



A DAY  
OF PLAY

## WHAT WE WANT TO ACHIEVE

Launch an exciting new, must-attend, online retail event for toys – championed by Mattel.

A Day to Play to become the sector's Black Friday.

Launch A Day to Play – Create excitement and buzz around an unmissable online **annual** event

We treat A Day to Play as a proper event – A playdate for toys and kids – and parents.

Biggest date in the calendar, from 2018 and here to stay.

## CONSIDERATIONS

There's a difference between the benefits of '**play**' and the benefits of '**A Day to Play**'.

- Consideration of additional assets to be run during a teaser / pre-awareness bulk – positioning the day as an event with necessary build up / invites etc.

A need to build any interest and hype around specific **promotions / competitions / discounts**; before and during (allow for data capture).

Partners and other parties – the extent of their roles in the event?

# POSITIONING

## SUPPORTING LINES

A DAY TO PLAY  
**And everyone's invited!**

A DAY TO PLAY  
**There's no bigger day to play**

A DAY TO PLAY  
**So much more than you can imagine**

A DAY TO PLAY  
**A lifetime of imagination**

A DAY TO PLAY  
**A day like no other**

A DAY TO PLAY  
**Everything you can imagine**

A DAY TO PLAY  
**It's everything you'd imagine...and more**

A DAY TO PLAY  
**Time to imagine**  
**Time to discover**

A DAY TO PLAY  
**Discover extraordinary**

A DAY TO PLAY  
**Fill your world with fun**

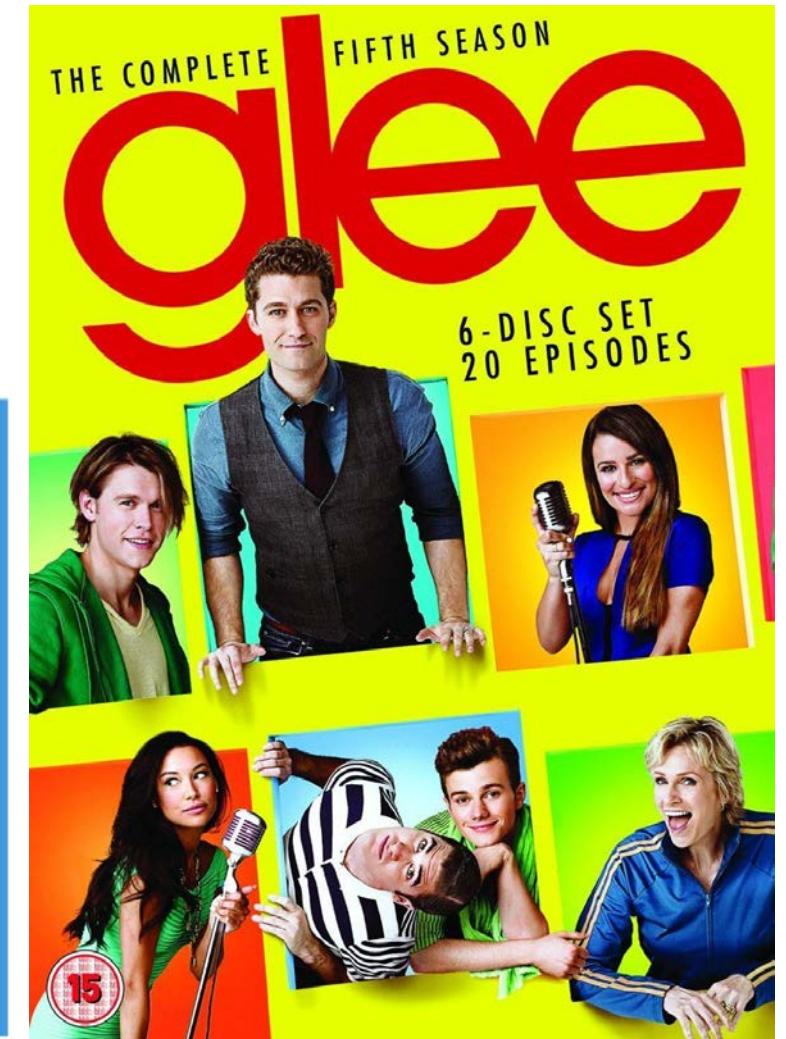
# VISUAL CONCEPTS



## SPLIT

Using a montage of lifestyle shots with the focus on specific hero products.

We create something bespoke, using block colour(s) to compliment the photography, giving the impression the parents and/or children are interacting with the colour blocks whilst playing with their toys.





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## CARDBOARD WORLD

We bring together two worlds into one - the fun of creating a cardboard world for playtime, with the hero products we want to showcase as part of A Day to Play.

Our products are dotted around the Amazon box scene, with a main lifestyle shot focus of one or more children in this world.



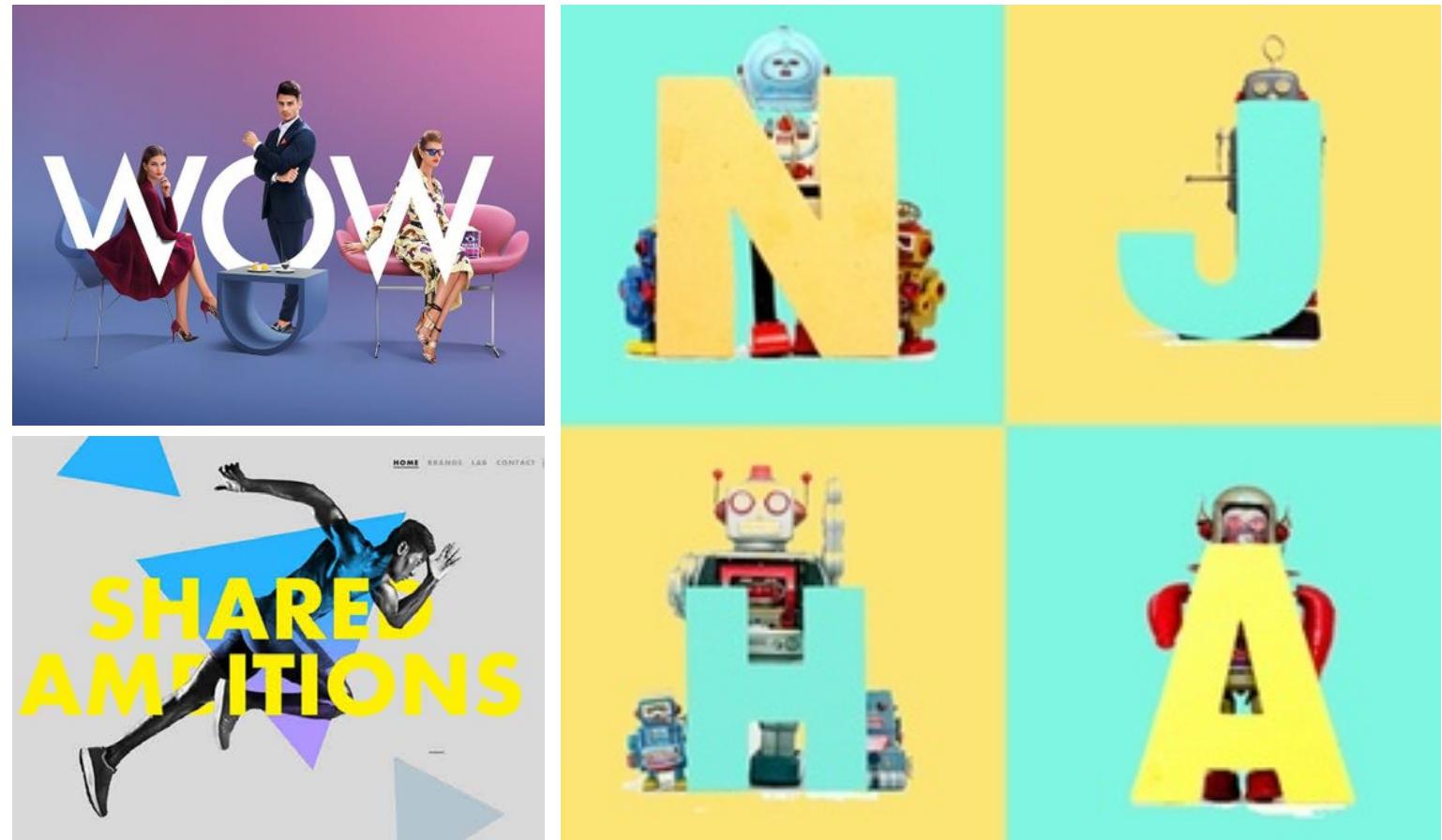


## WORD PLAY

Developed from the original *ADVENTURE* concept, we remove the landscape and push the design with a bold colour and larger typographical treatment.

Our products surround the lettering creating a playful space in their own play world.

They interact with the different letters of 'A DAY TO PLAY'; behind, between and around – giving the letters enough prominence for a quick glance at the creative to still make be legible.





# THANK YOU

