



*“We would like to thank you, on behalf of our PTO, parents and students, for the 200 Toys R Us gift cards. The cards were very highly appreciated by children and parents alike. Thank you so much for supporting our event with this great giveaway.”*

Martina Cacioli  
Emerson-Williams Elementary  
Wethersfield, CT

*“How excited the students were to be one of the first 200 children in attendance and receive a prize just for showing up! The Toys R Us gift cards were not only a welcomed treat but definitely increased the attendance to our event. Thank you for offering this - please extend our gratitude to Toys R Us for making our family night event a complete success.”*

Mary Ann Fiaschetti  
West Point Elementary  
West Point, NY

## Case Study

### TOYS R US Measurable results for highly targeted coupon program

#### THE CHALLENGE

Toys R Us wanted to increase traffic in local stores and encourage purchases from parents with school-age kids.

#### THE SOLUTION

School Family Media developed a \$3 “Thank You for Coming” savings card for PTO and PTA leaders to distribute to families at any Family Fun & Games Night held at school during Spring 2007 – and to be redeemed at any Toys R Us store. The family-focused, game-filled evening was the perfect vehicle for Toys R Us to reach the valuable demographic of parents with kids ages 6-11 years old. Rather than just hand out a generic coupon, School Family Media created a unique ‘Thank You’ card that incorporated the coupon – a thoughtful reward for each family coming out to participate in a PTO or PTA-sponsored event. To optimize interest and redemption rates, School Family Media focused the “Thank You for Coming” coupon campaign on schools located within a 20-mile radius of a Toys R Us store.



#### THE RESULTS

The final redemption rate for the \$3 “Thank You for Coming” savings card was an incredible 14.3%. The average basket-size for purchases utilizing the card was \$29, even with a minimum required purchase of just \$3. PTO and PTA leaders and parents loved the “Thank You for Coming” gesture. The ‘Thank You’ card expressed genuine appreciation on behalf of the parent group leaders to families for getting involved in their kids’ school. For the families, parents and kids knew just where to go to save money on their next toy purchase.

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