



**Category:** Integrated Campaign

**Company:** Highlight PR

**Entry title:** Sylvanian Families

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**Brief and objectives:**

Invented in 1985, launched in the UK two years later, Sylvanian Families is the only toy to have won BTHA Best Toy Award three years consecutively. Today, its concept remains unchanged: collectible animals and dolls houses inspiring imaginative play. Having extensively marked the 2015 global 30th anniversary, the team's brief was to keep driving sales despite a 'quiet' year in terms of brand NPD (a major launch is planned for 2018).

Objectives:

- Increase brand awareness; drive sales of current range
- Increase social community (KPI: 130k) and engagement
- Drive fan club memberships (KPIs: 3k+ new paid club; 5+k free club)
- Mark UK 30th anniversary (March 2017)
- Recruit next generation (4+ years).

**Rationale behind campaign, including research and planning:**

Client research revealed many original 80s fans have kept their Sylvanian Families collections to introduce the toy to their children.

We targeted these millennial parents/soon-to-be-parents as follows:

PHASE 1 (JUNE – DEC 2016): Target original fans to re-ignite their love for the brand but also drive sales of current products pre-Christmas

PHASE 2 (JAN – MAR 2017): Use this newly engaged audience to mark the UK 30<sup>th</sup> anniversary whilst recruiting new fans ahead of 2018

Next steps were to...

Devise an integrated campaign to reflect the brand's values while simultaneously appealing to new parents and past fans.

Rationale behind campaign

We created a multi-platform campaign focusing on visually-engaging content, nostalgic social activity and quirky PR stories to resonate with original fans. We used kids' media and experiential events to attract younger new fans.

## **Strategy and tactics, including the roles of various integrated activities, creativity and innovation:**

### PAID:

- Facebook and Twitter ads ongoing
- Instagram ads launched January

### EARNED:

- Media Relations: News/features to target original fans
- Product placement: parenting press, plus Christmas gift guides (all sectors)
- Kids' Magazines: themed activity pages
- Influencer relations: to key journalists/celebrities

### EARNED/SHARED:

- Influencer engagement: organic following on Twitter and Instagram
- Promotional partnerships (ongoing from 2015)
  - National Trust Hatchlands Park: branded nature trail
  - Twinned Village: Old Basing in Hampshire
- Pairing with influential parenting brands on social to increase reach

### SHARED:

- Social media: daily content/community management across Facebook, Twitter, Instagram, Pinterest, Google+ and Popjam (from October 2016)
- Twitter parties to drive engagement (December: Christmas selling period; March: UK 30th anniversary)

### OWNED:

- UK website: fortnightly blog
- Fan Club: monthly newsletter
- Webshop: quarterly emailer

### PAID/OWNED:

- Competition: win a Sylvanian Families wedding
- Fan Club: new premiums (for quarterly mailings) and members' event
- Hamleys Road Show: mascot appearances
- Blogger reviews

## **Implementation of tactics:**

### PAID

Throughout: Paid social ads targeted at original fans/parents of children aged 5+

### EARNED

Summer: Nature Trail pitched for 'Family Days Out' slots

Autumn: Christmas gift guide product placement

March: UK 30th Birthday

- Deskdrop to 25 London media: new Sylvanian Families Cake Set, containing miniature edible cake, with hand-written birthday card
- Anniversary feature pitched: potential resale value of Sylvanians in your attic

Throughout:

Kids' activity pages: e.g. Cute, Pink, Sparkle World

3rd party parenting brand pairings on social: Forest Holidays, Sudocrem, Invacare

## SHARED

### Competitions:

June: #SylvanianSpring: nature-themed giveaway

July: #WinASylvanianWedding: targeted specifically at millennial fans

October: Halloween #SpookySylvania

November: Design a Dress for Freya

### Twitter Parties:

- December: #SylvaniansAdvent: 25 days of games/giveaways
- March: #SylvanianChildhood (30th birthday)
  - o Traditional games of musical chairs, charades, What's the Time, Mr Walnut?
  - o Twitter Poll: did you have (or desire) Sylvanian Families in the 80s/90s?
  - o Shared photos of original collections
  - o Fresh lifestyle images: vintage products sourced from ebay

## OWNED

### Throughout:

Website blog: craft tutorials, recipes, character profiles. Written in quirky 'winsome' brand voice

Fan Club emailer: exclusive news, activities, giveaways

Webshop emailer: product news, seasonal offers

## PAID/OWNED

September: New Fan Club premiums designed to appeal to both adults/kids: tote bag, key rings, calendar

### October (Half Term):

Fan Club event at intu Lakeside: mascot appearances, product displays, activities, photo opportunities, collectors' lanyards, goodie bags

### Throughout:

25 'Friends of Sylvanians': dedicated bloggers to review new products. Blog badge supplied.

## **Measurement and evaluation:**

### PAID:

Social ads received 12.6 million impressions with 984,787 engagements across Facebook, Twitter, Instagram.

## EARNED

- PR coverage: 205 mentions (estimated coverage reach: 39.5 million)
  - o 30th birthday features in key target press: The Sun, The Mirror, The Metro, Heat Magazine Girl Talk, Gurgle
  - o 6 activity pages across kids' media (3 front cover mentions)
  - o Nature trail, Old Basing, Hamleys roadshow, Lakeside event: coverage across nationals regionals
- 2016 Made For Mum Toy Award: Secret Island Playhouse
- Social endorsements (unpaid) from:
  - o Celebrities: Mara Wilson, Kim Marsh, Samia Longchambon, Louise Pentland
  - o Journalists from: The Sun, Daily Mirror, Buzzfeed, Telegraph Fashion, NY Times, The Verge, Guardian Family, Heart, Harper's Bazaar, Telegraph, Vogue, Allure, Red, Style, Glamour, Teen Vogue!

## SHARED

- Sylvanian Families social media audience (FB, TW & Insta) grew 57.8% from 117,762 (June 2016) to 185,880 (June 2017)
- Average social engagement increase YOY: Facebook: 264%; Instagram: 135.2%
- Popjam: 1.4k fans
  
- Paid ads helped accrued 27,322 Facebook Likes and 1,977 Twitter Followers (accounts for 71.1% of growth on FB & TW, meaning 28.9% was organic)
  
- Twitter Parties:
  - Christmas Advent: 271,907 entries; hashtag #SylvanianAdvent used 5000 times; 18k reach; 4.8% community growth
  - 30th Birthday Party: hashtag #SylvanianChildhood used 3.3k times; 1.1m reach of 1.1m @SylvanianUK trended in the UK (Source: Trendsmap).

## OWNED:

- YOY, sessions on sylvanianfamilies.net/UK increased by 60,224 (19.5%) with social media referrals increasing by 34.9%
- Fan Club membership increased YOY: new paid club: 4,621, free: 8,764

## PAID/OWNED:

- Sylvanian Wedding competition: 14 news items across nationals, wedding press and The Debrief (key millennial title). Wedding taking place December 2017!
- 54 blogger reviews from 'Friends of Sylvanians' (32k estimated coverage views)

## EVALUATION:

- Contributed to 38.2% increase in December sales YOY. Source: NPD
- Brand awareness increased by 66% amongst girls aged 4-12 years (Source: client research, December 2016)
- 2017 sales YTD up 13% (NPD: May 2017)
- @sylvanianUK verified by Twitter (March 2017)
- UK Facebook content now used globally by all international markets (except Japan)
- UK Instagram has become global feed (@SylvanianFamilies\_official) for all international markets (except Japan)
- Sylvanian Families featured in 2016 Christmas TV advert for Audi!

## **Budget and cost effectiveness:**

Management fee: £57,000

Social media ad budget: £10,000

Event budget: £6,000.