

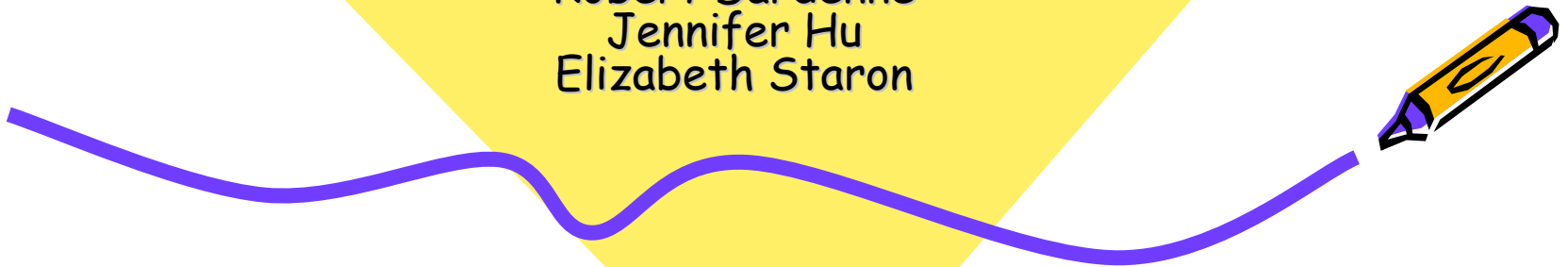


# Crayola

## Washable Crayons

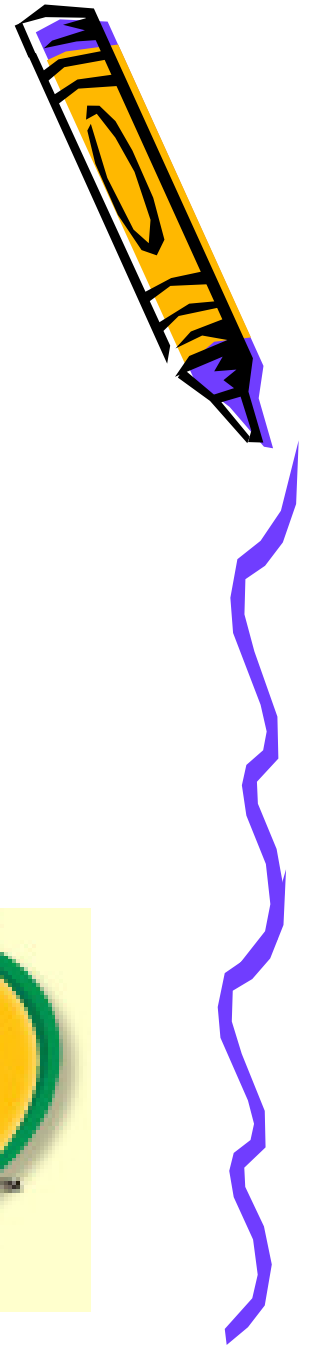


Group 4  
Robert Dardenne  
Jennifer Hu  
Elizabeth Staron



# Binney & Smith becomes Crayola LLC

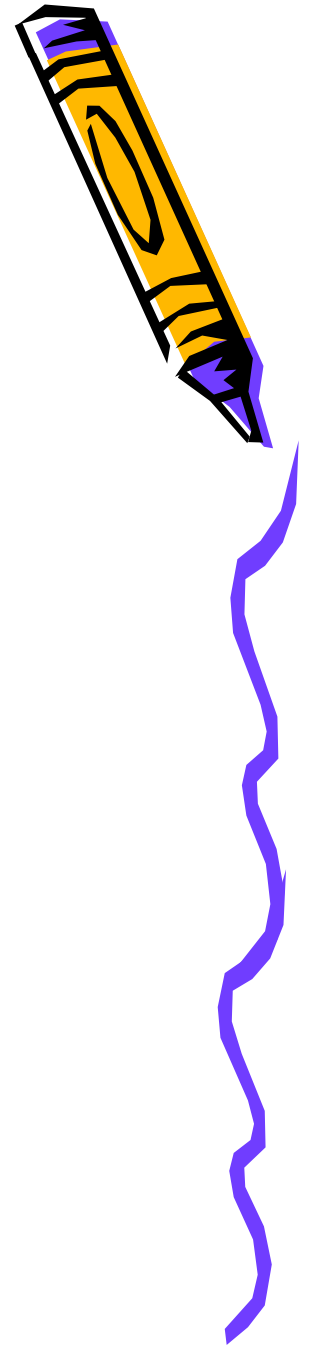
- Created in 1903
- Changes in 2007
- Creators of Crayola
- Present: innovation, fun, kids and quality



# 1903

## 8 New Colors Introduced

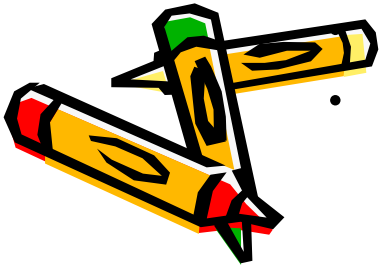
- Black
- Red
- Orange
- Green
- Violet
- Yellow
- Brown
- Blue



# 1949

## 40 New Colors Introduced

- Apricot
- Bittersweet
- Blue green
- Blue violet
- Brick red
- Burnt sienna
- Carnation pink
- Cornflower
- Flesh
- Gold
- Gray
- Green blue
- Green yellow
- Lemon yellow
- Magenta
- Mahogany
- Maize
- Maroon
- Melon
- Olive green
- Orange red
- Orange yellow
- Orchid
- Periwinkle
- Pine green
- Prussian blue
- Red orange
- Red violet
- Salmon
- Sea green
- Silver
- Spring green
- Tan
- Thistle
- Turquoise blue
- Violet blue
- Violet red
- White
- Yellow green
- Yellow orange



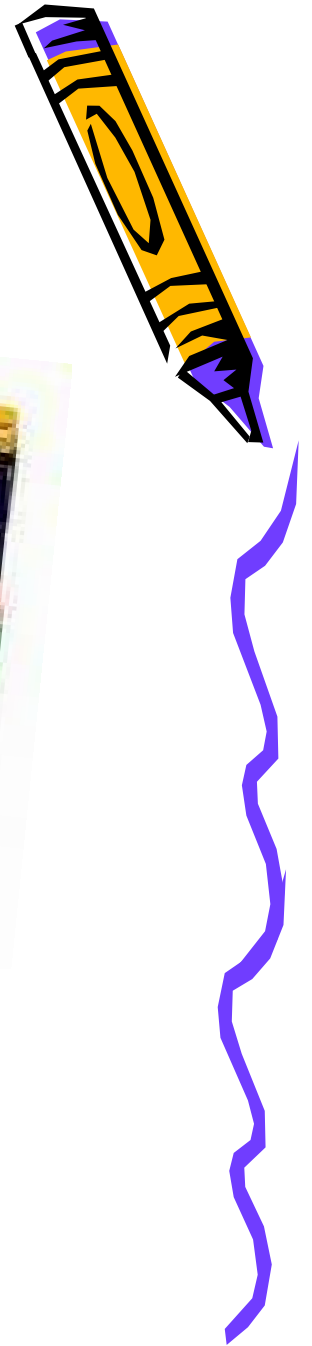
# 1958

## 16 New Colors Introduced

- Aquamarine
- Blue gray
- Burnt orange
- Cadet blue
- Copper
- Forest green
- Goldenrod
- Indian red
- Lavender
- Mulberry
- Navy blue
- Plum



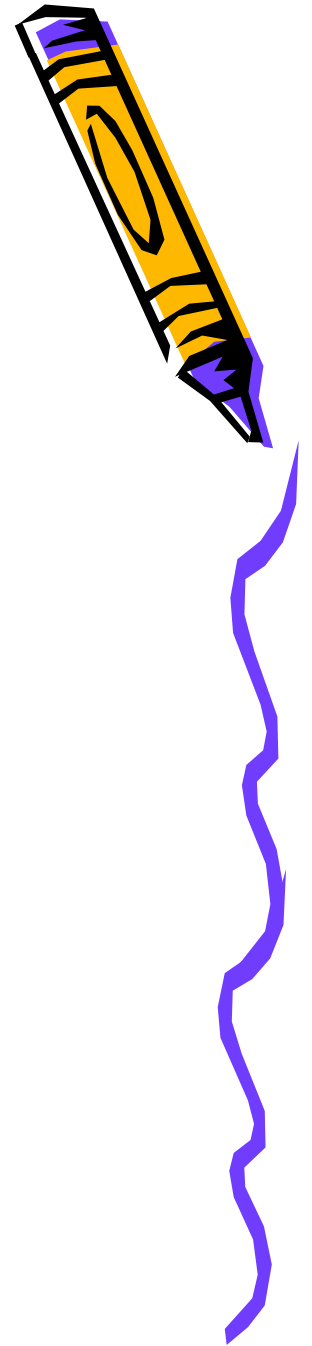
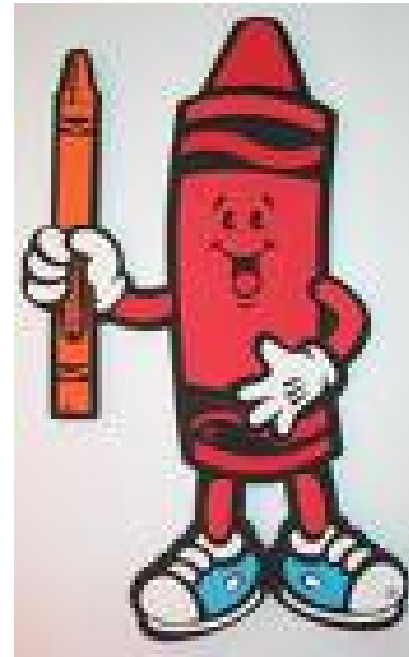
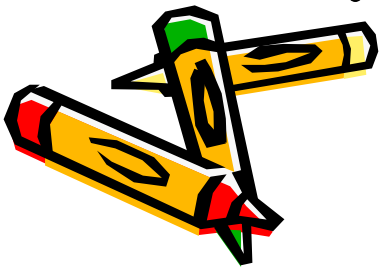
- Raw sienna
- Raw umber
- Sepia
- Sky blue



# 1972

## 8 Fluorescent Colors Introduced

- Chartreuse
- Hot magenta
- Ultra blue
- Ultra green
- Ultra orange
- Ultra pink
- Ultra red
- Ultra yellow



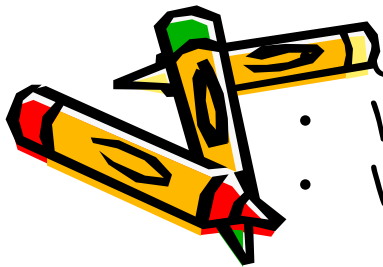
# 1990

## 16 New Colors Introduced



- Cerulean
- Dandelion
- Electric lime
- Fuchsia
- Jungle green
- Magic mint
- Neon carrot
- Purple pizzazz
- Radical red
- Razzle dazzle
- Rose
- Royal purple
- Sunglow
- Teal blue
- Unmellow yellow
- Wild strawberry
- Vivid tangerine

8 pack	+8 = 16 pack	+8 = 24 pack
Red	Carnation Pink	Violet Red
Orange	Red Orange	Scarlet
Yellow	Yellow Orange	Dandelion
Green	Yellow Green	Green Yellow
Blue	Blue Green	Cerulean
Violet (purple)	Blue Violet	Indigo
Brown	Red Violet	Apricot
Black	White	Gray



# 1993

## 16 New Colors Were Introduced

- Asparagus
- Cerise
- Denim
- Granny smith apple
- Macaroni and cheese
- Mauvelous
- Pacific blue
- Purple mountain's majesty
- Razzmatazz
- Robin's egg blue
- Shamrock
- Tickle me pink
- Timber wolf
- Tropical rain forest
- Tumbleweed
- Wisteria

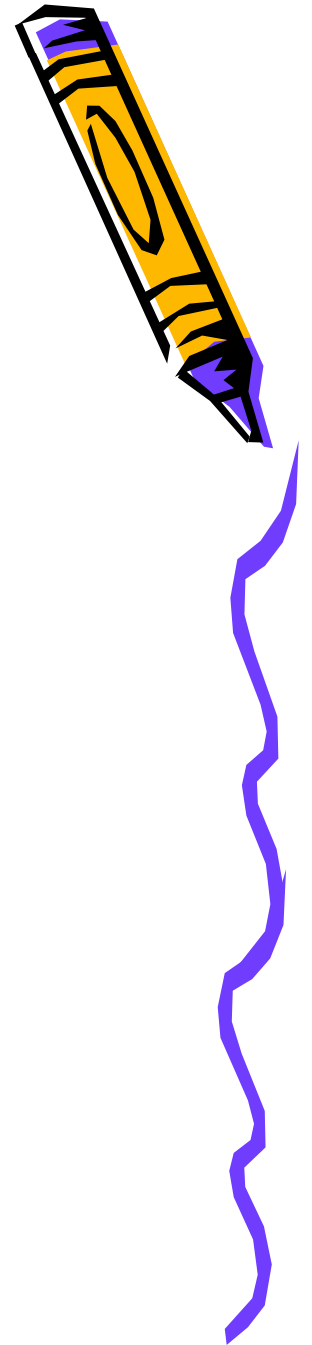
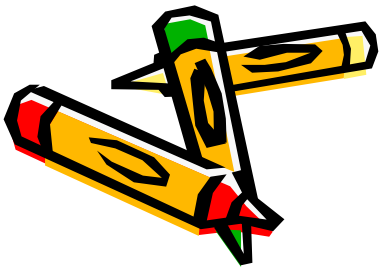




# 1998

## 24 new colors introduced

- Almond
- Antique brass
- Banana mania
- Beaver
- Blue bell
- Brink pink
- Canary
- Caribbean green
- Cotton candy
- Cranberry
- Desert sand
- Eggplant
- Fer
- Fuzzy wuzzy brown
- Manatee
- Mountain meadow
- Outer space
- Pig pink
- Pink flamingo
- Purple heart
- Shadow
- Sunset orange
- Torch red
- Vivid violet

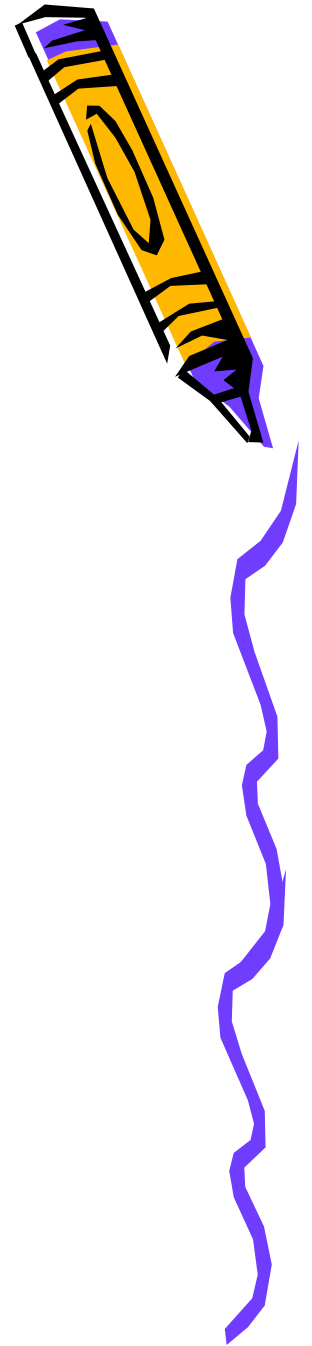


# 2000's

## 4 New Colors Introduced

- Inch worm
- Jazzberry jam
- Mango tango
- Wild blue yonder

Current Crayola Colors



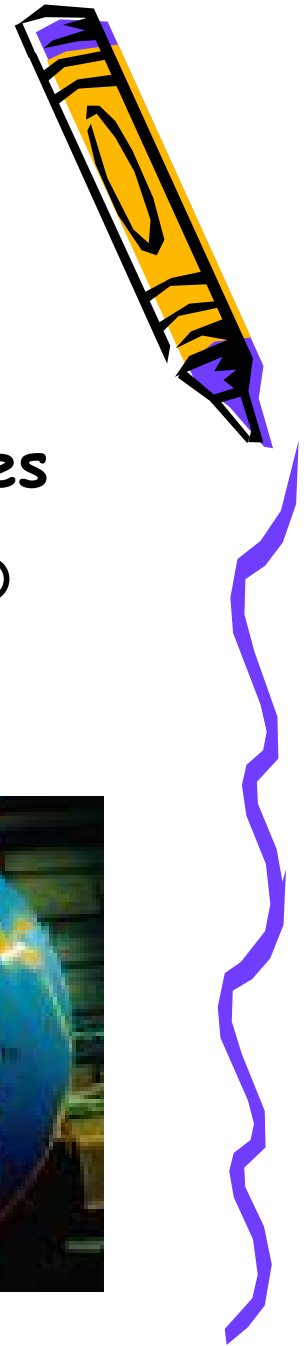
# Brand Recognition

## International Sales & Marketing Facilities

Canada  
England  
Australia  
France  
Mexico  
Italy  
Spain

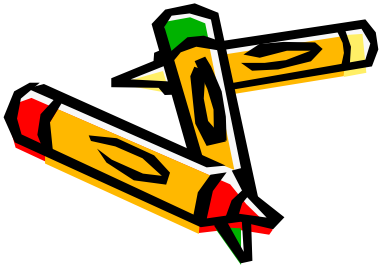
## Major Brand Names

Crayola®  
Portfolio Series®  
Silly Putty®  
Model Magic®



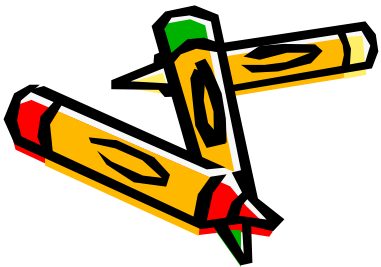
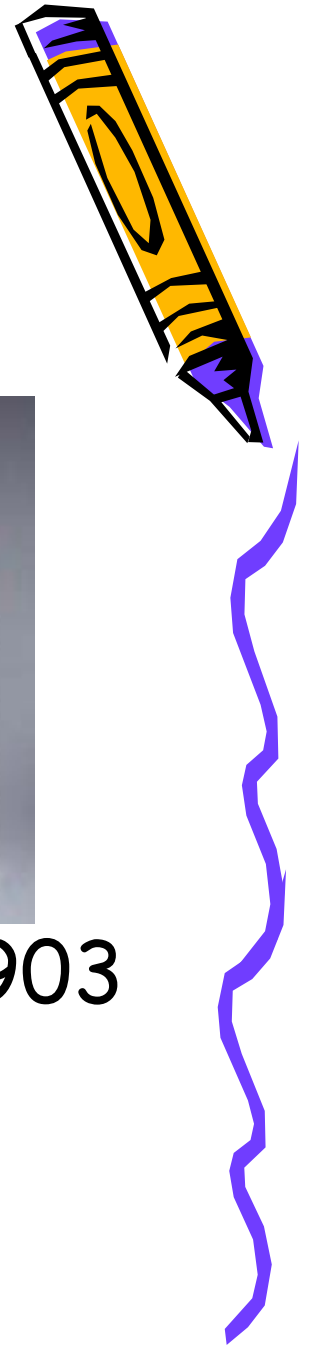
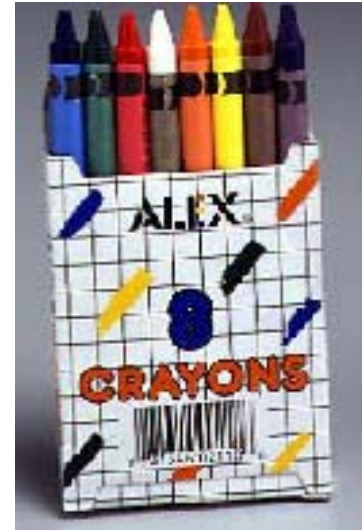
# The market, demographics & psychographics

- Broad demographic- childhood memories
- Kids- age range from Kindergarten to 12<sup>th</sup> Grade
- Parents of young children
- Educators



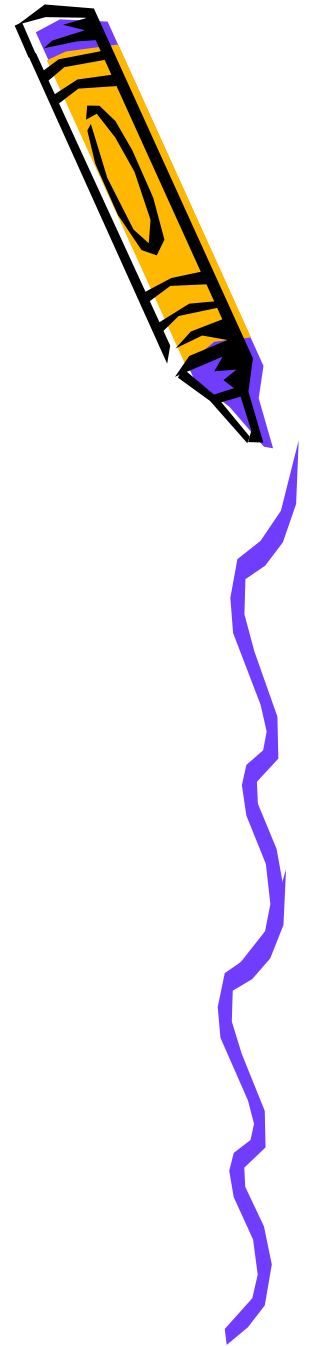
# Crayola's Competition

- Alex's Crayon
  - Crayon Car
  - Baby Crayon
  - Multi-colored Crayons
  - Finger Crayons
- Crayola: Brand recognition since 1903



# Strategy proposed

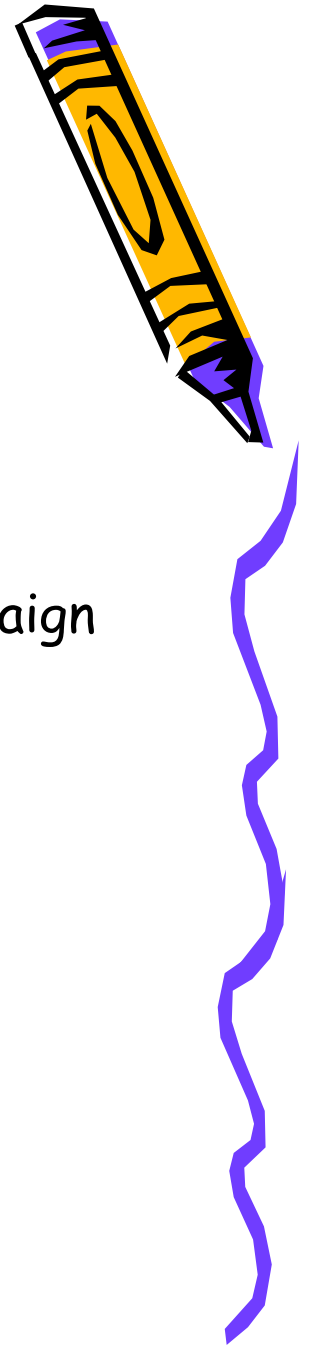
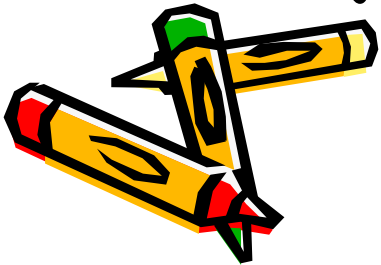
- Commercials
  - During 9:00 to 5:00 while stay at home mom's are watching television
  - Saturday cartoons, so children see the product
- Magazines ads
  - Parents, Family Fun, Ladies Home Journal
  - Nick Jr., Boys Quest, Chirp, Fun For Kidz
- Direct mail with samples
  - New potential color crayons
  - Coloring books



# Community Involvement: Key Lehigh Valley Funding

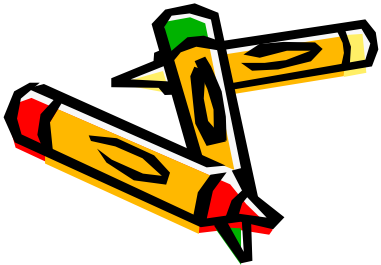
Include:

- ArtsQuest/Banana Factory/Musikfest
- The State Theatre
- United Way of the Greater Lehigh Valley annual campaign
- Great Valley Council - Girl Scouts
- Minsi Trails Council - Boy Scouts
- The American Cancer Society
- PBS:WLVT-TV
- The Bach Choir of Bethlehem
- Turning Point of the Lehigh Valley
- Big Brothers Big Sisters
- Project of Easton



# The Placement Strategy

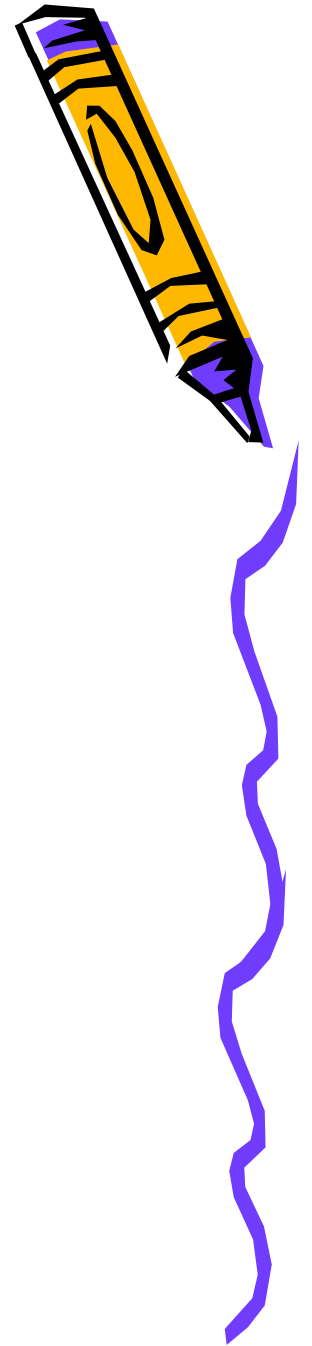
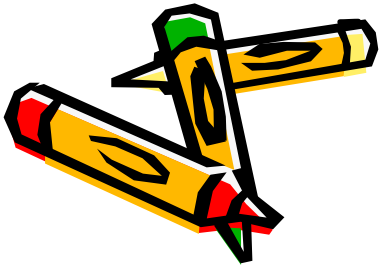
- Locations-
  - Kroger, WalMart, Walgreens, Office Max, Kmart, KBToys, Target, and Michaels.
- When- Toy store display
  - Holiday time
  - Back-to-school





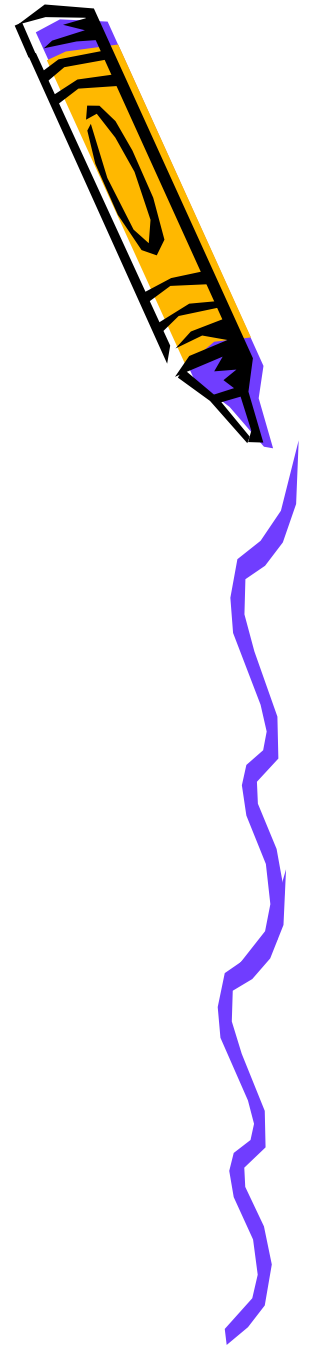
# Short Term & Long Term Goals

- **Short Term Goals**
  - Increase profit
  - Develop new product
    - Color by number
    - Coloring books
    - Crayola board game
    - Art project- melting crayon
- **Long Term Goals**
  - Innovate through technologies
  - Brand recognition



# Cost of Advertising/Rates /CPM

- $CPM = \frac{\text{Cost of 1 ad} \times 1000}{\text{Circulation}}$
- $CPM = \frac{141,905 \times 1000}{2,000,000} = 70.95$

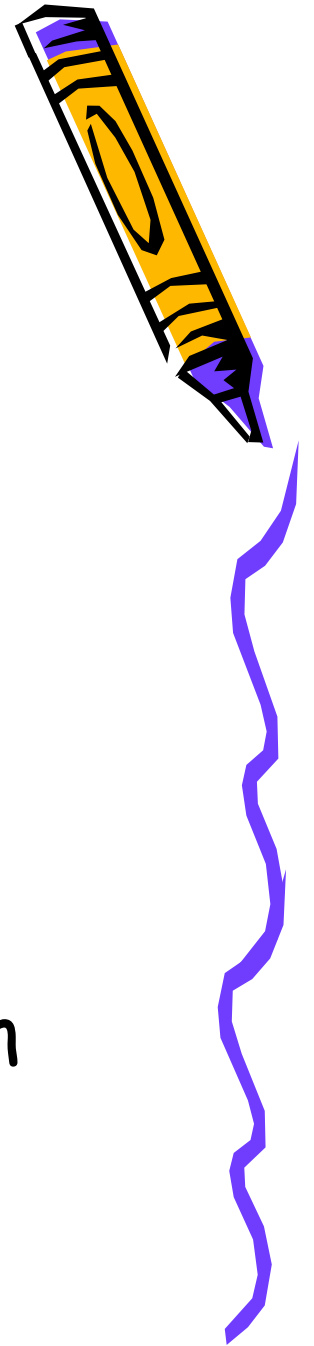


# Questions or Feedback?

- Clarifications needed?
- Questions?
- Comments?

Thank You

This concludes the presentation



# References

- <http://www.crayola.com/>
- <http://www.factmonster.com/ipka/A0872797.html>
- <http://www.youtube.com>
- <http://www.binney-smith.com>
- <http://www.mags4cheap.com>
- [http://a.familyfun.go.com/Resources/familyfun/FamilyFun\\_MediaKit.pdf](http://a.familyfun.go.com/Resources/familyfun/FamilyFun_MediaKit.pdf)

