Stride Rite connects with families through a sponsorship of Curious George

GOALS
- Increase brand awareness among moms with kids
- Reinforce Stride Rite’s position as a category leader
- Connect with kids and families at local events

PBS SOLUTION
Create a partnership between two trusted kids brands — Stride Rite and Curious George — who share a similar mission to help kids embrace life’s adventures with confidence.

ACTIVATION
- :15 on-air television spots conveyed Stride Rite’s core brand message and reached their target
- Digital impressions on PBSKIDS.org and PBSParents.org, as well as shout outs on PBS KID’s Facebook and Twitter feeds, heightened the awareness of the campaign and increased traffic to StrideRite.com
- Co-branded coupons, exclusive to local PBS stations, helped increase traffic to Stride Rite stores
- Co-branded customized Curious George assets were created for in-store giveaways, to enhance the shoe shopping experience
  - Distributed 17,000 co-branded customized “Who knew? I grew!” shoe size stickers to 230 Stride Rite locations each year
  - Developed co-branded “Tie Your Shoes” instructional coloring sheets and distributed them online, in stores and at PBS station events nationwide

Year 1 of the partnership was so successful, Stride Rite renewed their sponsorship for an additional 2.5 years!