



THE FISHER-PRICE VIRTUAL TOY MUSEUM

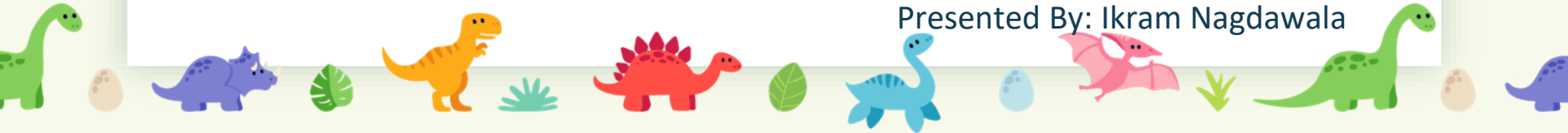


[/fisherprice.toymuseum](https://www.instagram.com/fisherprice.toymuseum)



SOCIAL STRETCH

Presented By: Ikram Nagdawala



Results

25,000

Visitors on the opening day alone

190k

Total visitors during its promotional period

28,000

Followers

420

Media stories

3%

Engagement rate

Statistics source: <https://shortyawards.com/13th/the-fisher-price-toy-museum>

Why Fisher-Price Toy Museum?



- **First-of-its-kind digital experience**
- **Good example of what we learned in class:**
 - Teens of today, consumers of tomorrow.
- **Application of other social marketing concepts and best-practices:**
 - Content that tells the brand story
 - Audience building by engagement
 - Right content on right platform





Fisher-Price®

Key Takeaways

- Do things differently
- Post with a purpose



Thanks!

