

## Playcentre Open Week 2021

15 - 19 March 2021



*Sharing our stories*

### Campaign Summary

#### Goal

This year the aim of Playcentre Open Week was to;

- Encourage potential members to visit their local centre and see what Playcentre is all about
- Increase the recognition of the Playcentre brand

We created the “Share our story” campaign. The aim of it was to connect with potential and current members, inspire them, engage them and compel them to connect with Playcentre. There were several reasons storytelling was chosen as a theme. It is consistent with the broader theme of inclusiveness that “Welcome to our Village” celebrates; come visit Playcentre and tell us your story. Also, it personalises Playcentre for people. We are not just a group of parents who take children to Playcentre, but also a group of individuals with our own stories. Just as our children have their own stories.

“Whānau tupu ngātahi – families growing together”

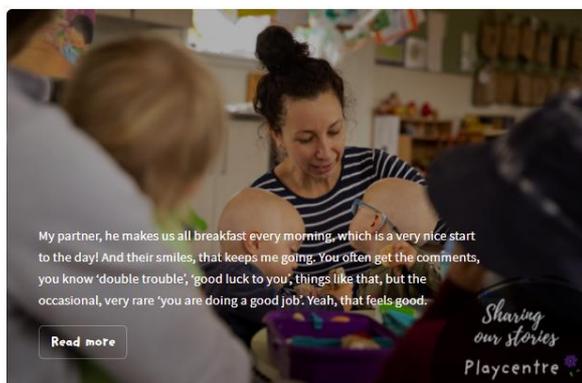


## Website

On the website there was a page under Events called Playcentre Open Week. Within this section were all of the individual stories, images and a page for each of them. The home page featured a headline banner to promote the week and theme. As the stories were released, one per day they were posted in latest news that featured on the home page and included an invite to attend Playcentre Open Week.

### Sharing our stories

Inā kei te mohio koe ko wai koe, I anga mai koe i hea, kei te mohio koe. Kei te anga atu ki hea  
If you know who you are and where you are from, then you will know where you are going



## Website Statistics

During the Playcentre Open Week campaign the website had 128,226 page views and the month of March had the highest number of users since the new website was launched. The page 'Find a centre' had a 112.85% increase in hits compared to the month prior (February 2021).

## Facebook

We created Facebook posts promoting the Campaign that the centres could share or use. For example:



## Playcentre Aotearoa

Published by Josephine Bloggs · 4 March ·

"My original concern with Ruby was that she wasn't making friends that well. She goes to daycare but never talked about people, so I really wanted to see how she was in action, with everybody else... Ruby has flourished here and every day she's asking, 'when am I going to Playcentre?'"

Read more about Jared here...

<https://www.playcentre.org.nz/.../playcentre-open-week-2021/>

Become part of the Playcentre story.

With over 420 Playcentres across NZ there is one in your neighbourhood. Come and discover your local Playcentre during Open Week and share your story.

[#playcentreaotearoa](#) [#sharingourstories](#)

[#becomepartoftheplaycentrestory](#) [#welcometoourvillage](#)



We reached 67,453 people and had 5,530 people engage with the public Playcentre Aotearoa Facebook page over the campaign period. The centres also enthusiastically took up and utilized the campaign on their own pages. The stories were shared over 500 times and by doing this, members publicly promoted Playcentre to their friends and networks. The main advertisements and stories were also posted on Instagram and some were picked up and shared by well-known bloggers and influencers which aided their reach.

We created Facebook posts, profile pictures, cover photos and event pages that were able to be used and shared.

## Centre engagement

Centres fully embraced the theme and we saw hundreds of stories throughout social media from members (past and present) about their story and time at Playcentre.

Some centres opted for increasing visibility. Paeroa Playcentre have limited presence in our town centre as they are tucked away on a residential street, so they took the opportunity to have a visual presence with an electronic billboard.



We also saw centre events listed on eventfinda and locally on neighbourly.



## Promotional Material



We created a range of promotional material that centres could share on social media. Flyers that they could print off and posters that they could use to promote their centre within their community. We also created some editable templates so that they could personalize them with their own centre details. The feedback we have received from centres is that they really value being supplied high quality promotional material, as it made promoting their centre a lot easier.

## Stuff

Over a two-week time period we conducted an online campaign with advertisements targeting the parenting and lifestyle sections. We had 439,314 impressions during this time that peaked during the parenting section takeover (image below).

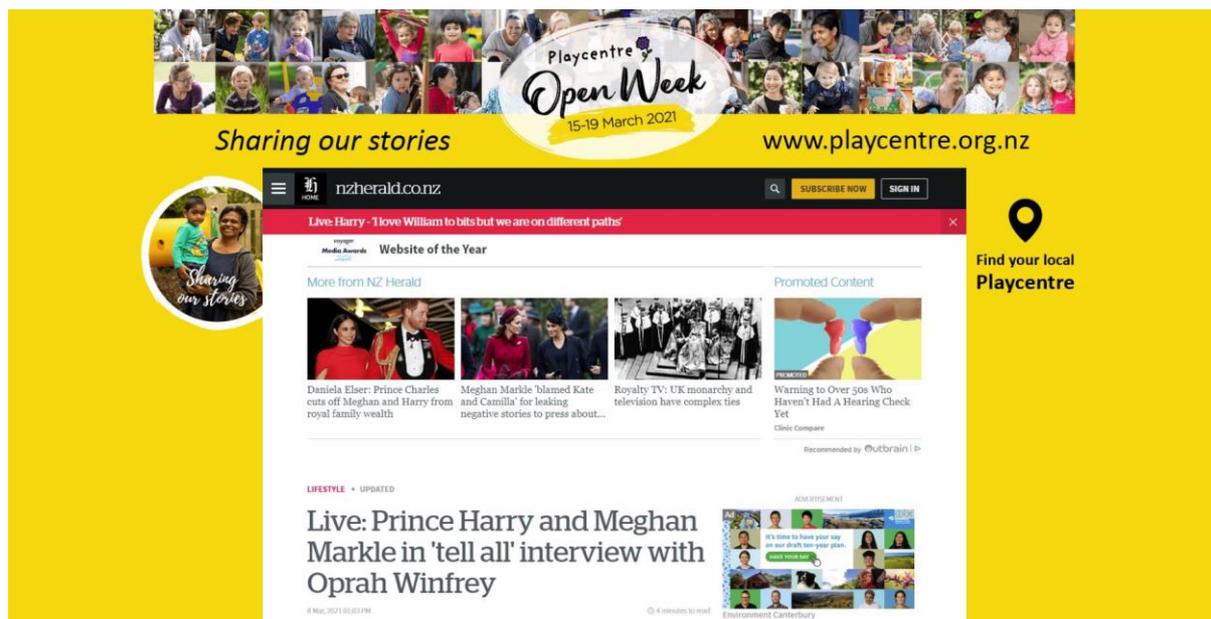


## Google Ad Words



Google Ads were also served to people who had expressed an interest in Playcentre by searching for it through Google. These were highly targeted - adding a touchpoint to this audience and motivating them to engage and attend Playcentre Open Week. The adverts had 205,315 impressions and 2,880 of these clicked through to our website making it a click through rate of 1.40% which is very high for Google Ads with the average being under 0.1%.

# NZ Herald



This NZ Herald ads were targeted broadly to parents of young children and were aimed at making our campaign widely known and encouraging people to find out more. In total 428,504 ad impressions were served to targeted audiences. As a result, 4,362 people decided to click though to visit our website and learn more about Playcentre and Playcentre Open Week.

We did a range of advert styles, including a desktop takeover. This high impact visible advert was timed with the highly anticipated interview with the Duke and Duchess of Sussex as a high number of our target audience were expected to be reading about this online. This was very successful and resulted in a CTR of 3.93% (average for the industry is 0.8%).



We also did advertisements with native links were less interruptive but achieved a much broader reach than any other format. It allowed us to elaborate on our campaign message through the ad copy text.



## Tots to Teens

We partnered with Tots to Teens and advertised Playcentre Open Week through their website, e-newsletters and social media channels. This exposed our event to a potential of over 500,000 people. Those who are viewing Tots to Teens are very engaged and are our target audience so we would expect the conversion rate to be high.



### SHARING OUR STORIES

Read about Jared, a butcher who goes to Playcentre with his daughter Ruby, or Saroja who attends with her grandson or Timea from Hungary who comes along with her twin boys. We invite you to [visit your local Playcentre](#) and share your story.



## Win



### WIN! THE ARTIST TICKETS

Bursting with hysterical clowning and acrobatics. We have a family pass to *The Artist* to give away.

[ENTER HERE](#)



### WIN! TWO BY TWO: OVERBOARD

To celebrate the release of Two by Two: Overboard we have five family passes to give away.

Playcentre 

## Family Times

Family Times featured Playcentre Open Week on their Facebook page with 13,314 followers.



Family Times New Zealand  
14 March at 20:33 · 🌐

Playcentre Open Week 2021 begins tomorrow.  
Come and share our stories together.

Read about Jared, a butcher who goes to [Playcentre Aotearoa](#) with his daughter Ruby, Saroja who attends with her grandson or Timea who has twin boys.

So come and discover your local Playcentre during Open Week and share your story.

<http://www.playcentre.org.nz/.../playcentre-open-week-2021/>



## Media Releases

To aid centres we supplied a media release template for Playcentre Open Week 2021. It had a section in it that offered centres the opportunity to personalise it and put in their opening days and times. It was wonderful to see this being utilised and articles being successfully published in their local areas. We also provided a media kit to support centres with interacting with the media.

10:30 AM Wednesday Mar 17, 2021



Bridie Allen, President of Carterton Playcentre, with daughter Sienna. PHOTOS/SUPPLIED

SUE TEODORO  
sue.teodoro@age.co.nz

It's Open Week at Playcentre Aotearoa, where interested families can drop into their local branch and experience the chaos and fun of early learning in a parent-led environment.

## Conclusion

While this campaign promoted Playcentre Open Week, it also highlighted who we are and what we do. We raised awareness that Playcentre is a good -and for some people the perfect- ECE option.

Our online campaign has been very effective and by being appropriately targeted has exposed Playcentre to potential members. The feedback received from current members was that they appreciated seeing Playcentre promoted on a national level and through professional channels.

More people visited the Playcentre website in the last month of March, than in any month ever before. Similarly, enquiries via the website from potential members requesting more information have greatly increased.

Whether or not people managed to visit us during this week the seed is planted. Following on from the campaign, we have added follow up promotional material on Social Media welcoming visits from future families at any time.

As the 'Share your story' campaign has been so successfully received and from the feedback provided, we will be continuing this on our website, and we will continue to provide centres with high quality promotional material as these are valuable and effective resources for them.