

CVS partners with *Arthur* to raise inclusion awareness and build positive brand association



PBS SUCCESS STORIES

GOALS

- Raise awareness of the CVS All Kids Can initiative
- Enhance CVS's image as a company focused on critical issues impacting communities
- Promote the importance of inclusion for children of all abilities



PBS SOLUTION

CVS leveraged *Arthur*'s trusted national reach with parents and kids to boost recognition for its All Kids Can campaign, an award-winning initiative focused on creating an even playing field for kids with disabilities. *Arthur*'s team implemented a nationwide contest inviting kids to create a new character for the series who demonstrates that having unique traits can make life different, but not any less fun.

ACTIVATION

TV 15-second spots and contest promos aired in daily *Arthur* broadcasts on 325 PBS stations, with 98% US coverage

- 520 spots delivered 419.1 million household impressions
- Contest promos aired more than 1,700 times on public television stations nationwide¹

📢 Eleven-year old contest winner Conner from Minnesota and his recurring character "Lydia Fox" were featured in an interstitial that aired on the series

- Conner's grand-prize winning day began with a visit from series creator Marc Brown, and continued with CVS presenting Conner's school with a \$5,000 donation

🌐 Nearly 80M page views on the *Arthur* site and 424K hits to the All Kids Can site were tracked during the contest period²

📰 Press releases distributed to more than 2,000 media contacts were picked up by 67 outlets, resulting in 2.8M impressions

📻 During the satellite and radio media tour, 12 TV interviews and 10 radio interviews resulted in more than in 2.4M impressions

AUGUST 2008 – JULY 2009

“CVS 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 SVP CVS Caremark



“I had the best day of my life, thanks to you.”

— Contest winner Conner from Minnesota with his character "Lydia Fox"

★ AWARDS

🏆 Boston Business Journal Corporate Citizenship Award Innovation Partner of the Year 2009

PBS Development Award for Inspiration
2009 Award Recipient

PR News Nonprofit PR Awards Corporate Social Responsibility Campaign Award 2009 – Finalist



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