



"How excited the students were to be one of the first 200 children in attendance and receive a prize just for showing up! The Toys 'R' Us gift cards were not only a welcomed treat but definitely increased the attendance to our event. Thank you for offering this—please extend our gratitude to Toys 'R' Us for making our family night event a complete success."

Mary Ann Fiaschetti,
West Point Elementary,
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TOYS "R" US

Measurable results for highly targeted coupon program

The Challenge

Toys "R" Us wanted to increase traffic in local stores and encourage purchases from parents with school-age kids.

The Solution

School Family Media's Family Game Night was the perfect vehicle for the retailer to reach the valuable demographic of parents with kids ages 6-11. School Family Media developed a \$3 "Thank You for Coming" Toys "R" Us savings card for PTO and PTA leaders to distribute to families attending a Family Game Night at their school. The card was more than just a generic coupon—it was a thoughtful reward to the families participating in the PTO- or PTA-sponsored event. To optimize interest and redemption rates, School Family Media focused the coupon program on schools located within a 20-mile radius of a Toys "R" Us store.

Results

The final redemption rate for the \$3 "Thank You for Coming" savings card was an incredible **14.3%**. The average basket size for purchases utilizing the card was \$29, even with a minimum required purchase of just \$3. PTO and PTA leaders and parents loved the "Thank You for Coming" gesture. The card expressed genuine appreciation on behalf of the parent group leaders to families for getting involved in their kids' school. For the families, parents and kids knew just where to go to save money on their next toy purchase.

