



RACING INTO THE SPOTLIGHT

AKHIA's PR relationships and efforts scored a national placement on the TODAY Show for a new Step2 product, the Hot Wheels Extreme Thrill Coaster.



THE QUICK TAKE



TRACKING OUR RESULTS

500k

TODAY Show viewers

677

product page views per day, up from 220

3x

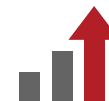
increase in daily sales of the Extreme Thrill Coaster

WHAT DROVE OUR SUCCESS?



Leveraging Our Contacts

We turned to our well-established relationships with industry influencers and media.



On Track + On Trend

We aligned our strategies with the latest summer toy trends.



Big + Bold

We touted the Thrill Coaster as a uniquely oversized and exciting product—helping it easily resonate with consumers.



akhia.com