OSMO connects with families through a PBS KIDS sponsorship

GOALS
- Introduce OSMO as a leader in hands-on play technology
- Reach engaged parents interested in active vs. passive screen time for their kids
- Align with PBS KIDS’ mission of learning through creative play

PBS SOLUTION
With their sponsorship of Wild Kratts and Ready Jet Go!, OSMO aligned with PBS KIDS to increase awareness of their innovative “play beyond the screen” platform and drive targeted traffic to their website

ACTIVATION
- :15 on-air custom television spots, created by SGPTV, celebrate a child’s love of creativity and exploration, and link to OSMO’s site for more information
- Display ads on PBSParents.org and custom bridge pages on the series sites provide visibility and a direct connection to OSMO’s website
  - From October – December 2016, OSMO display ad CTRs on PBSParents.org were 27x higher than the industry standard
  - Social Media engagement provided multiple opportunities for OSMO to connect directly with PBSKIDS fans

OSMO teamed up with PBS’s Wild Kratts to give away tickets for two Wild Kratts Live! shows in San Jose and San Francisco

PBS KIDS Twitter parties created a space for OSMO’s brand to engage in online conversations with parents, bloggers and educators

OSMO’s alignment with PBSKIDS is an organic fit! Both brands support families in their desire for digital experiences where kids can grow and learn through innovation and hands-on play. We have received overwhelmingly positive feedback about our PBSKIDS sponsorship.

Margot Herrman - Director of Marketing, OSMO