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## CAMPAIGN OF THE MONTH

# Flair Create Flair

Each year Flair brings out new concepts and craft kits designed to stretch the imaginations of children of all ages under the banner of the Flair Create collection...

**WITH THE IMPENDING RELEASE** of the new 2007 concepts, the Creativity Campaign is in full swing with a number of different strategies under way. Flair specialises in effective marketing campaigns to support each launch.

**TV**  
 Flair Create includes Cordz, Cool Cards, Aqua Beads, Paper FX and more, all backed with TV campaigns that kick off in late summer and continue to the festive buying season. The TV adverts all demonstrate the versatility of the products and show children making different creations from each kit. A lot of work goes into making sure that the end results are achievable and that there are plenty of ideas included to encourage creativity.

**Press**  
 Flair has made sure that there will also be significant coverage for the brands with competitions and promotions. Core titles such as Art Attack, Girl Talk, Goodie Bag and Disney Girl amongst others will carry full, half and part page features. The majority of the coverage will appear from August onwards. Altogether nearly 100 different competitions will feature the products during the autumn period creating millions of opportunities to see. Popular websites such as Sky Kids, CITV and Smile will be involved – all of which have high page impression figures.

**Point of Sale**  
 Ensuring that the products are displayed in the most effective and attractive manner is important to both Flair and its retail customers.

With this in mind effective POS materials have been designed to highlight the products and also demonstrate the end results. The Paper FX mannequin, for instance, holds fashionable bags made from the device, and has been popular since the product's launch. It is still available to stockists. Aqua Beads are to be displayed with striking shelf strips that include finished Aqua Beads creations.

**PR**  
 The release of information to the press is key too and this kicked off at the recent Christmas in July event where a ten foot picture of Big Ben was created using the new Cordz, highlighting the versatility of the product. Nearly 200 members of the press had the opportunity to see the picture being created and talk to the inventor Benjamin Shine. This picture will now be used in window displays at high profile stores.

Finally, a programme of product sampling together with examples of the end results will also be undertaken, targeting the many editorial opportunities for Christmas gifts which are available.

“ A ten foot picture of Big Ben was created using the new Cordz product at the recent Christmas in July event. ”

