



## Toy Fair PR Bootcamp

### Tips for Developing Your Toy Fair 2015 Media and Promotions Strategies



#TFNY



## What You Will Learn

During this session, participants will discuss how to:

- Get noticed by buyers and media and get them excited about your key brands and products in the weeks leading up to Toy Fair
- Package and present product and trend information for the media
- Develop a comprehensive media list
- Leverage social media such as Facebook, Pinterest, Twitter, LinkedIn, Instagram, YouTube and other outlets before, during and after the show
- Capitalize on other promotional opportunities available through TIA and at the show, including tools and resources offered by the Toy Fair PR and the Advertising / Promotions teams
- Keep the excitement and media momentum going after the show



## Agenda

- **Understanding the Angle**
  - Figuring out who covers Toy Fair, what they want to see and how you can best engage them before and during the show
- **Prepping for Toy Fair**
  - Tips to get you prepared for the big show, from building a media strategy to writing a press release
- **Working with the Media**
  - Best practices on how to handle media in your booth, how to best pitch them and why follow-up is king
- **Tools from TIA**
  - Learn all about the TIA tools available to you to help make the show a success

## Today's Presenters



**PRESENTER**

**Adrienne Appell**

Senior Manager  
Public Relations



**PRESENTER**

**Kimberly Carcone**

Senior Director  
Market Events



**PRESENTER**

**Gina Espinosa**

Events & Marketing Manager  
Virtual Press Office

## PRESS PROTOCOL







## PERSPECTIVES

“Toy Fair provides one of the best platforms during the year to introduce your product to the media. To help maximize the opportunity, be prepared with press materials, including fact sheets about your product and company, along with working samples of your product(s). Additionally, upload the press materials to a flash drive as an easy takeaway for the media.”

- Susan Murphy  
Coyne Public Relations





More than 1,000 journalists representing  
a broad spectrum of outlets covered Toy Fair 2014

CNNMoney



Mashable

Entertainment



abcNEWS

AP

Good Housekeeping

YAHOO!

CBS

TIME  
FOR KIDS



CCTV

FamilyFun



## What Do Journalists Want to See?

- Visual, exciting, unusual or ground-breaking products
- Toys that are quickly demonstrable and easy to explain
- Themes that are based on overall hot topics and trends or areas of interest, such as:
  - Tech toys (robots, STEAM toys)
  - Celebrity and pop culture toys (movie tie-ins, anniversary toys, etc.)
  - Lifestyle-themed toys (e.g., Made in the USA, eco-friendly, socially conscious, health-focused, etc.)
  - Business and/or start-up success stories (e.g., Shark Tank)
  - Information that ties into the reporter's local market or beat (city- or industry-specific)





## How to Attract Journalists' Attention Before Toy Fair

- Offer exciting, top-line information (be sure to target)
  - Tie-ins with larger social, cultural and entertainment trends (check with TIA closer to the show for some trend teasers)
  - Tie-ins to hit TV shows and movies, toys inspired by popular apps and video games, etc.
- Provide easy to read, concise press materials (*more info coming*)
- Leverage social media posts and media-friendly websites (*more info coming*)
- Work existing relationships



## What Attracts Journalists' Attention At Toy Fair?

(1 of 2)

- Visual booths
  - Eye-catching booth exteriors with products on display
- Product demonstrations
- Celebrity appearances
- Costumed characters
- Other unique “hooks”



## What Attracts Journalists' Attention At Toy Fair?

(2 of 2)

- Keep in contact with targeted journalists on social media
- Make every journalist who stops by your booth feel welcome
- Have spokespersons readily available
- Consider “special touches” for media
  - Offer candy, snacks or bottled water
  - Host a special event targeting specific journalists or bloggers  
(e.g., an in-booth cupcakes and coffee ‘happy hour,’ post-show ‘cocktail hour,’ blogger’s breakfast, etc.)
    - NOTE: All in-booth food service requires coordination with show management and convention center staff

## PREPPING FOR THE SHOW





## PERSPECTIVES

“Remember that most bloggers want a unique image of the product. Create a special stand that showcases that ‘must-have’ product for this coming year. Put some design elements like your official twitter handle or a hashtag so when photographed, that appears. Remember to light that special object / keep it alone so other toys aren't in the frame around that object.”

- Adam Cohen  
Dada Rocks!







## In This Section

- **Developing Your Toy Fair Media Strategy**

Suggestions on how to:

- Best build a media list
- Create an engaging press kit
- Make your website “media-friendly”
- Take advantage of social media



## Developing Your Toy Fair Media Strategy

### ■ Plan your Strategy

Pick select items that your company will be promoting during the show (more important for people with large product lines)

### ■ Develop Key Talking Points

- Who you are
- What you do
- Why your product stands out
- Important selling features

### ■ Work on Delivery

- Quick and concise
- Train all company representatives
- Practice, practice, practice!

- **Research** what garnered media coverage for your company or other similar companies in past years and use it as a model to create your plan



## Developing Your Toy Fair Press Kit

- A complete (yet well-edited) press kit will likely include:

- Press releases
- Bios
- Company backgrounder
- Fact sheets
- Links to social media or multi-media experiences

### TIPS:

- Include your booth number, website URL, social media links and contact information in all releases; use hashtags where appropriate
- Embed product photos in your release(s)
- Avoid large attachments in emails to journalists; provide download links to large files
- Post press kit items on your company website and links via social media
- Share your kit with the Toy Fair PR Team to help us develop show trends (we honor all embargoes)
- Upload your company profile to the Toy Fair Online Press Room (*more info coming*)





## Developing a Media List

- Start with the Toy Fair 2014 media list  
*Available free of charge to all Toy Fair exhibitors*
  - Determine which reporters are the best fit
  - TARGET your pitch. Avoid pitching to every member of the editorial staff of a magazine, newspaper or other large outlet
- Consider renting a list for one-time use ([Burrelles](#))

### TIPS: Refine Your Targets

- Regional/local media
- Family, parenting or lifestyle reporters
- Entertainment (for licensed properties)
- Business (as appropriate)
- Toy and Licensing Trades

[NOTE: Many have December deadlines for their Toy Fair issues]





## Creating a Media-Friendly Web Site

- Upload new product details in coordination with your Toy Fair 2015 launches
  - Provide downloadable images in hi-res and low-res formats
  - Add product demonstration videos
- Post your media kit in a designated “press” section
- Create an online home for your brand and make sure information is current
- Build in RSS feed capability and include links to social media outlets: Facebook, Twitter, LinkedIn, Instagram, YouTube, Pinterest and Flickr
- Leverage TIA trend and toy safety information



## Enhancing Your Social Media Presence

- Build or update your profiles on Facebook, Twitter, LinkedIn, Instagram, Google+, YouTube and Flickr [NOTE: tag images and videos with #TFNY ... more details to follow]
- Ensure that LinkedIn profiles for all company executives and spokespeople are updated and consistent
- Share your news through a variety of social networks, but be sure to frequently update all of them. Don't bite off more than you can chew!
- Follow your key journalists on social media and communicate with them



## Resources to Enhance Your Social Media Presence

- Research the bloggers you are targeting; use caution and care when developing your blogger list
- Include the **#TFNY** hashtag in all posts related to Toy Fair
- Pre-schedule and/or manage posts to multiple networks with social media tools such as HootSuite or TweetDeck

### TIA Tools:

- Bloggers who attend Toy Fair are vetted by TIA (guideline is 2,000 uvms per month)
- “Like” **Toy Fair** and **Toy Industry Association** on Facebook and post news and images to our FB pages
- Follow **@ToyIndustryAssn** and **@ToyFairNY** on Twitter to interact with journalists and fellow toy industry colleagues

## ON-SITE MEDIA 101





## PERSPECTIVES

“Remember when Tom Hanks said in the movie Big, "I don't get it?" Likewise, it is hard to describe what a great toy is except to say that all aspects of a toy — design, function, theme, child's development and price — must come together and make sense. I like toys that show upon first glance what could be done with it. Hands-on displays, video, clear presentation, and good lighting can support that great first impression.”

- Jen Choi

Toys are Tools







## In This Section

- Tips and tactics to consider when working with traditional journalists and bloggers (know the difference and what your strategies may be)
- Key pitching tips
- Preparing your booth staff for the “media onslaught”
- Ways to welcome your media guests
- Keeping the conversation going all year long



## Pitching Tips

- Familiarize yourself with the media outlet
  - Read up... Is your product/news a “good fit”?
- Start to develop a year-round relationship with key editorial contacts
- Persistence is appreciated, pushiness is not
- Follow up by phone a few days later
  - Leave only one voicemail message
  - Avoid stalking reporters
- Consider sending a product sample to your key contacts



## Working with Journalists

- Set up advance appointments when possible
- Make sure everyone in your booth is trained to identify and warmly greet journalists
- Identify more than one spokesperson to interact with the media in case of a rush
- Ensure that each member of your team is fluent in your key corporate and product messages
- Keep background information such as a one-sheet or drive with product highlights and your website URL on hand in your booth
- Provide any requested follow-up information immediately



## Working with Bloggers

- Due to the viral and grassroots nature of the way most bloggers operate, they can be very influential in spreading messages (good OR bad messages about your products)
  - Bloggers' beats may range from major financial news and analysis to technology to niche toy topics, such as action figures or collectibles
  - Bloggers may be part of a larger news outlet (e.g., The Huffington Post) or may be independent
  - Influential Mom bloggers, Dad bloggers and Aunt/Uncle bloggers cover Toy Fair
- Connect with bloggers through social media, as they are by definition heavy users
  - Identify them using our social media tips
  - Follow key blogs during the show; interact in real-time on Facebook, Instagram, Twitter and other key places
- Consider arranging a special event for bloggers to give them extra attention and access to your products (*suggestions: before or after show hours, breakfast, cocktails or afternoon snack*)



## PERSPECTIVES

“I look forward to Toy Fair each year to help give me an overall sense of toy and gear trends for kids. This helps me plan coverage for seasonal gift guides, toy round-ups and more. At Toy Fair, I am looking for a quick overview of companies’ top toys without too much demonstration. Toy Fair is fun and there are so many cool events and booths at the show, it can be hard to spend a significant amount of time with each toy company. A one-page fact sheet of key items for the year works better for me than a folder or catalog.”

- Jennifer Berger  
Newsday







## Post-Toy Fair Activities

- Follow up with all reporters who visited your booth
- Provide any additional materials or samples immediately
- Review the reporting sent from the Toy Fair Online Press Room by Virtual Press Office
- Stay connected with relevant reporters and bloggers throughout the year via email and social media
- Continue to maintain your social media presence year-round

## HELPFUL TOOLS FROM TIA





## In This Section

- Tools from TIA
- Easy ways to boost Your brand awareness
- All about the Press Center
- How to leverage the Online Press Room



## Use TIA as a Promotion Resource

- Make sure your schedule allows time to **attend the TIA Preview on February 13<sup>th</sup>**
  - Provide requested product information in advance
  - Show off your hottest products to our PR team and practice your pitch
  - Look for TIA emails with more details
- **Provide mobile contact information** for your PR reps and key spokespeople to the TIA team
- **Notify us of special “happenings” at your booth** (e.g., events, demos, celebrity appearances, etc.) and be sure your online exhibitor profile is up-to-date.
- **Post your real-time photos and videos** from the show floor to your social media networks and tag them with **#TFNY** so they appear in the Toy Fair Online Press Room



## Easy Ways to Get Your Info in Front of Press and Buyers

- TIA offers a number of **FREE TOOLS** to help promote your presence at Toy Fair
  - **Online Directory/Exhibitor Listing:** List your company/brand name and booth number on the Toy Fair website (ToyFairNY.com) and Toy Fair Mobile, which are used by all buyers and journalists
  - **Events Calendar:** Highlight your in-show events information online. This information is also displayed in the Toy Fair Press Center
  - **Press Kit:** Post it in the Toy Fair Online Press Room (*more info coming*)
  - **New Product Image Reel:** Participate in this Press Center feature, free to all who attend the Product Preview
- **Make sure you meet the deadlines to provide and review this critical information!**



## The Press Center

- Journalists work out of the Toy Fair Press Center (South Concourse). Please note that this is a new location for 2015
  - *Reserved for journalists only*
  - TIA PR Team Members
    - wear TIA-logoed badges for easy and clear identification
    - support journalists with advice and guidance tailored to the journalist's specific story goals
    - as appropriate, escort top-tier journalists through the show

### Press Center Highlights

- Digital signage with daily events calendar, including key appearances and demos at exhibitors' booths
- Product highlight reel for journalists
- Step and repeat with Toy Fair logos if you need a neutral spot for photos
- Separate area for your one-on-one meetings with journalists, available on a first-come, first-served basis (must be reserved by the media)
- Display of 2015 TOTY award-winning products





## How to Use the Online Press Room

- The Online Press Room provides exposure for exhibitors online – before, during and after Toy Fair
- It is used in lieu of traditional hard-copy press kits and handouts in our Press Center
- TIA builds awareness for the Online Press Room through our website, social media outlets, email outreach and in the Press Center
  - We provide links to the Online Press Room in a series of informational emails to journalists in advance of the show
  - We educate all journalists using the Press Center about the information and tools available in the Online Press Room



## Online Press Room



Request High-Resolution Show B-roll - [pressroommgr@toyassociation.org](mailto:pressroommgr@toyassociation.org)

Order Press Kits & News Distribution

Sign Up For News Alerts

### News Releases

12/01/2014 - 10:00 ET  
Analysis Of U.S. PIRG "Trouble in Toyland" Reports Confirms Unreliable Data

11/27/2014 - 09:00 ET  
Toy Industry Offers Facts About Toy Safety For Holiday Shopping; Corrects Misinformation About Allegedly Harmful Toys

11/27/2014 - 09:00 ET  
Toy Industry Offers Facts About Toy Safety For Holiday Shopping; Corrects Misinformation About Allegedly Harmful Toys

11/24/2014 - 12:00 ET  
Toy Industry Unveils Nominees for 2015 Toy of the Year (TOTY) Awards

11/19/2014 - 10:03 ET  
Value of Play Explored by U.S. Toy Industry - Collaborative Educational Campaign Spotlights the Vital Role of Toys & Play in a Child's Healthy Development

11/19/2014 - 10:03 ET

### NORTH AMERICAN INTERNATIONAL TOY FAIR 2015

74

DAYS

18

HOURS

22

MINUTES

59

SECONDS

### Press Kits

North American International Toy Fair 2015

Bachmann Trains

Konami Digital Entertainment

Spin Master Ltd.

Releases

Press Kits

[www.toyfairny.com](http://www.toyfairny.com) ... follow the link to "Press"



## Online Press Room

### Articles

#### TIA Reveals 2015 Toy of the Year Nominees

4 days ago

The Toy Industry Association (TIA) has announced the 83 finalists for the 2015 Toy of the Year Awards (TOTY) – also known as the "Oscars" of the toy industry. Between now and January 11, 2015, toy ...[Read more](#)

#### Toy Industry unveils nominees for 2015 Toy of the Year (TOTY) Awards

6 days ago

Consumers invited to vote for their favorites at ToyAwards.org – now until January 11, 2015 The Toy Industry Association (TIA) announced today the 83 finalists for the prestigious 2015 Toy of the Year ...[Read more](#)

#### US TOTY finalists revealed

6 days ago

Consumers are invited to vote on the nominees for the US 2015 Toy of the Year Awards The US Toy Industry Association (TIA) announced today the 83 finalists for the prestigious 2015 Toy of the Year ...[Read more](#)

### Twitter



**PageGardner** Dec... without restraint acquired taste eucalyptus munitions online! tfnY  
2 months ago

#TFNY

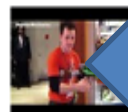
### YouTube



**Wikibear By Commonwealth**  
Toy At Ny Toy Fair [Wia]  
3 MONTHS AGO



**Watch Hands On Demo Of Modarri Cars**  
At Toy Fair 2  
4 MONTHS AGO



**Toy Fair 2014: Nerf Gun Moves - Level Expert**  
5 MONTHS AGO

"North American International Toy Fair"

The Toy Fair Online Press Room received over 10,000 page views for the 2014 event.

[www.toyfairny.com](http://www.toyfairny.com) ... follow the link to "Press"

## Complimentary Exhibitor Listings on the Online Press Room

- Corporate listing
- 50-word company backgrounder
- List of PR contacts with mobile numbers
- Link to company homepage
- Logo

### **\*\* Deadline \*\***

All free exhibitor listings are due by  
Friday, January 16, 2015 by 5pm EST

**Aeromax Toys**



[www.aeromaxtoys.com](http://www.aeromaxtoys.com)

<p><b>Contacts:</b>          Company Contact  <a href="#">Mark Levine</a>  <a href="mailto:mark@eromaxtoys.com">mark@eromaxtoys.com</a></p> <p>PR Agency Contact  <a href="#">Lisa Orman</a>  <a href="mailto:lisa@kidstuffpr.com">lisa@kidstuffpr.com</a></p>	<p><b>Address Info:</b>          28W079 Industrial Avenue          Lake Barrington, Illinois, 60010          United States          Phone: 608-767-1102          Fax: 608-767-1103</p>
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Aeromax got its start 10 years ago with a tangle-free toy parachute, and then added its Get Real Gear career-oriented costumes. Aeromax has won numerous awards and national media recognition. Recently, Aeromax added 6-12 month sizes of its most popular costumes, along with new introductions and accessories for bigger kids.



## Full Service Online Press Kit

**Starting at \$665, your press kit includes:**

- Posting 6 documents (press releases, brochures, images, etc.) of any length
- Distribution of your press releases to registered media
- Distribution to VPO's global network of approx. 3,500 toy industry contacts
- Post-show media usage report
- Content live for one year

**Rsupport Inc.**

<http://www.rsupport.com>  
<http://www.mobizen.com>

**Contacts:**  
Company Contact  
**Matthew Choy**  
[mchoy@rsupport.com](mailto:mchoy@rsupport.com)

**Address Info:**  
333 Sylvan Ave., Suite  
Englewood Cliffs, New  
United States

### TIA Super Mobility Week 2014 Press Kit

09/09/2014 - 09:00 ET

[Use your Android from a web browser or desktop with Mobizen!](#)

[Mobizen Download Guide](#)

[Photo: Mobizen Mobile PC mirroring](#) (png)

[Photo: Mobizen Group Image](#) (jpg)

[Photo: Mobizen Logo](#) (png)

[Video: Mobizen - Android to PC Screen Sharing](#)



Documents

Embed a YouTube Video



## Additional Elements to Create an Engaging Press Kit

**Contacts:**  
Company Contact  
Chris Kenrick  
sales@vpoinc.com

**Virtual Press Office, A PR Newswire Company**

350 Hudson Street, Suite :  
New York , New York , 10014-41  
United Sta



Like what you see?  
Order an online press kit now!

Call to Action



Social Media

### About Virtual Press Office

Established in 1996, Virtual Press Office delivers electronic communications solutions in support of trade show exhibitors' and event organizers' public relations, marketing and sales programs. Virtual Press Office (<http://www.virtualpressoffice.com>) is a PR Newswire company. Follow us on Twitter @VPOEventZone or subscribe to our [RSS feed](#) for more trade show news.

### About PR Newswire

PR Newswire ([www.prnewswire.com](http://www.prnewswire.com)) is the premier global provider of multimedia platforms that enable marketers, corporate communicators, sustainability officers, public affairs and investor relations officers to leverage content to engage with all their key audiences. Having pioneered the commercial news distribution industry 60 years ago, PR Newswire today provides end-to-end solutions to produce, optimize and target content - from rich media to online video to multimedia - and then distribute content and measure results across traditional, digital, mobile and social channels. Combining the world's largest multi-channel, multi-cultural content distribution and optimization network with comprehensive workflow tools and platforms, PR Newswire enables the world's enterprises to engage opportunity everywhere it exists. PR Newswire serves tens of thousands of clients from offices in the Americas, Europe, Middle East, Africa and the Asia-Pacific region, and is a UBM plc company.

**Healthcare Convention & Exhibitors Association (HCEA) 2014 Annual Meeting** : Booth 123

Subscribed Shows



Virtual Press Office - Online Press Kit Packages



PR Newswire - Top 10 Reasons to Send a Press Release



PR Newswire - Make Your Story Stand Out With Multimedia

**Healthcare Convention & Exhibitors Association (HCEA) 2014 Annual Meeting**





## The Press Kit Round-Up

### Virtual Press Office Exhibitor Profiles: Gartner Symposium/ITxpo 2014

Gartner Symposium/ITxpo 2014 is in Orlando from October 5-9



NEW YORK, Oct. 2, 2014 /PRNewswire/ -- The following event roundup from Virtual Press Office is a list of featured exhibitors for Gartner Symposium/ITxpo 2014, the world's most important gathering of CIOs and senior IT executives, which takes place from October 5-9 at Walt Disney World resorts in Orlando, Florida.

Gartner Symposium/ITxpo press kits, news releases and photos are available on the Official Online Press Office, managed by Virtual Press Office/PR Newswire: <http://topics.vpoinc.com/events/GartnerSymposium14.html>

[Gartner Symposium/ITxpo press kits on Virtual Press Office](#)

#### **AirWatch by VMware**

AirWatch by VMware is the leader in enterprise mobility management, with more than 12,000 global customers. The AirWatch platform includes industry-leading mobile device, email, application, content, and browser management solutions. Acquired by VMware in February 2014, AirWatch is based in Atlanta and can be found online at [air-watch.com](http://air-watch.com).

#### **BMC**

For more information, please visit [bmc.com](http://bmc.com).

#### **EdgeWave**

EdgeWave is a Cyber Security leader, delivering innovative, effective and efficient Internet and data security solutions. EdgeWave combines real-time human and artificial intelligence with a Military-Grade cyber operations approach to anticipate, identify and defend against the most sophisticated adversaries and Advanced Targeted Attacks. [EdgeWave.com](http://EdgeWave.com)

#### **eSentire**

eSentire® is the leader in Active Threat Protection solutions and services, the most comprehensive way to defend enterprises from advanced and never-before-seen cyber threats. eSentire's flagship offering, Network Interceptor, challenges legacy security approaches, combining behavior-based analytics, immediate mitigation and actionable intelligence on a 24x7x365 basis. [esentire.com](http://esentire.com)

Premium  
PR Newswire  
reach via US1 for  
each online press  
kit participant.  
Distribution value:  
\$775.\*

\*Only upgraded press  
kits will be included.  
Complimentary listings  
will not be featured in  
this release.

## PR Newswire

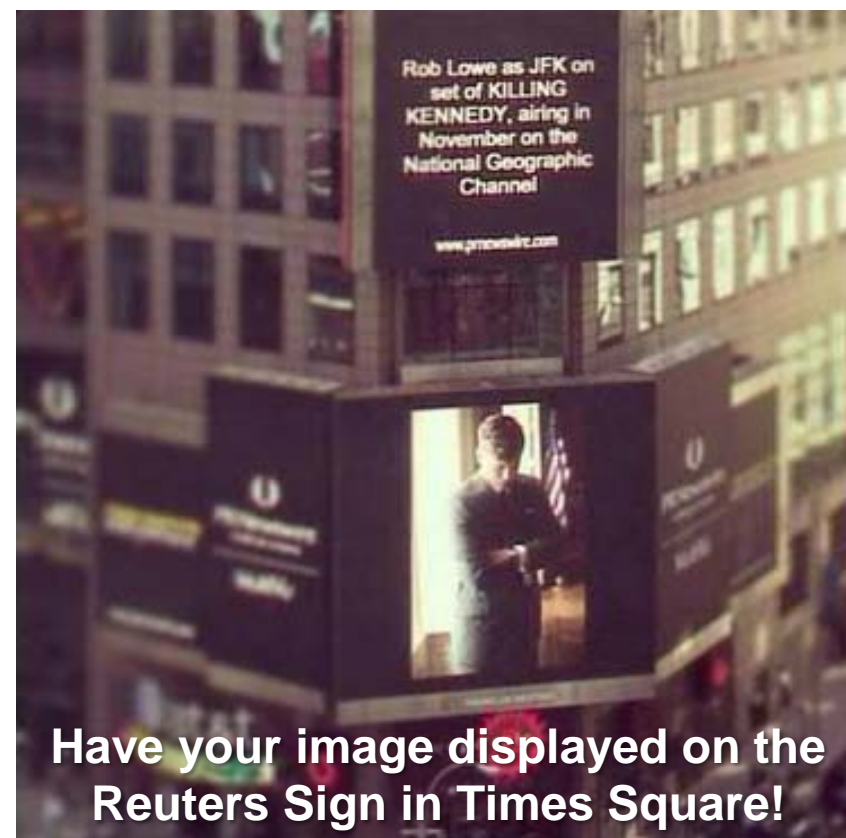
### National Exposure

includes online press kit, plus:

- One national wire release up to 800 words over [PR Newswire](#) via premium [US1](#) distribution, reaching traditional media, [trade publications](#), bloggers, investors and 5,000+ [websites](#)
- Promotion on PR Newswire's Twitter account
- Search Engine Optimization
- Distribution to PRNJ.com — PR Newswire's media-only website with 80,000+ active users
- Post-show visibility & DayTrak® reports

<http://www.prnewswire.com/knowledge-center/>





**Click [here](#) to view all news distribution packages and pricing**



## WRAPPING UP





## In Conclusion: Our Top Five Tips

1. Make sure to research and know your contacts and what they cover
2. Make sure your press releases are concise, informative and easy to access
3. Generate buzz with social media before, after and during the show
4. Make sure your entire on-site team knows your media policies and procedures at Toy Fair
5. Keep in touch with contacts year-round with relevant information



## We're Here to Help!

Contact us for more information:

- **Adrienne Appell**

Toy Industry Association

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