



“I received my FLY Back to Middle School kit today and it is AWESOME! I’ll be able to raffle this off at our first PTA meeting on September 6th! Maybe this will get more parents of middle school-age kids to come and participate in our meetings - and in their child’s life. I will let you know how it turned out - thanks again! It’s companies like yours that make it fun for kids to learn!”

Cathy Czyr
PTA President
JD Floyd Elementary
Spring Hill, FL

Case Study

LEAPFROG ENTERPRISES Thousands of influencers generating product buzz to millions of K-8 parents

THE CHALLENGE

As a leading developer of innovative, technology-based learning products, LeapFrog approached School Family Media to accomplish two distinct marketing objectives: reach middle school parents and students to generate awareness of the FLY Fusion Pentop Computer and promote their award winning Leapster Learning Game System to kindergarten parents.

THE SOLUTION

School Family Media developed two custom marketing programs for LeapFrog – the *FLY Back to Middle School* program, which garnered opt-in from more than 1,000 middle school PTO and PTA groups, and the *Next Step: Kindergarten!* program, designed specifically to help PTO and PTA groups engage new kindergarten parents. Both programs offered LeapFrog two distinct opportunities to connect with highly visible key influencers at schools – PTO and PTA presidents. The FLY Fusion Pentop Computer, the Leapster Learning Game System and the LeapFrog brand were also indirectly marketed to middle school and kindergarten parents, respectively, through in-school product demonstrations, raffles, event posters, educational materials and savings coupons. LeapFrog used their **gold-level sponsorship** of School Family Media’s Back2School Program to promote their products to an even larger set of PTO and PTA groups and parents. They received a premium position 2-page ad spread in *Jump In!* magazine, which was distributed by PTO and PTA groups to 1.25 million parents at back-to-school nights at more than 4,000 K-8 schools nationwide,

as well as prominent web exposure on Back2School2007.com via a custom web page, homepage presence, product giveaways, and banner advertising.



THE RESULTS

School Family Media’s highly targeted, cross-promotional execution allowed

LeapFrog to integrate both custom marketing programs with their Back2School sponsorship. LeapFrog was able to immediately connect with thousands of key influencers at K-8 schools and millions of middle school and kindergarten parents nationwide. PTO and PTA leaders and school parents were receptive and enthusiastic about receiving the LeapFrog products, educational information and coupons at their back-to-school events.



800-644-3561
www.schoolfamilymedia.com

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