

Show & tell Super Heroes - SuperZings

Creating 20,000 new pocket-money collectible fans in the playground

How do we turn a brand-new IP into an instant playground craze, without making teachers and parents roll their eyes?! That was our challenge when launching the first series of SuperZings...

Rather than just throwing samples at target-aged kids in a meaningless way, we decided to take over an often-neglected classroom moment – Show & Tell. Creating SuperZings-branded superhero capes and masks – playing into the heroes & villains theme of the blind bag collectibles – as well as a helpful guide for teachers to make the most of this sometimes ‘annoying’ classroom moment, we recruited 200 UK Year One classes to our initiative.

Branded activity sheets, classroom posters, a take-home competition, “I’m a Show & tell Super Hero” stickers and certificates... we ensured the brand brought meaningful engagement to every child, teacher and parent. AND we ensured every child (100 per school) received their very own SuperZings blind bag – with the classroom delivery timed to coincide with the first fortnight of the toys being at retail, we created 20,000 five- and six-year-old fans instantly.

Winning the trust of teachers was key, to ensure SuperZings toys weren’t seen as a nuisance in the playground as some collectible toys can be. Teacher feedback was overwhelmingly positive:

- 93% of teachers felt the SuperZings initiative was a good way of giving children confidence to speak in front of their peers
- 100% would recommend the initiative to other teachers
- 86% felt it was a good way to engage and excite children
- Almost two-thirds confirmed that children in their school continued collecting SuperZings after the initiative