



FUZZY FELT

OBJECTIVE

Storm was appointed by Fuzzy-Felt to promote the 50th anniversary of their traditional, classic children's toy. The brief was clear, to create a high profile campaign that would get Fuzzy-Felt talked about in the national media and to create stand out in an age when hi-tech children's games and computers were dominating the press.

SOLUTION

Storm devised a nostalgic celebrity cause-related campaign to help raise money for children's charity Barnardo's. Fuzzy-Felt sets were sent out to 50 key celebrities, inviting them to become members of the VIP Fuzzy 'Hall of Fame' by creating their own "Fuzzy masterpiece" that would be auctioned on Yahoo.

Media psychologist, Dr David Lewis was enlisted to analyse the stars' art pictures to add interest and photo led features were placed in the national press, getting readers to guess which celebrity was behind the various Fuzzy creations.

A photocall was also held at a Barnardo's centre with all of the Fuzzy pictures on display, with CDs of images and the celebrity personality picture profiling given out in press packs ahead of the on-line auction.



RESULTS

Over 30 key celebrities responded to the campaign, evoking fond memories of their own childhoods. Fuzzy celebrity creators included Joanna Lumley, Jonathan Ross, David Jason, Chris Tarrant, Michael Owen, Hugh Grant, Jack Dee, Richard Branson, Jamie Oliver, Frank Skinner and Steve Redgrave to name a few.

The campaign delivered a return on investment of over 10 times the spend and press highlights resulted in full page and double page spread coverage in The Sun, Daily Star, The Express, The Sunday Times and Metro.

In addition, the PR campaign was successful in rekindling interest in one of Britain's best-loved classic toys, helping generate listings with a number of key toy retailers. It also helped to raise over £10,000 of valuable funds for children's charity Barnardo's, through the celebrity picture auction and corporate donation.

