



“[The giveaway winners] were so happy and could not wait to get home and try it...

The child who won it has brought it to school a few times to show it off and tell some of the things he has learned.”

JoDi Gove
PTO Co-President
Centennial Academy
Littleton, CO



SchoolFamilymedia inc.
Marketing Solutions Group

schoolfamilymedia.com/solutions

SMARTY ANTS

Precisely targeted new product giveaway and digital campaign engages exactly the right moms

THE CHALLENGE

Smarty Ants Phonics Reading Pup, an interactive learn-to-read system created by the founder of LeapFrog, needed a solution to efficiently and effectively launch their product to a very specific audience segment – moms with beginning readers.

THE SOLUTION

School Family Media’s unparalleled relationship with PTO and PTA groups at elementary schools nationwide enabled Smarty Ants to literally place their product and message within a highly targeted demographic and psychographic environment.

To optimally showcase the Smarty Ants product, School Family Media reached out to a subset of schools from its proprietary database who met very specific criteria. Participating schools had to include grades K-2, have a special interest in promoting reading, and host a relevant school-family event within a specified time frame to maximize exposure before the holiday shopping season.

The integrated program included:

New product giveaway – Each selected school received a Smarty Ants Phonics Reading Pup and Smarty Ants website membership to give away, as well as a demonstration DVD to play alongside the Reading Pup at their event.

Digital campaign – For additional exposure across the entire audience of moms with school age kids, Smarty Ants reached out through School Family Media’s multiple Digital Connection options:

SchoolFamily.com – awareness generating banner campaign and sponsorship of reading-related and kindergarten focused SchoolFamily.com articles and tools

Parent Express – exclusive brand presence on School Family Media’s school-to-home email newsletter

School Family on Facebook – direct interaction with moms on Facebook during Family Literacy Month

THE RESULTS

Through School Family Media, Smarty Ants gained contextual, competition-free, in-person access to over 75,000 parents and kids at school-family events, as well as awareness with millions more moms online and the valuable implied endorsement of schools and influential PTO and PTA leaders across the country.

[Click here](#) for more information about School Family Media – Marketing Solutions Group.