



BRIGHTEDGE CASE STUDIES

Crayola Case Study

Crayola Drives Engagement
with Creative, Fun Experiences

There is something special about opening a new box of Crayola Crayons or Watercolor Paints, and it doesn't matter if you're 4-years-old or 34-years-old. Simply opening them calls back to exciting creative possibilities and fun, often shared experiences.

The role of creative enabler is something the Crayola marketing team embraces and amplifies in its content strategy.



BrightEdge Helps Crayola Draw Up Winning Marketing Strategies



The Winning Formula

“At Crayola, we have unique product offerings, but we also create content and crafts to inspire creative applications of those products,” says Kate Matelan, Content Marketing Strategist for Crayola. “Our ability to look at the offering holistically -- commerce and content -- is important.”

Crayola has found a winning formula by pairing unique products with creative ideas, events and applications that inspire customers and build loyalty to the brand. However, creating effective, engaging content requires its own inspiration. For Matelan, BrightEdge provides essential insights from organic search to help them identify content themes and formats that will resonate with customers along with the capabilities to optimize, track and report on the content they create.

“The BrightEdge platform helps us to look at our program holistically. We use it, of course, to prioritize and optimize content for search,” says Matelan, “but more than that,

we’re using the platform to understand what consumers are searching for through keyword tracking, page group reporting and conversational search insights.”

Crayola uses BrightEdge’s search insights to inform not only its approach to organic search, but to help inform the company’s broader marketing strategy. “Search informs a lot of decision making,” says Matelan. “BrightEdge helps us make go, no-go decisions before resources are committed.”

Search also supports content and strategy cross-functionally. “We’ve found success using BrightEdge to identify trends and opportunities, but also to find themes, terms and phrases that work in social, text messaging, email, paid and so on,” Matelan adds. “The search information we gather from BrightEdge helps us tell customers that we have what they need, that we speak their language. When we find those synergies, we have the most successful campaigns.”

Adapting to Shifting Consumer Demand

At the start of the pandemic in 2020 as people were, by necessity, spending more time at home and isolated from friends and extended family, search insights from BrightEdge Data Cube and Instant helped the marketing team identify a change in the market.

According to Matelan, “Search around ‘things to do at home’ and related keywords grew quickly at the start of the pandemic. BrightEdge helped us identify this shift in consumer demand and pivot to support it with products and content geared around virtual and at-home experiences.”

Crayola responded with more experiential product and content offerings. One standout example was the company’s virtual craft camp.

The inaugural Camp Craft Box, a partnership between Crayola and Craft Box Kids, was a virtual summer camp for kids. Using Crayola arts and crafts products in the Camp Supply Kit, kids and parents followed the Craft Box Kids project tutorials to make over 20 DIY crafts during summer vacation. The search-based need, coupled with the new normal, resulted in a successful program championing creativity at home.

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—KATE MATELAN, CONTENT MARKETING



Translating Early Successes into a Prosperous Holiday

The Power of BrightEdge Data Cube

The holidays are an especially important time for fun, creative activities and, of course, gift giving. To make the most of the holiday shopping season, it is essential for Crayola to understand which products and content interests consumers in order to find special and personal ways to bring customers to the brand.

With exclusive gift sets and configurations, plus creative toys and activities, Crayola.com brought color and creativity to the holiday season via Crayola Color Wonder, Crayola Scribble Scrubbie Pets, and more. The exclusive gift sets offered only on Crayola.com provide all-in-one and family gifting opportunities for parents and grandparents. These sets of toys, supplies, and creativity—optimized with the power of BrightEdge Data Cube—were the main driver of increased average order value in Holiday 2021.

Building upon the success of the summer craft camp, Crayola partnered with Craft Box Kids for Camp Craft Box Winter Wonderland, which offered a virtual winter craft camp for kids and a virtual winter craft camp for adults. The creative projects at home provided an out-of-the-box giftable idea, plus a way to wipe away the winter blues! Camp Craft Box Winter Wonderland was a secondary driver of increased average order value as well.

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Leveraging Continued Success into Future Creativity

The ongoing engagement and excitement for Crayola.com content and commerce initiatives, seasonal search, and crafting-at-home continues to drive the business. As Crayola enters the summer months, virtual summer craft camp is making a comeback with eight themed weeks of creativity and learning for kids. Crayola and Craft Box Kids are excited for another summer of crafting with Crayola products!

