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

**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**
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 nationwide\(^1\)

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 period\(^2\)
- 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 2.4M impressions

---

\(^1\) Source: NTI via PBS Pocketpiece 08/08-07/09

\(^2\) Source: Google Analytics, 2/1-3/31/09