A Blue’s Clues Case Study

Markle Foundation - December 12, 2001

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The Nick Jr. Dream...

• Kids first
• Creator Driven
• New twists on old standards
• Risk taking
• Asking for help
Blue’s Clues and Nick Jr.

- Definitional
  - Play to learn
  - Modern/Innovative
  - High quality
  - Universal vision
Mission Statement

Blue’s Clues Mission is to Empower, Challenge and Build the Self-Esteem of Preschoolers While Making Them Laugh
The Stars Were Aligned

- Foundation
- Vision
- Breakthrough
- Knowing Your Audience
- Ego-less
- Passionate Visionary Staff
Foundation
Foundation

• Creator driven
• Passionate
• Visionary
• Breaks the Rules
Vision
Vision

• Create an educational show that preschoolers will want to watch
Vision

• Create an educational show that preschoolers will want to watch
• Tell kids that …
  – They are smart
  – They can do anything that they want to do
Vision

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• Tell kids that …
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• Create an educational “hit” that will be good for business
Vision

• Create an educational show that preschoolers will want to watch

• Tell kids that …
  – They are smart
  – They can do anything that they want to do

• Create an educational “hit” that will be good for business

• Change the way preschoolers watch television
Vision

(continued)

• Be the first program to showcase kindergarten readiness skills in a cognitive thinking curriculum
Vision

(continued)

• Be the first program to showcase kindergarten readiness skills in a cognitive thinking curriculum
• Create a brand
Vision
The Practical Side

• Have a mission statement
Vision
The Practical Side

• Have a mission statement
• Have a curriculum
Vision
The Practical Side

• Have a mission statement
• Have a curriculum
• Incorporate goal sheets
Vision
The Practical Side

• Have a mission statement
• Have a curriculum
• Incorporate goal sheets
• Have a formative research department
Breakthrough
Breakthrough

• Format
Breakthrough

- Format
- Aesthetic
Breakthrough

- Format
- Aesthetic
- Research
Breakthrough

• Format
• Aesthetic
• Research
• Technology
Breakthrough

• Format
• Aesthetic
• Research
• Technology
• Music
Breakthrough

• Format
• Aesthetic
• Research
• Technology
• Music
• Multiple Viewing Strategy
Knowing Your Audience
Knowing Your Audience

• Learning Theory
Knowing Your Audience

- **Learning Theory**
  - Situated Cognition: Teaches in the context of a preschooler’s life
Knowing Your Audience

• Learning Theory
  – Situated Cognition: Teaches in the context of a preschooler’s life
  – Taught processes and strategies for learning
Knowing Your Audience

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  – Taught processes and strategies for learning
  – Offered Mnemonics
Knowing Your Audience

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  – Taught processes and strategies for learning
  – Offered Mnemonics
  – Focused on Challenge and Mastery
Knowing Your Audience

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  – Taught processes and strategies for learning
  – Offered Mnemonics
  – Focused on Challenge and Mastery
  – Incorporated a Meta-Cognitive Wrap up
Knowing Your Audience

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• Child Development Theory
Knowing Your Audience

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• **Child Development Theory**

• **Understood how preschooler’s watch TV**
Knowing Your Audience

• **Learning Theory**
  – Situated Cognition: Teaches in the context of a preschooler’s life
  – Taught processes and strategies for learning
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• **Child Development Theory**

• **Understood how preschooler’s watch TV**

• **Provided active participation in learning**
What Makes Research Work
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• Collaborative process
What Makes Research Work

• Collaborative process
• Integrated in the production process
What Makes Research Work

• Collaborative process
• Integrated in the production process
• Creative problem solving
What Makes Research Work

• Collaborative process
• Integrated in the production process
• Creative problem solving
• Use analysis that understands the mission of the show
What Makes Research Work

• Collaborative process
• Integrated in the production process
• Creative problem solving
• Use analysis understands the mission of the show
• A strong voice
Preschoolers

- Blue’s Clues Mission
- Child Development Theory
- Learning Theory
- Story / Scripting
- Research
- Consultant
- Production
- Actor
- Director
- Art
- Design
- Animation
- Music / SFX
- Research

Preschoolers
Being Ego-Less
Being Ego-Less

- It’s about our audience
- Split the difference
- Respect and trust
- Say “yes” before “no”
Passionate Visionary Staff
Passionate Visionary Staff

• Each department has their own vision
Passionate Visionary Staff

- Each department has their own vision
- Propel our mission
Passionate Visionary Staff

- Each department has their own vision
- Propel our mission
- Leaders
Passionate Visionary Staff

- Each department has their own vision
- Propel our mission
- Leaders
- Foster a creative culture
Passionate Visionary Staff

- Each department has their own vision
- Propel our mission
- Leaders
- Foster a creative culture
- Mission statement relates to our staff
The Stars...

- Foundation
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- Breakthrough
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- Ego-less
- Passionate Visionary Staff
Ancillary Business
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• Blue’s Clues Live Show: preschoolers will fall in love with the magic of theatre
Ancillary Business

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• Consumer products: interactive, educational products with a cognitive thinking skills curriculum
Ancillary Business

• Blue’s Clues Live Show: preschoolers will fall in love with the magic of theatre

• Consumer products: interactive, educational products with a cognitive thinking skills curriculum

• Publishing: break the stigma of a “licensed product” and create breakthrough, visionary stories that preschoolers will want to read over and over again
Ancillary Business

(continued)

• On-line: extend the learning from the episodes so kids can master concepts
Ancillary Business

(continued)

• On-line: extending the learning from the episodes so kids can master concepts
• CD-Roms: breakthrough aesthetic and curriculum
Ancillary Business

(continued)

- On-line: extending the learning from the episodes so kids can master concepts
- CD-Roms: breakthrough aesthetic and curriculum
- Blue’s Clues Magazine: learning through hands on play
Brand Building

• E Pluribus Unum
• Event marketing