



2022 WPP TALENT AWARD Brief 4 – Clementoni

A renewed relevance for younger generations

The brand

*"Play is a serious thing. You should never stop playing, especially when you grow up."
(Mario Clementoni - company founder)*

Clementoni S.p.A. is an Italian company based in Recanati, producing educational toys. The company was founded in 1963 manufacturing the first board games. In '67 they started production of 'Sapientino'. In 1970s the 'Grillo Parlante'. And after that they started a collaboration under Disney licenses. In recent years Clementoni has opened Robotics and Science games division (STEM) and has developed its policy of adapting successful brands to board games and puzzles. (Ruzzle, Netflix, Marvel, Disney, etc).

Its range of toys is very broad, with a focus on the school and pre-school segment.

The target: the KidAdults

Young and young adults (18-34yo and older), who find in "board games", 'puzzles' and 'collectables' a true passion and a bond that goes beyond mere entertainment; more related to their passion about "nostalgia" and "childhood" brands and games.

Here some more information about the behavior of the youngest segment of this target:

- They are mostly digital natives, with a natural use of digital tools and, at the same time, they need to "disconnect", in order to find a more natural balance and introspective well-being.
- They constantly seek new social connections, but they leave the big social platforms to aggregate in niche or extremely vertical communities.
- They try to break out of fashion codes to experiment and innovate, while simultaneously seeking to reinterpret past fashions from a new-nostalgia perspective

The context

The market for board games is undergoing major changes. In recent decades, the role of physical stores has declined, as well as the shelf appeal of boxes and the traditional communication of game play. At the same time, the channels through which children discover games and interact are being renewed. A new combination of online-offline play and new dynamics of socialgaming has been discovered.

Finally, the drivers that guide the choice of KidAdults games are:

- the rediscovery of eternal and unchanging 'vintage' games



- special editions games based on current trends and successful brands (coming from the world of social or on-demand TV entertainment) but which have a shorter and ephemeral life cycles.

The problem or the opportunity

Even though Clementoni has important collaborations with numerous brands and products relevant to the KidAdults world (MARVEL> DISNEY> NETFLIX>), the affinity of this target with the brand remains low, also due to a perception that positions the brand as a player oriented towards children and kids

The request

Identify a concept and design a multichannel campaign able to reposition the brand and its dedicated product line in a relevant and contemporary way, reaching the target audience through channels and formats that are most consistent and effective for them.

The goal

The main objective is the brand awareness of Clementoni on the target audience.

Deliverables

Board one page, no video / audio files

Do not produce or modify existing Clementoni products

Do not use partners' trademarks in a way that damages their brand image or reputation.