CVS Caremark and *Arthur*

An award-winning sponsorship program with multimedia visibility and positive brand association

CVS Caremark and PBS KIDS’ children’s series *Arthur* teamed up to create an award-winning sponsorship program that raised awareness of CVS Caremark’s *All Kids Can* initiative, committed to making life easier for kids with disabilities. The centerpiece of the program was the *Arthur/All Kids Can Character Search*, a national contest that encouraged kids to create a new friend for Arthur who would demonstrate that having a unique ability, character trait, or disability might make life different, but not any less fun. This high-visibility campaign, which included a feature segment on the *Today Show* with *Arthur* creator Marc Brown, exceeded marketing goals and expectations, and successfully raised awareness of CVS Caremark’s *All Kids Can* initiative.

For more than a decade, *Arthur*, winner of multiple Emmy Awards, has celebrated the importance of friendship and acceptance. Partnering with PBS KIDS offered CVS Caremark a national platform for reaching both parents and children through one of the most popular children’s series on television. CVS Caremark used their sponsorship to associate the *All Kids Can* initiative with a beloved character and media brand trusted by children and parents, and gained access to a nationwide network of local public television stations and extensive promotional opportunities.

**Goals**

Through its sponsorship of *Arthur*, CVS Caremark sought to:

- Raise consumer awareness of the **CVS Caremark All Kids Can** initiative
- Enhance CVS Caremark’s image as a company focusing on critical issues impacting communities where it does business
- Promote the importance of inclusion for children of all abilities
Program Details and Outcome

Children ages 6-12 were encouraged to submit ideas and drawings for a new animated character to be introduced during an Arthur episode. Entry forms were available on a specially created Arthur/All Kids Can web page on pbskids.org, and distributed locally by PBS stations across the country. The panel of judges included Marc Brown Studios Vice President Tolon Brown, Easter Seals Vice President Katy Beh Neas, and Parenting magazine Editor-in-Chief Susan Kane.

Eleven-year-old Connor from Minnesota created the winning character, Lydia Fox, a fox who uses a wheelchair and loves to play basketball. Connor’s grand-prize winning day began with a visit from Marc Brown, continued with CVS Caremark presenting Connor’s school with a $5,000 donation, and ended with a special surprise. In the spirit of truly demonstrating how children can learn life’s most meaningful lessons from each other, Arthur’s producers arranged for Connor to meet an actual wheelchair basketball player and play with her team. With the magical day captured on film, both Connor and his character Lydia Fox made their television debut on an episode of Arthur. “I had the best day of my life, thanks to you.” – Connor, grand-prize winner

Impact

In addition to on-air visibility, CVS Caremark received widespread national exposure through the award-winning Arthur/All Kids Can Character Search campaign. Highlights included:

**CVS Caremark On-Air Spots:** Two 15-second spots aired in daily Arthur broadcasts on 325 PBS stations, with 98% US coverage. Over the sponsorship term, a total of 520 spots delivered 419.1 million household impressions.1

**On-air Contest Promos:** Aired more than 1,700 times on public television stations nationwide.

**Web site:** Nearly 80 million page views on the Arthur site, 423,737 hits to the All Kids Can site during the contest period.2

**Press Releases:** Distributed to more than 2,000 media contacts; picked up by 67 outlets, resulting in 2.8 million impressions.

**Satellite and Radio Media Tour:** 12 TV interviews and 10 radio interviews resulted in more than 2.4 million impressions.

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1 Source: NTI via PBS Pocketpiece 08/08-07/09
2 Source: Google Analytics, 2/1-3/31/09
**CASE STUDY**

**Today Show:** National exposure from a segment about the *All Kids Can Character Search* featuring Arthur creator Marc Brown resulted in more than 4.5 million impressions.

**Additional Promotional Opportunities:** The Arthur costumed character appeared at events for CVS Caremark at schools and children's museums, as well as special events with CVS Caremark partner Boundless Playgrounds.

**Recognition and Awards**

In addition to being a highly successful campaign for CVS Caremark, the *Arthur/All Kids Can* sponsorship was nominated for and won several awards for excellence.

1) **Boston Business Journal Corporate Citizenship Award**
   **Innovation Partner of the Year 2009**
   The Boston Business Journal Corporate Citizenship awards recognize leading philanthropic corporations and their partnerships with local nonprofit organizations. The partnership between CVS Caremark and WGBH/ *Arthur* was recognized for the success of the *Arthur/All Kids Can Character Search*.

2) **PBS Development Award for Inspiration**
   **2009 Award Recipient**
   The PBS Development Advisory Committee honors campaigns that demonstrate innovation, passion and commitment to public television, and are conducted with the highest degree of integrity and ethical standards. CVS Caremark and WGBH/ *Arthur* were honored for their exemplary work on *Arthur/All Kids Can Character Search*.

3) **PR News Nonprofit PR Awards**
   **Corporate Social Responsibility Campaign Award 2009 – Finalist**
   PR News' Nonprofit Awards are given out annually to honor the most talented communicators and teams in the non-profit sector. The Arthur/All Kids Can Character Search was recognized as a finalist in the Corporate Social Responsibility Campaign category.

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"CVS Caremark All Kids Can did more than just collaborate with PBS' Arthur program. We also found a true partner committed to communicating the importance of inclusion."

— Eileen Howard Dunn  
Senior Vice President of Corporate Communications and Community Relations at CVS Caremark.

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