



Get Inspired

Don't miss out. Sign up to our free weekly newsletter to learn about the best creative work from around the globe.

to Ads (/top-ads)

className=se

Type your email

Sign Up

Colombia

Campaign

Agency Network: [DDB \(/taxonomy/agency/ddb\)](#)

Published/Aired: April 2018

Posted: April 17, 2018

Like 161 Comment 1

Share:



https://d3nuqriibqh3v.cloudfront.net/play-doh_airplane.jpg?vU5Bky1diuZiG4dO2c4V0PS8Delm0ye

Also From This Campaign [3 \(https://www.adsoftheworld.com/campaign/playdoh-ddb-04-2018_0\)](#)



[See Full Campaign \(/campaign/playdoh-ddb-04-2018_0\)](#)



Get Inspired

Don't miss out. Sign up to our free weekly newsletter to learn about the best creative work from around the globe.

Type your email

Sign Up

[/industry/gaming](#)

In April, Hasbro transforms itself into a world of imagination and creativity to celebrate Children's Day with the launch of the "Open a jar of imagination" Play-Doh campaign. The brand seeks to remind the entire world the importance of encouraging children's imagination, with an idea that adds a pack to the traditional Play-Doh can. With this approach, we give life to the concept that becomes the best possible way to give imagination with no instructions, age restrictions or even explanations.

Play-Doh invites to use creativity so you can see beyond the product and imagine what it can be.

Through a special limited edition delivered only to influencers and media, the conversation about the product was activated. Additionally, the idea had its own life in the streets, promoting its launch through different bus stops of the city, locating those same packs in each one of them, but in a bigger size, surprising every pedestrian and inviting them to interact with the brand to discover the world of possibilities available with a can of Play-Doh.

In the words of Jonathan Kaplisky, Marketing Director of Hasbro:

"Play-Doh is the ideal brand for this campaign because it pleases both parents and children. The parents, because they know that with Play-Doh their children can develop creativity, and the children, because it's a brand that transmits a ton of fun. Our expectancy is for the Play-Doh can to be perceived as an opportunity to give imagination at a low cost".

Outdoor advertisement created by DDB, Colombia for Play-Doh, within the category: Gaming.

Credits

Advertising Agency: [DDB, Colombia \(<http://www.ddbcol.com.co/>\)](#)

Chief Executive Officer: [Borja de la Plaza \(/creative/borja_de_la_plaza\)](#)

Chief Creative Officer: [Leo Macias \(/creative/leo_macias\)](#)

Creative Directors / Art Directors / Copywriters: [Mario León \(/creative/mario_leon\)](#), [Juan Espitia \(/creative/juan_espitia\)](#)

Account Director: [Paula Botero \(/creative/paula_botero\)](#)

Head of Production: [Dolly Cantor \(/creative/dolly_cantor_0\)](#), [Darío Lozano \(/creative/dario_lozano\)](#)

Producer: [Esteban Pava \(/creative/esteban_pava\)](#)

[Log in \(/user/login?destination=node/325984%23comment-form\)](#) to post comments



Jun 01, 2018 - 14:24

Didn't get much from this campaign, Could have done much much better with "Open a jar of imagination" this tag line ..
[\(/user/artistomad\)](#)

[Artistomad \(/user/artistomad\)](#)

Activity Score 83

Like • 6

◀ [Previous \(/media/film/pmu_aristocrat\)](#)

[Next](#) ▶

Related Ads in



Get Inspired

Don't miss out. Sign up to our free weekly newsletter to learn about the best creative work from around the globe.

Type your email

Sign Up



[Play-Doh \(/taxonomy/brand/playdoh\)](https://www.adsoftheworld.com/media/print/playdoh_playdohs_kitchen_en)

Play-Doh's Kitchen Creations - Lichtenstein

(https://www.adsoftheworld.com/media/print/playdoh_playdohs_kitchen_en)

Agency Network: [TWO.AM \(/taxonomy/agency/twoam\)](#).

[View Details](#)

([/media/print/playdoh_playdohs_kitchen_creations_lichtenstein](#))

78

[Play-Doh \(/taxonomy/brand/playdoh\)](https://www.adsoftheworld.com/media/print/playdoh_playdohs_kitchen_en)

Play-Doh's Kitchen Creations - Warhol

(https://www.adsoftheworld.com/media/print/playdoh_playdohs_kitchen_en)

Agency Network: [TWO.AM \(/taxonomy/agency/twoam\)](#).

[View Details](#)

([/media/print/playdoh_playdohs_kitchen_creations_warhol](#))

102

Join Our Mailing List.

Creative Inspiration and Award Show Updates

[Sign Up \(/aotw_newsletter/nojs/subscribe\)](#)



Related Images from:

iStock.
by Getty Images

Incredible stock. Flexible pricing. Buy credits or subscribe today. (https://iStockphoto.6q33.net/c/240672/258824/4205?subid1=AOTW&subid2=api_content_cta&sharedid=AOTW API Content CTA&u=https%3A%2F%2Fwww.istockphoto.com%2Fgb%2Fplans-and-pricing)

[Search](#) (https://iStockphoto.6q33.net/c/240672/258824/4205?subid1=AOTW&subid2=api_content_thumb&sharedid=AOTW API Content CTA&u=https%3A%2F%2Fwww.istockphoto.com%2Fgb%2Fplans-and-pricing)



(b)
su
cr
gr

Get Inspired

Don't miss out. Sign up to our free weekly newsletter to learn about the best creative work from around the globe.

Type your email

Sign Up

 iSTOCK

 iSTOCK
by Getty Images

[!\[\]\(2c586d1ccf0fcdf377dd93b4120d3637_img.jpg\)](https://Stockphoto1q33.net/c/240672/258824?_=AOIW&size=2=api_content_thumb&sh=with_dav&id=241452=36443960))

Advertisement

Ads of the World  Creative Advertising Community

© 2020 Clio Awards

[Terms of Use](https://clios.com/terms-use)

[Privacy](https://clios.com/privacy-policy)

[Cookie Policy](https://clios.com/cookie-policy)

[Careers](https://www.linkedin.com/jobs/search/?f_C=10637912&locationId=OTHERS.worldwide)

