

Macy's Greendog and *FETCH! with Ruff Ruffman*

Creativity, curiosity and cool clothes prove a winning combo

Macy's is synonymous with fashion and affordable luxury. Billed as cool, hip and reasonably priced, its Greendog clothing line offers the style kids want and the value and quality parents crave. Still, facing a market dominated by popular children's labels, Macy's needed to find a way to capture the collective imagination of children and position Greendog as the label kids want in their closets.

With the sponsorship of PBS's popular kids' show *FETCH! with Ruff Ruffman*, Macy's knew they barked up the right tree. *FETCH!* sponsorship has helped bring Greendog to the forefront of kids' minds and given the brand widespread exposure through on-air spots, national events, in-store appearances, co-branding opportunities, and educational outreach materials.

Goals

- **Align Macy's Greendog brand with a TV show that inspires creativity and curiosity in children**
- **Reach a large national audience of kids and moms**
- **Increase brand visibility and gain added exposure in PBS KIDS' uncluttered environment**
- **Maximize Macy's marketing investment with a valuable PBS KIDS sponsorship**
- **Partner with the well-respected PBS brand**

Strategy

Working collaboratively with Macy's, SGPTV developed a promotional strategy that capitalized on Macy's 850 stores and promoted the Greendog brand on- and off-air through multiple platforms. By featuring the *FETCH!* cast at in-store appearances and special promotional events, Macy's succeeded in forging a strong association between the *FETCH!* series and the Greendog brand.

Company:

Macy's / Greendog

Target audience:

Children ages 6–10

Sponsorship:

FETCH! with Ruff Ruffman

Term:

Season 1 (2006–2007)

Season 2 (2007–2008)

Season 3 (2008–2009)



***FETCH!* cast appearances promoted the Greendog brand with in-store appearances and cross promotions in Macy's.**

Tactics

On-Air

- **The TV series:** Two 15-second spots per broadcast are seen by *FETCH!*'s 3.4 million total weekly viewers.

Source: NTI 10/06-9/07

Off-Air

- **Macy's Thanksgiving Day Parade®:** Macy's Greendog/*FETCH!* float featuring the *FETCH!* cast and Ruff Ruffman seen by 50 million people in 2006, 2007 and 2008.
- **In-store appearance:** *FETCH!* cast appearances at numerous Macy's in-store promotional events, including the grand opening of the Macy's Chicago store.
- **Walk-around Ruff Ruffman character:** Used at Macy's in-store events.
- ***FETCH!* labs:** Greendog signage included in 20 activity-based *FETCH!* science labs for kids located in museums across the country.
- **Educational materials:** 14,000 co-branded *FETCH!* Activity Guides distributed at Macy's retail locations.
- **Publicity:** Greendog logo on the show's Web site and in all press releases, press kits and other materials.
- **Back-to-School flyer:** Greendog and *FETCH!* were featured prominently in Greendog's August 2007 back-to-school "stitch-in," found in Macy's mailers across the country.



Macy's Thanksgiving Day Parade and *FETCH!* cast

SGPTV'S next sponsorship success story: Yours!

To learn how SGPTV can develop a customized, turnkey sponsorship opportunity to help your company achieve its marketing goals, contact SGPTV's Mike Nelson at 800-886-9364 or visit the SGPTV web site at www.sgptv.org.