

# TOYS "R" US

## Brief

The ARN Integration team were to develop an all-encompassing radio campaign to promote the Sydney and Melbourne Toys "R" Us store openings. The promotion was to truly encompass the essence of the Toys "R" Us brand values and an engaging consumer experience.

## Campaign Objectives

- Drive foot traffic to the Moore Park, Sydney and Highpoint, Melbourne stores
- Amplify the store opening events taking place simultaneously
- Increase store sales.

## Insights and Solution

The Toys "R" Us Toyathon encompassed a series of events and promotional lead up to amplify the Sydney and Melbourne store relaunches. Spots ran on-air to pre-promote the events and on the day, talent executed dedicate live crosses to further engage listeners and draw them down to visit. The main event of the \$1,000 trolley dash saw three mums and three kids get 60 seconds to win whatever they could fit in their trolley. There were also many other goodies up for grabs for listeners on the day.



## Results

- Moore Park achieved 193% increase in sales, 122% more transactions and 182% more items sold compared with the previous year
- Prime time coverage from Network 9 & 10
- Huge increase in store foot traffic and MIX website traffic.



**Station**  
KIIS 101.1

**Campaign type**  
Launch

**Promotion timeframe**  
2 weeks

**Target market**  
18-24 years, 25-39 years,  
40-54 years, 55-64 years  
65+ years

"The sales results and positive consumer response proved to be an incredible benchmark for both the Mix network and Toys "R" Us. A truly great success overall!"

Toys "R" Us Marketing Team