



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.