

PEPPA PIG WORLD OF PLAY MICHIGAN GRAND OPENING MEDIA STRATEGY + APPROACH

STRATEGY:

In order to generate high-profile, sustained visibility surrounding the opening of Peppa Pig World of Play Michigan at Great Lakes Crossing Outlets, Identity recommends hosting both a Media Preview Event and a Grand Opening Event.

APPROACH AND TACTICS:

Branded Media Kits

- Develop colorful gift packages for media featuring:
 - Peppa Pig products and merchandise
 - Media kits can be packaged inside a Peppa Pig-branded [yellow watering can](#) or [bright yellow rainboot](#)—order stickers with PPWOP logo.
 - Invitation for Media Preview and Grand Opening
 - Branded USB loaded up with imagery, b-roll video, media alert for Grand Opening, Fact Sheets
- Create segmented media lists with top targets to receive kits (broadcast TV in Detroit, mid-Michigan, and west Michigan, prominent consumer outlets, etc.). Second tier targets to receive materials digitally.
- Mail media kits approximately 2 weeks prior to Media Preview.



Media Preview:

Wednesday, March 27, from 10 a.m. to noon

- **Strategy:** Ensure that media have the first look at the attraction, so we can control the message, timing and imagery. Once guests are allowed inside the attraction for the soft opening, visuals will be available online. Event includes a brief welcome from Dawn, but is primarily positioned as a first look at the attraction.
- **Approach:** Invitations and media alerts to go out in the media kits, approximately 2 weeks prior to event. Identity will manage media RSVP list and conduct follow ups.
- **Media:** This is also a great relationship building opportunity, and we recommend inviting our full media list and influencers/bloggers to attend. Influencers/bloggers are encouraged to bring their children to play and ensure the attraction feels full.
- **Attendees:** Invite a local preschool or day care center to the attraction. All participating children will need parent approval to be featured in news coverage of the event.

Grand Opening:

Tuesday, April 9, from 10 a.m. to 1 p.m.

- **Strategy:** Provide a compelling reason for media to return onsite by hosting a program with local dignitaries and creating a key visual media moment. Event will include remarks from multiple individuals on the impact of PPWOP. Visuals to include a [rainbow balloon arch](#) over stage area and an official ribbon-cutting at entrance of the attraction. Recommend inviting 5-10 children to participate in program wearing branded t-shirts and/or rainboots and rain jackets, who can conduct an inaugural jump in the muddy puddles. This should also be the first time the Peppa and George mascots are available.
- **Approach:** Follow up to media not in attendance at Media Preview with photos/b-roll from the event and invitation to attend Grand Opening. Identify to manage media RSVP list and conduct follow ups.
- **Media:** This is an additional opportunity to draw in reporters and outlets from out-of-market and that may not have been able to send a crew to Media Preview.
- **Attendees:** Members of the public. Local business leaders and dignitaries participating in the program. Invite local members of the Chamber of Commerce, Taubman, etc.

