In 2018, The Genius of Play hired an independent company, ConsumerQuest, to measure the cumulative impact that the campaign has had on mothers’ mindset toward play, attitudes toward toys, and actual purchase and social behaviors for toys.

The research was conducted in two waves and involved a total of 822 moms with kids 2-8 in the general US population, plus 245 Genius of Play database registrants.

The results show that exposure to The Genius of Play campaign results in higher appreciation of and stronger purchase intent for toys.

- Moms who recall The Genius of Play messages intend to spend 44% more money on toys, games and other play related items ($631 vs. $439) and shop for them more often than those who do not recall the campaign.

- Four in five parents (80%) who recall the campaign or its elements acknowledge positive impact of different Genius of Play assets on their appreciation of toys and games for their child.

- Two-thirds of moms will definitely/probably spend more money on toys and games than had they not seen The Genius of Play promotional materials.

- Moms who recall one of The Genius of Play PSA spots are significantly more likely to name giving children toys as a way to enhance their development.

The campaign has also had positive influence on moms’ appreciation of play and their willingness to encourage more of it.

- Moms who recall advertising are significantly more likely to agree with statements about the importance of playing “in all kinds of different ways” (75%), as well as for learning social skills (67%), and playing with toys increases creativity (60%).

- The majority of parents (81%) claim that the campaign’s creative elements have influenced them to encourage/allow more play. Among this group, 82% will definitely/probably allow more time for play.