Kiddie Academy aligns with PBS KIDS to enhance educational mission

GOALS
- Reinforce Kiddie Academy’s commitment to children’s education
- Increase awareness of Kiddie Academy among families with young children, and potential franchisees
- Extend the association and leverage the “halo effect” of sponsoring PBS KIDS

PBS SOLUTION
For over seven years, Kiddie Academy has aligned with the #1 educational media brand for children by creating an integrated partnership with PBS KIDS. In 2018 Kiddie Academy becomes the inaugural sponsor of new PBSKIDS series Pinkalicious and Peterrific.

ACTIVATION
- :15 on-air television spots and digital impressions deliver broad reach
- Leveraged PBS KIDS brand and educational content to enhance Kiddie Academy’s position as a leader in early education
  - Distributed PBS KIDS Summer Learning Loss Prevention kits to 300+ Kiddie Academy locations
    - Included co-branded activity sheets and 7,200 summer learning kits
  - Reinforced the synergy between the 2 brands at Kiddie Academy’s Annual Conference
    - PBS KIDS led training sessions to assist teachers with curriculum development
    - Distributed 200+ PBS KIDS Read Aloud materials
- Social Media engagement provided multiple opportunities for Kiddy Academy to connect directly with PBSKIDS fans
- PBS KIDS characters were featured at “Storytime LIVE” events where families were invited to tour facilities.

People are very enthusiastic about our association with PBS because that is a brand that they admire and trust.
Our PBS sponsorship has helped us achieve brand awareness while positioning our brand as another trustworthy resource. We’ve even had prospective franchisee mention they’ve seen our sponsorship.

Wendy Odell Magus
VP Marketing, Kiddie Academy

DVD insert - Extending the reach of Kiddie Academy’s alignment with our favorite monkey!