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Strategic Brief: Media Kit

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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

This media kit contains: a traditional news release, a social media release, a media advisory, pitch letter, fact sheet, backgrounder, and biographies of the winners of our "Crayolaversary" contest. We hope to use it to get local and national news coverage of our

highly anticipated anniversary event celebrating the first box of Crayola crayons, made 115 years ago. This coverage will entice consumers to attend our events and purchase the limited-edition product offerings.

Distribution

The media kit goes out to local and national news outlets. We want to send it to both “hard” (ex: *New York Times*) and “soft” (ex: *Parents* magazine) media publishers in order for maximum coverage.

Evaluation

As part of the evaluation process, we plan to monitor coverage and engagement with both traditional and social media. Tracking event attendance and product purchases will also help measure the media kit’s effectiveness. We plan to send out an online survey to all individuals who attend the anniversary celebration and discover what made them aware of the event, as well as gather their thoughts on the anniversary celebration: likes, dislikes, future additions\changes, etc.. This survey will not only assist us in planning better events, but also maximizing the effectiveness of future media kits.