



Thomas and Friends - Brand Site

Partners: Mattel Digital Initiatives Group, WayToBlue Games

An interactive global campaign designed to engage parents and kids with the world of Thomas & Friends, centered around the theme of The Great Race. The initiative, 'Calling Team Thomas', united international territories to 'power' Thomas & Friends to The Great Railway Show.

OBJECTIVE



- Drive excitement and awareness for the new and different Thomas & Friends content launching from Fall 2018. Aim to engage kids aged 2-5 years and their parents, ensuring sustained interest in the show and franchise.

Process - Overview

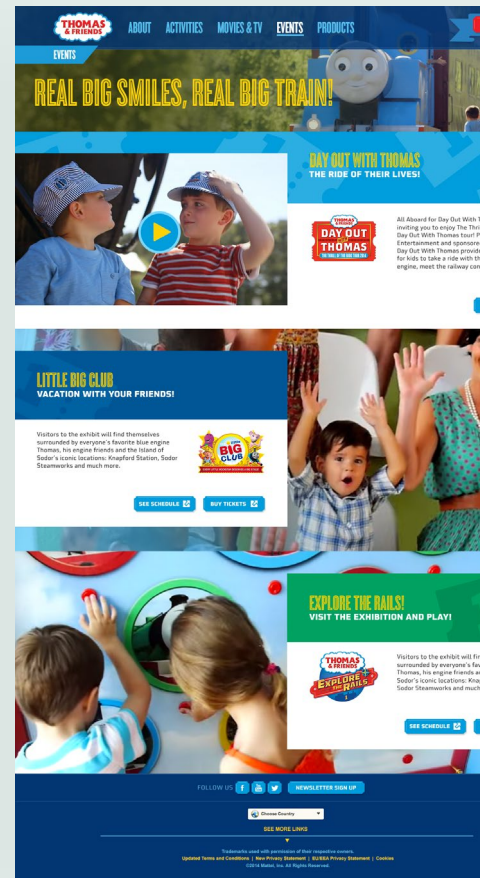
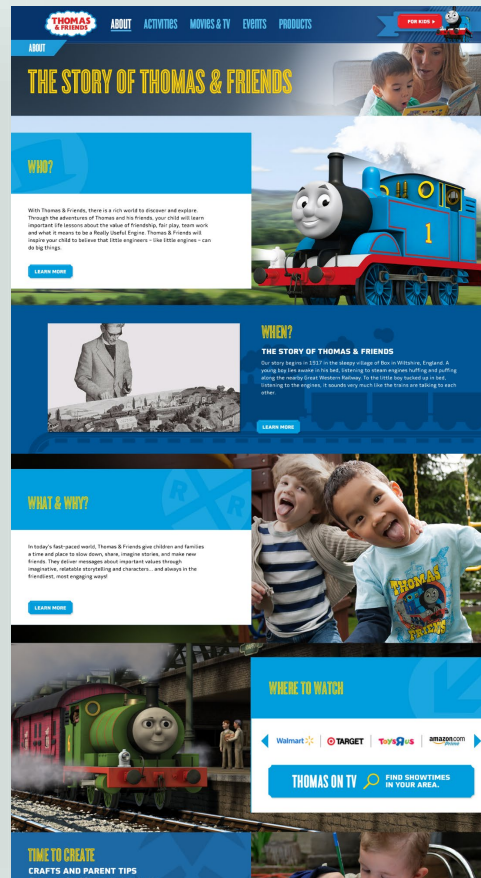
- In a strategic move to reposition and rejuvenate the beloved Thomas & Friends brand, Mattel embarked on a global adventure, introducing a refreshed content strategy from Fall 2018. This wasn't just about introducing new episodes; it was a holistic approach to reimagining the world of Thomas. New characters from diverse countries were introduced, each bringing their unique stories and backgrounds, enriching the tapestry of the Thomas universe. The campaign wasn't solely entertainment-focused; it had a strong educational undertone. Preschoolers were introduced to different cultures, traditions, and life lessons through engaging storylines. Elements like enhanced humor, modern music, engaging narration from Thomas himself, and a renewed focus on animals were integrated. These additions were meticulously chosen to make the content more dynamic, appealing, and relevant to the young audience of today, ensuring that Thomas & Friends remained a cherished brand for the new generation.



Process - Discovery

- Tasked with amplifying the global essence of Thomas & Friends, we aimed to create a digital platform for audiences across EMEA, AU & NZ, North America, and China. The goal: immerse parents and kids in Thomas's world, blending its rich heritage with new global adventures. Drawing inspiration from campaigns like 'Calling Team Thomas', we emphasized Thomas's international journeys, introduced diverse characters, and promoted global unity and exploration.

Process - Design



- The design emphasized user-centricity, especially for young children and parents. The website was crafted to be responsive, ensuring seamless experiences across devices. With a focus on localization-friendly designs, the site incorporated character designs, environments, color palettes, and fonts that resonated with the Thomas & Friends brand. The backend development included a robust CMS, games, and activities, all designed to enhance user engagement.

Key Takeaways



A holistic approach combining creative brainstorming with strategic planning ensured a campaign that resonated globally.



The project's success was underpinned by continuous user testing, feedback implementation, and a dedicated project management team ensuring timely releases and updates.

Results

- The campaign saw a massive engagement with over 150k unique users during its run, and nearly 6k photo uploads to the site.
- Social engagement soared to 14.2%, significantly surpassing industry averages, showcasing the campaign's success in resonating with its target audience.

