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Strategic Brief: Infographic
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Company History and Goals

Founded in 1885, Binney and Smith, Inc. created the first Crayola crayons in 1903, responding to a need for inexpensive art supplies in American schools. Today, Crayola products have a 99 percent brand recognition in the U.S. and are enjoyed worldwide.

SWOT Analysis

Crayola's strengths include its widespread consumer market, American-made status, environmentally-friendliness, and vast product variety. A few weaknesses include a lack of engagement with the professional artistic community and declining sales due to a phenomenon entitled "KGOY" or "kids getting older younger."

Statement of Purpose

This infographic campaign hopes to inform customers about the Crayola Experience and its various locations (especially Crayola Experience: Minneapolis, coming to the Mall of America summer 2016), thereby encouraging them to visit.

Target Audience

The Crayola Experience appeals to kids ages 3 to 11. We designed this infographic for their parents and grandparents, as well as preschool and elementary teachers.

Distribution

We will post the completed infographic on the Crayola Experience Facebook pages, tweet it from the Crayola Experience Twitter handles, and upload it to all Crayola Experience Instagram accounts. We have also considered a partnership with parenting blogs and/or parenting magazines.

Evaluation

We will monitor attendance at the original Crayola Experience and Crayola Experience: Orlando and compare the numbers from during and after the campaign to those prior, as well as watching social media channels for likes, retweets, and shares on the infographic posts.