOS 62, FOLLOWING 164, FOLLOWERS 277, FAVORITES 24, and VIEW Lists. The first tweet, posted 38m ago, says "Tell us what Crayola means to you! #CrayForCrayola #RealMVP" and has 150 replies, 35 retweets, and 50 likes. The second tweet, posted 1h ago, says "We take the 'dul' out of adult, am I right?! #CrayolaAdulting #GetYourCrayolaOn" and includes a photo of hands coloring a picture of a cat while drinking wine.

- **Public Relations**

- Press release announcing the launch of the new campaign, and also explains a contest exclusively for adults to participate in.



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Alliance Contest Services

CRAYOLA ANNOUNCES NEW CONTEST EXCLUSIVELY FOR ADULTS

Crayola, the 103-year-old Art Supplies Brand Primarily Targeted Towards Children, is announcing a Contest for Adults to Participate; Will Allow Them to Show off Their Creative Sides for a Chance to Win the Trip and Experience of a Lifetime

EASTON, PA - October 10, 2016: The Crayola brand is announcing a new contest entitled, "Get Your Crayola On", aimed to target and encourage adult participation. The purpose of this contest is to put the focus on adults, allowing them to create and submit their artwork to Crayola. The theme of the artwork Crayola is asking for is: what does being a kid mean to you? Social media users will then judge the artwork that they submit, where the amount of likes and shares on Facebook, Twitter, and Instagram will ultimately pronounce the grand prizewinner of the contest.

Kip Olmstead, Crayola's Vice President of Marketing, explains, "We feel that this contest will give Crayola the opportunity to become relevant and appeal more to adults with its interactive and nostalgic elements. It is a brilliant way to get adults involved with the brand and get the creative juices flowing."

To introduce this new contest, Crayola will rollout a new fall advertising campaign emphasizing the contest with TV spots, print ads, in-store and point-of-purchase displays, and social media content. With the help of Alliance Contest Services, Crayola plans to implement and rollout the new contest starting on Sunday, October 23rd, and the concluding date of the contest will be Saturday, December 31st.

In order to enter the contest, you have to be 18 years or older and reside in the United States. One entry will be accepted per day, giving contestants a chance to enter multiple times to submit different works of art. Contestants can submit their artwork to Crayola's website or on any of their social media accounts: Twitter, Facebook, or Instagram.

- more -

Crayola "Get Your Crayola On"
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In terms of the prizes, the grand prizewinner will receive a lifetime supply of Crayola products, will have their artwork featured in future advertising, and will receive a trip for 4 to the Walt Disney World Resort in Orlando, Florida. But that's not all! They will also have the opportunity to meet with legendary Disney artists to learn drawing techniques and to bring their winning artwork to life. In addition to the grand prizewinner, there will also be 15 honorable mentions that will receive a specialty package of Crayola products.

Hoping that this contest will engage more adults with the brand than ever before, Crayola CEO Mike Perry explains, "We want this contest to excite people, and to simply bring back childhood memories. And for us, the Crayola brand will continue to grow when people continue to be creative and express themselves". The Crayola brand takes great pride in providing products that will inspire creativity and imagination for both children and adults.

Founded in 1885, Crayola is a brand of artists' supplies manufactured by Crayola LLC, and has been a subsidiary of Hallmark Cards since 1984. Crayola is best known for its crayons, as well as other art supplies including: markers, colored pencils, chalk, arts and craft kits, and paints. All Crayola products are made in the United States, and they are marketed as nontoxic and safe for anyone to use.

###

Media Recommendations

Here is a media plan that we recommend for Crayola's marketing communications efforts:

		Crayola Media Plan																																																										
Media	November					December				January				February				March				April				May				June				July				August				September				October														
	1	2	3	4	5	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4											
NATIONAL																																																												
Magazines																																																												
People, Rolling Stone, Artist's																																																												
Television																																																												
TBS, TLC, MTV, AMC																																																												
Public Relations																																																												
Internet																																																												
Crayola Website																																																												
Landing Page																																																												
Facebook/Instagram/Twitter																																																												
Email																																																												
Out-of-Home																																																												
Public Trans, Billboards, Shelters																																																												
Direct Mail																																																												
Mail Pieces/Coupons																																																												
Regional																																																												

- Magazines
 - Follows a pulsing pattern; continuous but advertise heavily during Christmastime and at the start of the school year
- Television
 - Follows a pulsing pattern; heavy advertising during the launch of the campaign, during Christmastime, at the start of the school year and at the end.
- Public Relations
 - Follows a continuous pattern; year round PR efforts (press releases, events)
- Internet
 - Will follow a continuous pattern all year-round; the website, email, and social media accounts should be tended to everyday
- Out-of-Home
 - Follows a flighting pattern; advertise heavily at the start of each season
- Direct Mail
 - Follows a flighting pattern; direct mail pieces will be distributed seasonally (4 times per year)

Budget

A budget was not required for this assignment.

Measurement

The effectiveness and success of the plan will be evaluated with the following:

- Track engagement and mentions on all social media platforms
- Track the redemption rate of the coupons being distributed
- Measure the plan's search marketing performance through PPC ads
- Measure the households/consumers who were exposed to the TV and print ads
- Track the amount of sales generated directly through Crayola's Store

Conclusion

Overall, the purpose of this integrated marketing communications plan is to leverage the already popular Crayola brand by appealing to an adult market. In order to successfully market Crayola as an adult's brand, through their advertising, they must emphasize that their products are for both personal and professional use. Being such a nostalgic brand, adults around the U.S. will hopefully appreciate the new campaign and will be able to relate to our messaging. Our ultimate goal is to communicate that Crayola is not just a brand for kids, but a brand that delivers quality, professional products that will help satisfy an adult's artistic needs.

Crayola has an advantage over competitors because of its rich, 131-year-old history and quality products. Crayola already has the lead in the "Top Crayon Manufacturer" category, but they also have the potential to lead in the "Top Writing Instrument" and "Top Marker Brand" market categories, in which most of their competitors compete in. Again, our marketing goals for this campaign will be to: 1) grow market share within the "Top Art Suppliers" category by 3% within the next year 2) increase sales of Crayola's Professional Series product line by 4% over a period of one year 3) target and increase new adult customer base by 8% over a period of two years.



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