

**Company:** PlayWise Partners, Los Angeles, CA

**Company Description:** PlayWise Partners is an integrated communications agency. We partner with awesome people to build great brands and inspire playful lifestyles for all ages.

**Nomination Category:** Achievement in Communications & Marketing (Developed for/by Women) Awards Categories

**Nomination Sub Category:** Achievement in Events & Observances Communications or PR

**Nomination Title:** MAGNA-TILES® Celebrates World's Tallest Magnetic Tile Tower, Empowers Kids to Build On!



HOW TO ENTER >

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the nominated campaign or program - its genesis, development, planning, commission, and performance to date - OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions, provide them in the appropriate spaces below:

Google Drive with all assets for this award: <https://drive.google.com/drive/u/0/folders/18o3pttat6x74hS9KIDTstkhdWHI9R9JL>

3. Specify the date on which this campaign or program was launched:

September 2, 2024, in Hackensack, New Jersey

4. Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

**Total 146 words used.**

**Planning + Content:** PlayWise Partners, agency of record for MAGNA-TILES, along with the marketing team at MAGNA-TILES, planned and executed a flawless activation and media relations campaign. The goal was to secure earned media coverage featuring Dashel's story and the MAGNA-TILES brand. We were especially targeting TV news outlets to broadcast the powerful visuals and introduce the MAGNA-TILES brand ad campaign, "Build On," which was launching the same week. With only four weeks to plan, once Dashel's family confirmed the event date, the PlayWise team quickly developed media materials including a media alert and press release, while also mobilizing resources to capture b-roll and content on-site to extend media coverage potential. While Dashel's generous community of supporters provided the event location and the 60-foot boom lift, a limited budget of less than \$10,000 was required for the photographer, videographer and production of branded materials.

5. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 12 words used.**

Google Drive with all assets for this award: <https://drive.google.com/drive/u/0/folders/18o3pttat6x74hS9KIDTstkhdWHI9R9JL>

6. Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

**Total 102 words used.**

MAGNA-TILES tower building entered world record heights, thanks to an amazing kid! Twelve-year-old MAGNA-TILES super fan Dashel Prywes followed his tower building dreams, using thousands of [MAGNA-TILES](#) pieces to set the world record with a 50-foot tall magnetic tile tower. Dashel, diagnosed with childhood chronic kidney disease (CKD) at the age of five, was on a mission to build awareness about the disease by also building the world's tallest MAGNA-TILES tower. Dashel achieved his childhood dream on September 2, 2024, in Hackensack, New Jersey, where he was also awarded the first-ever MAGNA-TILES Gold Tile Award. Find more information in this [blog post](#).

7. Outline the activities and concrete results of this campaign or program since the beginning of July 2023. Even if your initiative started before July 2023, limit your response to activities and results since the beginning of July 2023 only (up to 250 words):

**Total 248 words used.**

**Creativity + Quality:** We knew the heart of the story is what the media would love - the story of an awesome kid on a mission to build a big tower while battling a disease. We used creative storytelling and visual branding to infuse MAGNA-TILES into the story without overpowering the human interest. The concept of the MAGNA-TILES Gold Tile Award was conceived to pay a special tribute to Dashel and reinforce the inspiration he demonstrated. Branded materials, such as banners and photo props, were produced with visuals and slogans to seamlessly reflect the new MAGNA-TILES brand campaign. The high quality of visual assets we captured on-site pulled through in the massive TV coverage, especially the b-roll package we same-day serviced to media, check it out [HERE](#).

**Results:** First of all, Dashel hit his epic goal of 50 feet to set the world record - that was everyone's priority! And then the media coverage results were just as impressive. As a result of our proactive media outreach, we had three news crews show up to capture the action - WNBC, WABC and PIX11 (CW). The local TV segments, kicking-off in New York, were then picked-up by affiliates across the country including most of the top 10 markets such as Chicago, Los Angeles, Washington DC, Boston, Philly and San Francisco, totalling 70 TV segments, reaching 1.3 million broadcast audience and more than 10 million impressions. View the Critical Mention report and a selection of the TV clips [HERE](#).

## Attachments/Videos/Links:

[MAGNA-TILES® Celebrates World's Tallest Magnetic Tile Tower, Empowers Kids to Build On!](#)

[REDACTED FOR PUBLICATION]