



Taking Elmer's from “just glue” to classroom go-to.

The Challenge

Everyone knows Elmer's as the glue that holds together generations of craft projects. But Elmer's is so much more than just glue—it's the inspiration that brings children's imaginations to life.



Become the name teachers trust
for classroom art activities



Expand awareness of Elmer's creative
crafting ideas and products



Encourage sign-ups in the
Elmer's Teachers Club

The Solution

TECMG's expert editors created a multimedia content series with classroom ideas, activities, and lessons, each featuring an Elmer's product. We also launched a sweepstakes that offered Elmer's products as prizes when teachers signed up for the Elmer's Teachers Club.



The content series helped shift
teachers' perception from just glue
to a source for creative crafting
ideas and supplies.



The campaign had added credibility,
thanks to the participation of
teaching icon Becky Andrews.



The promotion both rewarded
teachers and gave them imaginative
new ideas for the classroom.

The Results

The campaign was a success on multiple levels, from views and impressions to engagement with the content. Teachers loved the fun yet educational ideas from two trusted brands and the opportunities to win great products for their classrooms. Memberships in the Teachers Club soared—in fact, this promotion generated more sign-ups than any other media source.



5 million
brand impressions



59,000
downloads of content



11,000+ entries, a 39%
increase over prior year