

**ADVERTISING EXPERIMENTS AT THE OHIO ART  
COMPANY**

Louise Vella

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Headquartered in Bryan, a small northwest Ohio town, the Ohio Art Company was best known for its classic drawing toy, Etch A Sketch. In stark contrast to the.

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### Advertising Experiments at the Ohio Art Company by Rajkumar Venkatesan

This case is designed to be part of the first year of marketing, or a second-year MBA elective in advertising, integrated marketing communications, market.

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Transformation of Marketing at the Ohio Art Company B In March the Ohio Art Company, best known as the manufacturer and marketer of the classic toy, Etch A Sketch EAS had been distracted from its efforts to shift its marketing emphasis from traditional mass-marketing channels to more targeted digital marketing. Decisions Some of the differences in the experiments should affect the eventual decisions. The test had three objectives: 1 estimating consumer demand for the revised Betty Spaghetti line, Advertising Experiments at the Ohio Art Company testing whether advertising could increase sales and profits obtained for the redesigned Betty Spaghetti, and 3 convincing the merchandise manager at a mass-merchant chain that those sales of Betty Spaghetti would justify the allocation of shelf space.

Identifying and selecting actionable value creation options. The etch a sketch commercials were aired during TV programs most likely to be watched by adults, whereas the betty spaghetti commercials clearly targeted children. Sign up. The Betty Spaghetti Experiment In mid, the company implemented another field experiment for a revamped Betty Spaghetti product line. Everything changes. Sufian Tan. With nanoblock in particular, the company attempted to create a forum for fans to communicate

with each other, asking questions and sharing creations.