Stride Rite® and Curious George®

Stride Rite connects with moms and kids through sponsorship of Curious George

Stride Rite’s mission is to develop and market products that help children embrace life’s possibilities and adventures with confidence. What better brand to help support this mission than everyone’s favorite adventurous little monkey Curious George. Through association with this beloved character and the trusted PBS brand, Stride Rite evokes a deep appreciation and commitment from moms who understand that sponsors make the shows their kids love possible. Year one of the Stride Rite partnership with Curious George was so successful that Stride Rite made the strategic decision to sponsor this flagship series for an additional 2.5 years!

Goals

• Reinforce Stride Rite’s position as a category leader by aligning with a highly trusted brand
• Increase brand awareness of Stride Rite among their target: moms with young kids
• Personally connect Stride Rite with kids and families through local events in key markets
• Generate brand awareness/affinity with moms in the Hispanic community

Strategy

• Create a custom multi-platform sponsorship of a trusted brand and leading national television series. This powerful association extends to off-air platforms including the popular Curious George website and Facebook page, educational outreach materials, merchandise (DVDs), mommy blogger campaigns and custom promotions both in stores and at PBS “Kids and Family” events across the country.

Tactics

• Air Stride Rite’s spot twice on each national broadcast of Curious George, the #1 series among their core demo of women 18-49 with kids 2-5
• Heighten awareness of the relationship through Curious George’s online assets, including blogger campaigns with a targeted network of influential moms
• Extend the positive brand association into stores and make shoe shopping fun for kids by offering a specially designed Stride Rite Curious George sticker as part of the experience
• Leverage access to PBS stations and events by distributing a custom Stride Rite Curious George “Tie Your Shoes” coloring sheet, developed by the Curious George educational outreach team
• Support Stride Rite’s initiative to build brand presence in the Hispanic community by implementing custom campaigns in both English and Spanish

Company:

Stride Rite
Target audience:
Moms with Kids
(multicultural)
Sponsorship:
Curious George
Term:

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Stride Rite Presents
HOW TO TIE YOUR SHOES

See you later, George. Thanks for helping to tie my shoe!
CASE STUDY

Execution

1. Television
   - Stride Rite received 2x :15-second spots on every episode of *Curious George* (airs weekdays, plus repeats on Saturdays and Sundays)
   - Each spot on *Curious George* delivered 300,000 W18-49 with Kids 2-5 impressions
   - 24% of *Curious George*'s total audience of 7.3 million viewers is Hispanic. A full season of *Curious George* delivered 1.7 million Hispanic viewers.
   
   Source: NTI Live +7 Nielsen National NPOWER 10/11-9/12

2. Digital/Social Media
   - *Curious George* website: Stride Rite received visibility on the highly trafficked *Curious George* website on PBSKIDS.org (averaged over 51 million page views per month)  
     - Source: Google Analytics 10/11-9/12
     - Linked logo as a "Proud Sponsor of *Curious George* on PBS KIDS"
     - Logo on printable activity sheets
   
   - PBS Parents website: Stride Rite received visibility on the *Curious George* section of PBSParents.org, reminding parents that Stride Rite helps provide the programming they depend on for their kids
     - Linked logo on every page of the *Curious George* section
     - Featured presence on the *Curious George* "Corporate Sponsors" page including linked logo, promotional copy expressing Stride Rite's commitment to moms and kids and a link to view Stride Rite's on-air spot
   
   - *Curious George* Facebook page: Stride Rite received recognition on this immensely popular page with 850,000+ fans
     - Shout-outs and content sharing, including the promotion of a discount Stride Rite coupon
     - Acknowledgement in the "About" tab as a "Proud Sponsor of *Curious George* on PBS KIDS"

3. Educational Outreach
   - *TIME for Kids*: This well-known kids news magazine is used in classrooms across the country
     - Stride Rite received logo visibility on 12 *TIME for Kids Curious George* classroom printouts, reaching approximately 1.2 million students and their families.
   
   - *Curious George* Family Activity Booklets: Stride Rite received prominent logo visibility on the inside cover of these booklets, filled with ideas for hands-on learning for kids and their parents to explore together. Booklets were distributed to approximately 200,000 educators.

4. Marketing and Promotional Items
   - A custom Stride Rite *Curious George* sticker was created for in-store giveaways. Kids proudly adorn the "Who knew? I grewl!" stickers bearing their shoe sizes, as they try on new pairs of Stride Rites. Nearly 17,000 stickers are distributed across Stride Rite’s 230 locations each year.
• Stations distributed a co-branded discount flyer through member e-newsletters, member websites, print publications and at "PBS KIDS and Family" events

• A custom "Tie Your Shoes" campaign was developed by the Curious George educational team in English and Spanish. The campaign featured a branded instructional coloring sheet provided to stations for distribution, offered to Stride Rite for their website and in-store use, and available online via PBSParents.org/CuriousGeorge

• Curious George series DVDs released during the sponsorship term included the Stride Rite spot on the DVD intro and the Stride Rite logo on the packaging

• Mommy Blogger Campaigns: Stride Rite participated in two mommy blogger campaigns, reinforcing brand alignment and increasing visibility with influential and engaged moms
  – Season Premiere Campaign: Bloggers were sent the season premiere episode "Monkey Down Under" on DVD and encouraged to host premiere parties (in-person or online). Participating bloggers were sent pairs of Stride Rite shoes for their kids, as well as $50 gift certificates to give away at their parties
  – Mother's Day Surprise Campaign: In Curious George's "Mother's Day Surprise" episode, Hispanic Heritage is celebrated as George and Marco throw a party for Marco's mom. Latina mommy bloggers were provided with DVDs and Stride Rite Curious George goody bags to host screening parties. Bags included Stride Rite socks and Curious George plush toys.

SGPTV’S next sponsorship success story: Yours!

To learn how SGPTV can develop a customized, turnkey sponsorship opportunity to help your company achieve its marketing goals, contact the Sponsorship Group for Public Television at 800.886.9364, e-mail sgptv@wgbh.org, or visit www.sgptv.org.