Established in the 1950’s, Play-Doh has been a household name for simple childhood fun. Facilitating interaction between parent and child during play, the brand has always aided in the development of relationships, vocabulary, and fine motor skills through its hands-on style of use. Alongside the youthful memory of running outside to play all day long, is the memory of cracking open the yellow cans of Play-Doh and beginning to mold the first creative piece of art that could come to mind. The MADCAP agency identified several opportunities for the Play-Doh brand to take advantage of, and create a product line that aligns with their values of traditional play. We gained these insights via current online data on family lifestyles and interviews with primary consumers. What we found is that technology is increasingly straining the personal bond that parents and children share, and Play-Doh is decreasing in its current relevancy. However, parents (the primary consumers) are actively looking for bonding experiences that do not involve technological devices.
Memory-Doh is a product line that embodies its parent company’s traditional play values and makes memories tangible. Memory-Doh is an assortment of kits with bakeable clay and molds for ornaments and keepsakes. We wanted to capture the desire of parents to create good memories with their children. Through the use of this product, their bonding experiences can last a lifetime and be cherished and admired for years to come. The name, “Memory-Doh,” is simple, reminiscent of Play-Doh, and gets to the point of the brand extension.
Meet Tori and Jenny
Our target market is mothers with young children age four to 10

So what do moms like Tori and Jenny have in common besides toddlers? They both want to have an experience with their child and they create a tangible memory. There are mothers like Jenny who have trouble engaging in traditional play activities with their kids. Her kids are already growing up so quickly and are practically addicted to their electronics. She does not want their childhood to pass by without something precious to commemorate their lifelong bond. As for Tori, she represents mothers who already engage in traditional play and are looking for new activities. In these households, there is a balance of technology and a high priority on spending quality time together. This group is also interested in building memories that can be kept for years.
Initial Launch
The Nature & Nurture Kit - Keepsake Planter Pots
The Nature & Nurture Kit
Watch them grow!

The first product that the Memory-Doh line will introduce is the “Nature and Nurture Kit.” It is meant for starting a small garden completely from scratch. The kit will include a mold for plant pots, a 4-pack of different colored clay with the traditional Play-Doh colors, 2 different seed packets, and a guidelines booklet on the science behind how flowers grow. The booklet will also have general safety info and instructions.

The steps to creating these clay products are the same throughout the whole line: children sculpt the clay, using the molds or their imagination, and bake it in the oven under adult supervision. The baking time depends on the clay’s thickness.

All Memory-Doh kits will be priced at $13.99 and replacement packs are $5 - $8 depending on the number of cans in one pack.

Memory-Doh falls under the category of toddler crafting and general arts and crafts. Therefore, it will be sold not only in retailers like Walmart, Kmart, and Target, but also craft stores like Hobby Lobby, Jo-Ann, and Michael’s. This includes their online stores and other Internet retailers like Amazon.

This way, we are making memories everywhere.
The Nature & Nurture Kit
How do we reach the public eye? Through a media plan that builds awareness and familiarity.

Our strategy revolves around the idea of “Make Memories You Can Keep.”
The visuals are modern, fresh, and trendy. The tone is playful, organic, and emotional. Most of all, we want consumers to:
• Have a desire to go non-tech;
• Facilitate real-life bonding;
• And have tangible memories that last
Three Month Media Plan
School’s out and so are we!

Media Plan

June
Phase 1
Building Brand Awareness to Drive Interest

July
Phase 2
Introduce the product and convey the genuine need for parents to “unplug” with their children and build lasting memories.

August
Phase 2
Connecting Emotionally to Drive Desire and Action
We want to take advantage of this popular pastime by telling a story that every mother can relate to: the passing of time. It is a relatable and emotional concept for parents, so in considering that, we believe they are more inclined to listen.

Imagine this scenario:
*light-hearted acoustics play in the background*
A woman narrates over a shot of a windowsill decorated with photos of her, her daughter, and husband. Her narration centers around how photos aren’t enough to remember moments like how small her daughter’s hands were, or moments they would spend together at home. The camera then falls on a clay pot that the daughter and her created, finishing her narration with the idea of “I’m glad we created memories we can keep with Memory-Doh.” We fade to an image of the Nature and Nurture package, zoom in on the logo, and end with sharing where people can purchase the product.

We plan on playing this commercial on family-oriented television channels like Freeform, Lifetime, TLC, and CBS. So while Mom is getting ready in the morning or is enjoying some couch time, she can hear or watch the central message that we based the campaign around.
Phase One - Radio
Through all of June and the first-half of July

AM/FM radio is the number one reach broadcasting program among mothers 18-49 years of age. Our mothers are constantly on-the-go and in need of an informative and light-hearted radio spot that reminds them of the roots of traditional play.

Radio spot description:
*upbeat drums, piano and xylophone play in the background*
A youthful feminine narrator announces:
“Summer is coming: Get ready for warm weather and long fun-filled sunny days! Ditch the devices and spend quality time with your little ones. Now introducing the Nature and Nurture Kit by Memory-Doh: A hands-on, clay-baking kit that gives you and your child the opportunity to create a custom pot for gardening. Teach them the importance of nature and create memories you can keep for forever. They’ll never remember the T.V. episodes they watched or the video games they played, but they’ll remember the special moments they shared with their loved ones. So spend the summer right and pick up a kit at your local department store! Brought to you by Play-Doh.”
We plan to play this around the United States, primarily in stations similar to San Diego’s KXSN-FM (Classic Hits), KPBS (News/Talk), and KSON-FM (Country).
Phase One - Magazine
Through all of June and the first-half of July

Here we have the magazine advertisement demonstrating how to use the product. Since it solely relies on visuals, we want to emphasize what the packaging looks like, what are the contents, and where they can purchase it. And with the addition of a sticker insert in family-oriented magazines like Parents or Parenting, we plan on stirring curiosity. The stickers are heat-resistant for pre- or post-decorating and guaranteed to retain their colors for years to come. This is yet another new idea to stay relevant as wherever the stickers go, whether it be in a purse or the crafting drawer, its innovative functionality is sure to stick in the minds of parents and children.
Establishing social accounts is a must in the digital age and building awareness on platforms like Facebook, Instagram, and Google Ads will help Memory-Doh become a familiar name in Mom’s mind.
Phase Two - Facebook Advertising Content

Through the second-half of July and all of August

Facebook has continued to grow as a popular social media site within the American adult demographic. Therefore, we want to connect with our relevant audience who is looking up products for adolescents and/or family-related activities. These static images and captions are just meant to highlight the central idea that “you will create memories you can keep” with our product. A link to our tab on the Play-Doh website here assure viewers that we are a legitimate company associated with a trusted brand. And the call to action button invites curious and potential consumers to learn more about how these items achieve these goals we set out. We decided not to include the packaging here mainly because curiosity of what the items could signify is more relevant than just showing the box. A more graphic look keeps the design organized and still highlights what the product is.
Phase Two - Instagram Advertising

Through the second-half of July and all of August

A simple slice-of-life image with the inclusion of the contents in the kit will appear in our target audience’s feed. The caption of “Create Memories You Can Keep” appeals to the emotional benefits of the product and creates emotional ties with the audience. The “Shop Now” call-to-action link will direct the viewer to the Memory-Doh section of Play-Doh’s website, where they can learn more about the product and purchase options.
Phase Two - Social Media Influencers

Through the second-half of July and all of August

Word-of-mouth advertising through brand advocates

Meet Amber Fillerup Clark, she is a mother of two with another on the way. Her children are from the ages of infancy to 4-years-old. She has around 1.3 million followers and is a macro social influencer of mothers across the nation. She posts slice-of-life photos of her children during play time or day-to-day activities. She also posts many photos that contain sponsorships for different brands. Amber is the perfect candidate to advertise for Memory-Doh as she will reach our target demographic perfectly.
Phase Two - Social Media Influencers

Through the second-half of July and all of August

Word-of-mouth advertising through brand advocates

Meet Alan Lawrence, he is micro-influencer and a father of six children. His kids range from the ages of 2 to 15-years-old. He is constantly posting photos and videos of his kids with comical captions that entertain his 90.6K followers. Alan consistently posts photos of his children outside, spending time with family and loved ones. The majority of his posts are sponsored, giving Memory-Doh a chance to reach his followers. By using a macro-influencer we will reach our target market more effectively and increase sales.
Phase Two - Pinterest Boards

Through the second-half of July and all of August

With more than 70 million of Pinterest’s users being female, we wanted to incorporate a fun and enticing Pinterest account for mom’s wanting to be creative with their children. This account will have several boards that will inspire and encourage mothers nationally to think outside the box and really connect with their little ones. From a science information board to a gardening tip and tricks, this account hits all the key elements within our brand extension and will have great longevity that will keep the targeted audience entertained and drawn to the brand even more.
Phase Two - Act as a Scholastic Book Fair Vendor

Through the second-half of July and all of August

As a way to get the product in the hands of our customers, we thought we would sell the product at the scholastic fairs of schools nationally because of the wide range of outreach. This would really expose the children to the product and eventually drive individuals to purchase. Along with the product, we would pass out unique stencils as an incentive and provide promotional coupons to keep the customers coming back for more.
Phase Two - “National Day of Traditional Play”

Through the second-half of July and all of August
Phase Two - “National Day of Traditional Play”

Through the second-half of July and all of August

We plan on (promotional video will play on…and purpose)
Promotional video:
Background music: ”Bloom” by The Paper Kites
Footage: A diverse array of children on devices…
Some kind of description
Future Products
We have a whole line of products!

Here are the rest of our products in this brand extension. We have Nature and Nurture, Keepsake Creations’ handprint timestamps, an ornament kit where you can make home decorations, and the general replacement clay 4- to 6-packs. Consistency is important within the product line and consumers will get the same elements, but with slight variations. Take for example Nature and Nurture. It has a bit of a science side to it, but it just plays a small part in the whole kit and does not completely separate it from the whole bonding experience moms want.
MADCAP

would like to thank Dr. Davis for a wonderful semester!