



# 2023 Wrap Up Report

December 20, 2023

# OVERVIEW



- This report breaks down all components for the following People of Play (POP) week initiatives:
  - POP Roast;
  - Toy Takedown;
  - Innovation Conference and Inventor Pitch;
  - TAGIEs;
  - Chicago Toy & Game Fair;
  - The Young Inventor Challenge;
  - PlayCHIC.
- Public Relations - In the months leading up to the Chicago Toy & Game Fair, Freeman Public Relations (FPR) undertook an aggressive media campaign which totalled **1.5 billion impressions**. This included: 304 online/print clips and 7 broadcast segments, including KABC-TV (Los Angeles), WFLD-TV & WBBM-TV (Chicago), KDVR-TV (Denver), KOIN-TV (Portland), WXIN-TV (Indianapolis), among others, for a total of 311 placements.

The trade press in the US, UK, South America and Spain, Germany and Australia also featured regular news of all People of Play events through the year.
- Social Voice and Reach - Throughout the campaign, the social team was able to spread the word about all of the initiatives on the consumer and B2B sides, for an additional **3.1 million impressions**.
- Direct Marketing and Co-Branded Partnerships - Throughout the year, numerous direct marketing and co-branded promotions helped to drive consumers to the show, for an additional **5.7 million impressions**.

**TOTAL IMPRESSIONS: 1.51 Billion**

# Direct Marketing



## Press Releases

Coverage by The Toy Book, TTPM, Toy World UK, Spielwarenmesse, Nacion Juguetes, Bugg Report = **204,950**

Young Inventor Challenge (3) x 204,950 = **614,850**

TAGIE Awards (4) x 204,950 = **819,800**

## Event Eblasts

Toy Trade & POP (3) x **90,000**

Pro Inventor (3,600) and Product Acquisition Exec (1,050) = (6) x 4,650 = **17,900**

Play in Education (3) x 145,000 = **435,000**

Consumer (5) x 20,000 = **100,000**

**Past Adult Ticket(s) Purchaser Eblasts:** Young Inventor Challenge (**1,340**), Girl/Boy Scout (**4,300+**), First Responders/Vets (**500**), Grandparents (**750**), Special Needs (**400**), Educators (**2,600**) and (Eventbrite/Email) (6) x 9,890 = **59,340**

**Eventbrite Marketing** 2,913 followers x 18 sends = **52,434**

**Sponsor LOGO Placement (your logo is featured for 1 year)**

The Bloom Report 52 issues x 28,000 = **1,456,000** impressions

[peopleofplay.com](http://peopleofplay.com) **298,000** unique people (over 90% consumer) **1,617,785** page views (logo on side bar of every page)

[chitag.com](http://chitag.com) **70K** visiting **192,323** page views

**YouTube 9,029** views

**TOTAL IMPRESSIONS/VIEWS: 5,699,382**

# Co-Branded Partnerships



- There were partners that helped spread the word to consumers about the show in advance of the fair. This included newsletter blasts, social media postings, digital/print ads and promos/contests. Here are some of the partners!



Allstate

HobbyDB

ASTRA

JCC

Boogie Board

Indy with Kids

Boy Scouts

KidsCleanCar

Bumpas

Learning Express

Catan

Neighborhood Parents Network

Chicago Parent

Nextdoor

Chicago Wolves

Rosemont PR and Marketing

Crazy Aarons

Squargles

Disney

TTPM

Educational Insights

Tickets for Kids

Fair Game Store

Top Secret Toys

Girl Scouts

Toy Insider

Grey Matter Games

WGN Radio

Happy Camper Live

Yogibo





# Chicago Toy & Game Fair



The Chicago Toy & Game Fair was a huge success! Hosting thousands of people, each booth was constantly filled with families and toy enthusiasts from all over the country interacting with brands.





# Chicago Toy & Game Fair



This fun-filled, two day event allowed both kids and adults the chance to get a hands-on experience with some of the top toys for the holiday season. Plus, exhibitors were able to sell products at the show giving consumers a chance to start their holiday shopping early! A win-win for both parents and toymakers.



# The Young Inventor Challenge



The Young Inventor Challenge provides kids ages 6 to 18 the opportunity to develop and pitch their inventions to major toy companies and industry professionals at the Chicago Toy & Game Fair. The challenge is a **STEM**-accredited educational experience, as it encourages young minds to be creative and employ both critical thinking and STEAM (Science, Technology, Engineering, Art, Math) skills while inventing.

FPR worked with Tait Hansen and Elie Lawrence, previous winners of The Young Inventor Challenge, and had them showcase their winning games on WGN-TV (Chicago) and KDVR-TV (Denver) to encourage kids to enter the competition this year.

FPR also leveraged Katy Mann's involvement with the show to have her showcase all of the manufactured winners' products in a segment on WXIN-TV (Indianapolis).

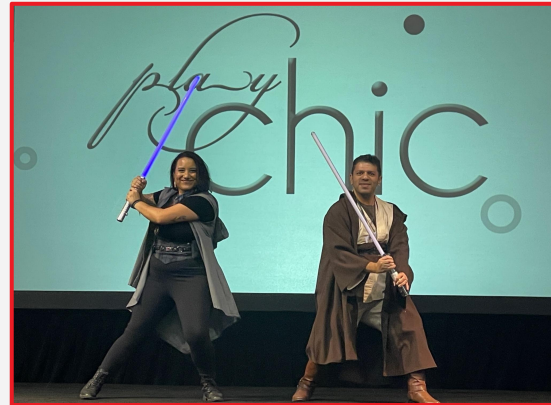




# PlayCHIC

## The Toy & Game Inspired Fashion Show

PlayCHIC is a fashion runway show that gives participating brands the opportunity to create their own “look” that’s inspired by their toy or game.





# PR Highlights



CHICAGO PARENT



Medium





# Print & Online Media Highlights



On the consumer front, the team was able to generate significant press for the Show as well as the Young Inventor Challenge with placements in Chicago Tribune, Time Out Chicago, Newsweek, and many more!

FPR was also able to secure a profile on Mary Couzin on LA Parent's digital site.

From a B2B perspective, the toy and game trade media came through consistently for People of Play, publishing press releases and mentions about the Young Inventor Challenge, Innovation Conferences, The TAGIEs and the Fair.

Additionally, FPR utilized BusinessWire to spread the word about the People of Play Events. A media alert was distributed regionally to the Chicago area to entice both media and consumers to come to the event while a press release on behalf of the TAGIE winners and the sponsors was distributed nationally to spread the word as well.



**Meet: Mary Couzin, Inventor of People at Play and the Chicago Toy & Game Fair**



## The Young Inventor Challenge: Illuminating the STEM Brilliance of Tomorrow's Toy Architects

If you're in the market for other STEM events that mirror the enriching experience of the YIC, identifying the hallmarks of a compelling educational contest is key.



## Things to do around Chicago: Ringling Bros., the Children's Film Festival and a toy fair

### Chicago Toy and Game Fair

Explore experimental and immersive events, interactive exhibits and other activities at North America's biggest game and toy fair. Check out giant Jenga, bumper cars, a racecar simulator and other games. Plus there's a beer and board game garden for adults to enjoy



# TV Segments



CHICAGO TOY & GAME WEEK  
**Calling All Kids: Young Inventor Challenge**

SPOTLIGHT  
CHICAGO  
3:16 57'



FOX 59

FOX 59



FOX 32  
CHICAGO

FOX 32  
CHICAGO  
5:12 58\*

WEEKEND EVENTS  
**CHICAGO TOY AND GAME FAIR**



Koin  
6  
WATCHING OUT FOR YOU

EVERYDAY NORTHWEST

**TOY INDUSTRY HOT TOPICS**  
HOLIDAY TOYS FOR ALL AGES





# Social Media



**3.1M+**

AUDIENCE REACH  
ACROSS TIKTOK,  
INSTAGRAM,  
FACEBOOK, ETC..



**116K**



**7.8%**



**6.6%**

**3.6%**

ENGAGEMENT RATE  
AVG ACROSS ALL  
PLATFORMS

**75+**

INFLUENCERS,  
BRANDS, OUTLETS  
AND MORE

- This year, an audience of over **3.1M+ fans** were exposed to content around ChiTAG, People of Play, the Young Inventor Challenge, and the Tagies, thanks to native content, along with social support from 75+ fans, influencers, and media outlets.
- Media social outlets included the Chicago Tribune, WGN Radio, Newsweek, and Chicago Parent.

**Azhelle Wade aka The Toy Coach®** (She/Her) · 1st  
 Helping new creators and established brands develop and promote pla...  
 2W · 🌐

Hands down the most engaging, friendly, focused, playful toy networking event of the season.

Full report on the People of Play Innovation Conference and CHITAG coming soon, but until then thank you **Chicago Toy & Game Group, Inc** and Mary Couzin for putting together an event that puts inventors and creators of the toy industry first.

We all appreciate your careful consideration of a hosting a fully walkable conference in a cost effective venue and for taking on this incredible responsibility of such a large scale event.

🙏

#thetoycoach #toys #chitag #chicagotoyshow #chicagotoystore #rosemont #learningexpress #toypeople #toylife #toys #toytful #toymazing #gamesdesigner #gamefile #gamesworkshop #gamesdesigner #toydesigner #toypeople

Tim Walsh and 91 others · 15 comments

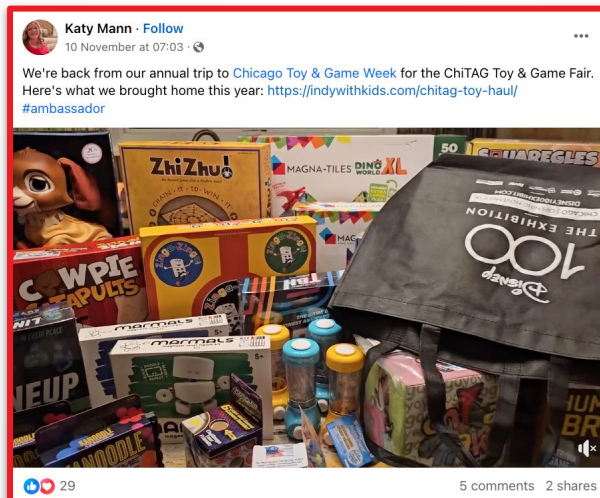
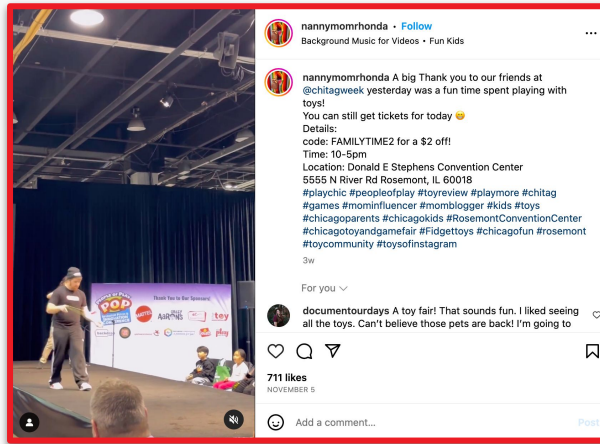
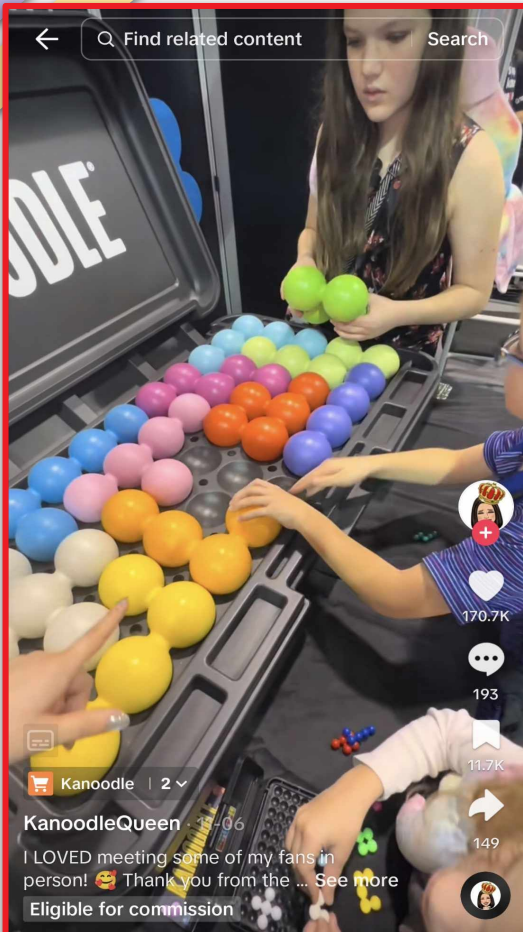
**Danielle Reynolds** 🇺🇸 **People of Play** @TokenGaymer · Nov 7  
 So proud of Scott and Grant for winning **TAGIE** awards last weekend!

1 · 16 · 624

**Chicago Tribune** @chicagotribune · Nov 25  
 Catastrophe of Hairballs won the Best Game award at the 2023 **Young Inventor Challenge** in Chicago. It was one of three winners from students in the Accelerated Learning Program at Palos East and Palos West elementary schools.

chicagotribune.com

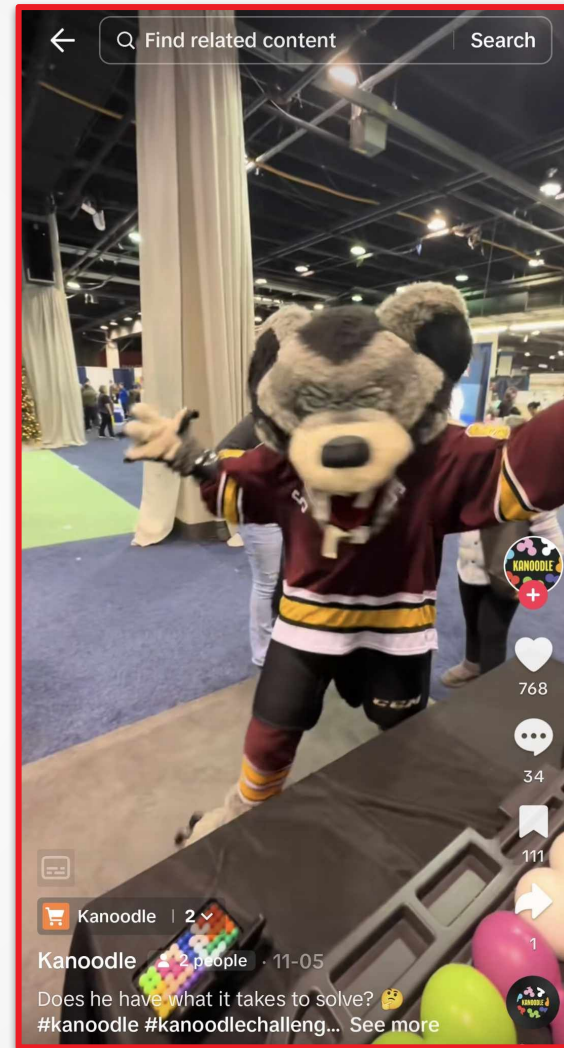
7 · 10 · 11K



- Videos from ChiTag influencers and media brought in **over 1.5M views** across Facebook, Twitter, Instagram and TikTok, **up 1400%** compared to 2022's show, thanks to popular viral toys and engaging booths like Kanoodles, as well as stage activations.



- Social coverage saw over **200K engagements**, with an **average engagement rate of 3.5%**. (A standard “good” engagement rate industry-wide is often classified between 1%-5%).
- These numbers boosted even further to **6.6%** when looking specifically at TikTok, and **7.8%** on Instagram; content from the show performed particularly well on both platforms.



**2023 HOLIDAY GIFT GUIDE**



[SquaresGles, Opposare  
Keep A Castle Safe](#)



[GaliGear, an interactive  
learning tool](#)



[Magna-Tiles](#)



[Bumpas - I'm Weighted to  
Love and Protect You](#)



[Marmals A Magnetic Art  
Toy](#)



[Top Secret Toys  
AERO-DRONE 360](#)



[Abacus Brands' PENN &](#)



[Pickagram](#)



[Duncan Toys'](#)



[EBlox's Lite Blox](#)



[TOMY Games' Screwball  
Scramble Marble Run](#)



[Asmodee  
CATAN Dice Game](#)



[Educational  
Insights Kanoodle](#)



[The Good Game  
Company Cowie](#)



[Gray Matters Games'  
The Game of Wolf](#)



[Broki's  
Fourth Down Card Game](#)



[Professor Puzzle's Burger  
Balance Game at  
Treasures in Naperville](#)



[Game](#)



[Doozy Games'  
Think Like a Shrink](#)



[Together  
Studios' Cool Cool  
Cool](#)