

**THANK YOU!**

Questions?



# Transformation of Marketing at the Ohio Art Company (B)



[TheCaseSolutions.com](http://TheCaseSolutions.com)

**There were Challenges**

Leadership Changes

Reporting Changes

Business Environment

The "Gold" was hard to come by

**TheCaseSolutions.com**



**But there were Successes!**

Research Innovation  
Business Development  
Category Reinvention  
Employee Development

**TheCaseSolutions.com**



## 1) Research Innovation

Zynga Packaging

Disruptive Destinations

Joint Project with WMT

Gaming Segmentation Virtual Test

**TheCaseSolutions.com**



## 2) Business Development

Emerging Channel Strat Plan

\$288MM over 5 Years

- 1) A foundation in Kantar
- 2) Customer/Channel Ship Projections
- 3) Institutionalized Training

**TheCaseSolutions.com**



### **3) Category Reinvention**

Boys Action - \$1.5B Category  
Collaboration with GCI on:

- 1) Design & Execution
- 2) Finding development & Presentation
- 3) Retail Recommendations

**TheCaseSolutions.com**



## 4) Employee Development

Performance Conversations

Hasbro Mentor Program

Community Service

Retail 101

**TheCaseSolutions.com**





# Transformation of Marketing at the Ohio Art Company (B)



[TheCaseSolutions.com](http://TheCaseSolutions.com)