

ANNE KLEIN COMMUNICATIONS GROUP

New Product Launch Meets With Success

One in a series of Award-Winning Solutions

The Challenge:

U.S.A.OPOLY, Inc., sought to develop a Philadelphia-based Monopoly® game, secure board sponsorships and sell 25,000 units.

Results:

- Initial game sales of Philadelphia Monopoly exceeded those in any other market.
- Media placements and coverage of Philadelphia Monopoly amassed nearly 18 million hits, the equivalent of more than \$126,000 in advertising.
- Philadelphia's U.S.A.OPOLY launch party, attended by 500 of the city's top movers and shakers, raised \$25,000 for a local Ronald McDonald House.
- Anne Klein Communications Group received a Pepperpot award in the category of New Products from the Philadelphia chapter of PRSA.

Background:

U.S.A.OPOLY, a San Diego-based company, licenses rights from Parker Brothers and its parent company, Hasbro, to design and produce city and specialty versions of the official Monopoly board game. After successfully launching games in Boston; New York City; Dallas; Chicago; Pittsburgh; San Diego; Honolulu; and Washington, D.C., U.S.A.OPOLY chose to create and launch its next game in Philadelphia.

The Campaign:

With little time to spare before the Labor Day weekend, AKCG sprang into action with two intensive brainstorming sessions to identify key Philadelphia historical and commercial sites to approach for game board space sales. Team members networked with community and corporate leaders, secured board sponsors and selected trilogies (same-colored board spaces with a common theme). Once the sponsor sales quota was met, the team turned its attention to the launch party. AKCG researched local and national charities as possible beneficiaries of the proceeds from the launch party.

AKCG secured donated gifts and prizes for the launch, obtained the historic Old Original Bookbinder's restaurant as host for the party, coordinated party logistics, invited key media and community members, and achieved coverage by all local TV news outlets and numerous print media.

More than 500 people attended the launch party, including then Philadelphia Mayor Ed Rendell, thanks to solid planning. Initial game sales exceeded those in any other market, and regional retail sales exceeded expectations for months following the successful launch.

To learn more about how Anne Klein Communications Group can help you introduce and promote your new product or service, please call and ask for Anne Klein or John Moscatelli.