



UTOPIA COMMUNICATIONS, Inc.
Changing the world, one client at a time.

Becoming the New Neighbor : PartyCity

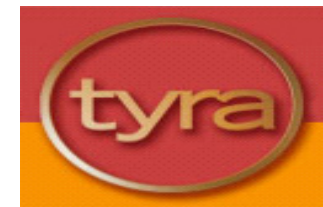
Overview: The task assigned was to unite the corporate and franchisee PartyCity stores in a consistent local-area marketing effort.

The Challenge: The agency was tasked with establishing local community and third-party relationships to create a greater awareness of PartyCity as the neighborhood party supply and planning resource.

The Result: The agency first developed media relations policies and process management so that the program had an overall structure. It began helping PartyCity establish relationships by holding local store opening programs, creating a national XScream Makeover program and brokering media partnerships, establishing and training local Party Pros to be consumer advisors and advocated around party planning and special occasions, creating the Birthday Club program and establishing PartyCity as a regular on local and national talk shows.

This effort yielded year-round national, regional and local media placements averaging 20 million impressions each year, strategic partnerships with Disney and Meredith media, 35 market local relationships with Boys & Girls Clubs of America and special enhanced coverage for the NYC store and tri-State franchisees.

*Disclaimer: This program was handled by a Utopia team member while employed at her previous agency.



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