



# Hefty Zoo Pals and *Arthur*

## Reaching millions of moms and kids

Hefty was searching for a corporate sponsorship opportunity that would help the company position its Zoo Pals brand of animal-shaped paper plates and cups before a large, national audience of children and moms. It found the perfect partner in *Arthur*, PBS's Emmy Award-winning children series about an 8-year-old aardvark and his animal friends. A ratings winner for more than a decade, *Arthur* positioned Hefty Zoo Pals before its ideal target audience while signaling the company's support for PBS's high-quality, educational children's programming.

Company:  
**Hefty Zoo Pals**

Target audience:  
**Children 2–5 and Moms**

Sponsorship:  
***Arthur***

Term:  
**January 28, 2008 –  
February 22, 2009**

## Goals

- Reach a large national audience of kids and “PBS Moms,” who care about education and quality products
- Forge a strong association between Hefty Zoo Pals and the trusted and respected PBS brand

## Strategy

The Sponsorship Group for Public Television worked with Hefty Zoo Pals to develop a customized sponsorship package that capitalized on PBS's network of more than 350 local PBS stations nationwide to extend the reach of the company's sponsorship into the community.



Hefty Zoo Pals' *Arthur* plates

# CASE STUDY



## Tactics

### On-Air

- **The TV series:** Hefty Zoo Pals' two 15-second spots per broadcast were seen by over 7 million *Arthur* viewers each week.  
Source: NTI 10/06–9/07
- **Uncluttered environment:** Hefty Zoo Pals' message stands out in PBS's uncluttered broadcast environment.

### Off-Air

- **The web:** Hefty Zoo Pals' linked corporate logo was prominently displayed on the home page of the popular *Arthur* website. The Hefty logo and customized messaging also appeared on a special bridge page linking the *Arthur* site to Hefty's Zoo Pals' kids website, driving traffic to the Hefty site.
- **Product promotions:** Hefty Zoo Pals created a series of limited edition Zoo Pals plates and cups featuring Arthur and other characters from the series. Arthur and other characters also appeared prominently on the product packaging.
- **Community outreach:** Hefty provided free sample 8-pack Zoo Pals plates and Zoo Pals promotional flyers to PBS stations across the country for use in food service, craft projects and games at local workshops, kids' club literacy events and more. The company also provided PBS stations with packages of the limited edition *Arthur* plates at cost. More than 112,000 plates were distributed through PBS's national network of 350 local public television stations. Hefty signage also was prominently displayed at 155 PBS stations.



Arthur web site with linked logo to Zoo Pals web site

## Promotional Opportunities

- **Arthur walk-around character:** Hefty had free use of the walk-around character for special events.
- **Arthur logo:** Hefty received free use of the *Arthur* tune-in logo on product packaging.
- **Promotional credits:** Hefty was credited on all *Arthur* promotional and educational outreach materials created during their sponsorship. Hefty also was able to post *Arthur* education outreach materials on its website.

## SGPTV'S next sponsorship success story: Yours!

To learn how SGPTV can develop a customized, turnkey sponsorship opportunity to help your company achieve its marketing goals, contact SGPTV's Mike Nelson at 800-886-9364 or visit the SGPTV Web site at [www.sgptv.org](http://www.sgptv.org).