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Strategic Brief: Blog Post

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### Company History and Goals

Founded in 1885, Binney and Smith, Inc. created the first Crayola crayons in 1903 in response to a need for inexpensive art supplies in American schools. Today, Crayola products have a 99 percent brand recognition in the United States and help children worldwide experience the exhilarating freedoms of creativity and color.

### Brief SWOT Analysis

Crayola's strengths include its widespread consumer market, environmental efforts, and vast product variety. Weaknesses include a lack of engagement with the professional artistic community and declining sales due to "KGOY" or "kids getting older younger."

### Purpose

"3 Ways to Increase Creativity in the Classroom," the latest post on "Inside the Lines," Crayola's crafting and lifestyle blog, covers educational resources available on Crayola.com. As a result of reading this post, consumers will know more about how to incorporate Crayola products in the classroom using the free lesson plans and other educational resources provided on the company website.

### Target Publics

Teachers and parents, especially those who homeschool their children, will get the most out of this particular blog post.

### Distribution

Potential viewers can access the post directly through the blog. Other potentially interested publics who may not follow the blog at this time can find it through company social media accounts. A link included in Facebook and Twitter posts redirects viewers to the blog entry. Email subscribers also receive notifications about blog updates.

### Evaluation

Tracking software quantifies how many users viewed the post, and also how many engaged it through likes, shares, comments, or retweets on social media. The company can also track how many people signed up for Crayola's educational e-newsletters, or viewed the online lesson plans.