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Strategic Brief: Newsletter

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### Company History & 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

With this newsletter, Crayola wants to inform its stakeholders and consumers about the recent party celebrating 115 years of the Crayola crayon. The main feature article on the anniversary party will summarize events and include quotes from attendees.

### Distribution

Due to a desire to conserve natural resources, Crayola no longer prints hard copies of its company newsletter, “The Scribbler.” All email list subscribers will receive a digital copy.

Interested parties can also find this issue in a post on company social media accounts.

### Evaluation

Facebook and Twitter already have built-in software that assists with evaluation. Crayola will take this data and use it to judge the effectiveness of “The Scribbler.” The data also serves as a gauge to determine whether to continue hosting large-scale anniversary events for product and company milestones. Because they consume a lot of employee time and energy, as well as company finances, Crayola wants to determine how much interest target publics have in large company-led festivities, as well as their expected level of engagement. The article includes a link to a reader e-survey asking questions on this subject. User feedback from the survey could identify things done well and possible revisions for future events.