



Category: Consumer Relations Campaign

Company: Highlight PR

Entry title: #SylvanianFROW

Brief and objectives:

- Devise overarching creatives to launch the Town, integrating:
 - PR, social, content
 - Experiential roadshow
 - Retail window displays
 - Fan club event
 - Drive awareness amongst existing/new fans (ages 4+ and their parents)
 - Target original 1980s collectors, many now parents
- KPIs: drive new retail listings and increase sales by 10% YOY

Rationale behind campaign, including research and planning:

Research (by ADK INSIGHTS) identified three audiences 1) existing fans 2) second generation parents and their children 3) gifters (extended family/friends).

To satisfy public demand for stronger female toy role models, the Town included new, 'older sister' characters who work, doing their dream jobs. The PR campaign needed to highlight this.

The campaign was planned around these key timings:

- 22 September 2017: only available date for Epoch's Japanese CEO to give media interviews in London: to discuss rationale behind the Town / business objectives
- 17 February 2018: Fan Club Event: exclusive preview
- 1 March 2018: Official on-sale date
- 22 March 2018 – 2nd May: two window displays in Hamleys Regent Street
- 31 March – 28 April 2018: national roadshow to 4 intu shopping centres

Strategy and tactics, including creativity and innovation:

Two creative ideas underpinned the entire campaign strategy:

1. SF1, Britain's newest postcode
 - We put the new Sylvanian Families Town 'on the map' with its own postcode: SF1 (no other British town has this postcode)

- A giant London street sign displaying this postcode was created for:
 - Backdrop in the main Hamleys windows (Town product diorama in front)
 - Entrance to roadshow promotional space
 - Social media content

- 2. 'Stella by Sylvanian Families'
 - We took Stella, the Town's main character - a fashion designer with her own boutique – and created her first collection (40 miniature, couture outfits that fitted 9cm tall Sylvanian figures)
 - To showcase Stella's collection and reach millennials, we created 'the world's smallest fashion show' (hashtag: #SylvanianFROW)
 - To maximise national reach, we built two identical catwalks with automated runways and divided the outfits between them. One catwalk appeared in the smaller Hamleys window to drive social engagement over 6 weeks; the other catwalk was used for the press launch (instore in Hamleys on the day of the windows reveal) and later as a news hook/attraction within the experiential roadshow.

Media relations, social media, content, a press launch (targeted at fashion press), plus event PR leveraged awareness of the above. Competitions in kids' magazines, product placement and blogger reviews were also generated.

Tactics:

Media Relations: coverage was drip fed from October onwards across business, trade, parenting and national press, creating a snowball by March, culminating in a Guardian lifestyle feature with exclusive 'behind the scenes' photos from the Tokyo R&D department.

#SylvanianFROW

- a. The catwalks purposefully replicated real fashion shows: in-built screens showed pre-recorded footage of Sylvanians strutting their stuff; 'grass', miniature topiary and flowers filled the middle; Stella held a bouquet and one model wore a wedding dress
- b. Designer-like 'Stella by Sylvanian Families' graphics were created for all communications
- c. Press launch assets: stylish invitation to fashion press, Look Book, designer goodie bag, mock 'front row'. An 8am start attracted press before work, providing an exclusive preview before the window reveal at 10am.
- d. Child models dressed as Anna Wintour, The Queen and Karl Lagerfeld recreated scenes from London Fashion Week for photographers
- e. #SylvanianFROW social content ran all day: a Twitter party, Instagram stories, Facebook competitions and blog content

A competition to 'Become Stella's Fashion Intern' by designing a dress for her next collection provided interactive activities on social and at the events. Prize: the whole Town (worth £500), plus the winner's design made into a real outfit.

Implementation of tactics:

- September: CEO interviews
- October: Creative development

- November: Partner on-boarding
- December - February: planning / development
- February: Fan Club Event: **first ‘tease’ of Stella’s collection display (this drove later visits to Hamleys/roadshow to see the full catwalk)**. Stella’s Intern competition launched
- March: #SylvanianFROW Press Launch, Hamleys windows reveal, media coverage, social engagement
- April: Intu roadshow, event PR

Measurement and evaluation:

Measurement

PR & Events

- 324 items of Town press coverage (October-March) including: *Sunday Telegraph, City AM, Evening Standard, Guardian, Daily Mail, Time Out, Junior, Families Online, Campaign, Netmums, Radio Xfm* (10 minute live Facebook stream) Total OTS: 10.7m
- 377 fans attended the Fan Club Event (venue capacity: 400)
- 18 press attended press launch including: Harpers Bazaar, Elle, The Metro, Netmums, Junior, Radio Xfm
- 4307 visits to intu roadshow events, average dwell time 20 minutes
- 2,323 entries to Stella’s Intern competition

Social media:

- #SylvanianFrow covered by *Metro* Facebook Live, Instyle UK Facebook
- Tweets/Instagram posts from: Vogue Features Editor, London College of Fashion, Financial Times Fashion
- #Sylvanian Frow: hashtag reach: 999,334. During the press launch, the following engagements were received: Instagram: 8,188, Twitter: 3,162, Facebook 1,136.
- Total social media community grew by 10k (January-March)

Evaluation

- YTD sales increased by 32% (end April 2018)
- The campaign generated a new national account: The Entertainer, which created window and instore displays in 200 stores, plus one-day promotions during 2 roadshow events
- Hamleys also created window displays, hosted the press launch, in-store costume character activities and one-day promotions at 2 roadshow events
- The brand retained its no. 5 position within Playset Dolls and Accessories category, despite strong competition from stronger trend toys
- News coverage generated in fashion and lifestyle press, reaching a wider millennial audience

The Town launch has refreshed the brand during tough trading conditions, creating additional/new retail listings and marketing opportunities. Orders are now full for Q4 (when 70% of annual sales occur), proving the campaign's long term cost effectiveness.