

A Blue's Clues Case Study

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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

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- Creator driven
- Passionate
- Visionary
- Breaks the Rules

Vision

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- Create an educational show that preschoolers will want to watch

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- 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

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- Have a curriculum

Vision

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- 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

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- 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

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- Learning Theory

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 - Situated Cognition: Teaches in the context of a preschooler's life

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- Child Development Theory

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- Child Development Theory
- Understood how preschooler's watch TV

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 - Focused on Challenge and Mastery
 - Incorporated a Meta-Cognitive Wrap up
- Child Development Theory
- Understood how preschooler's watch TV
- Provided active participation in learning

What Makes Research Work

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- Collaborative process

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- Integrated in the production process

What Makes Research Work

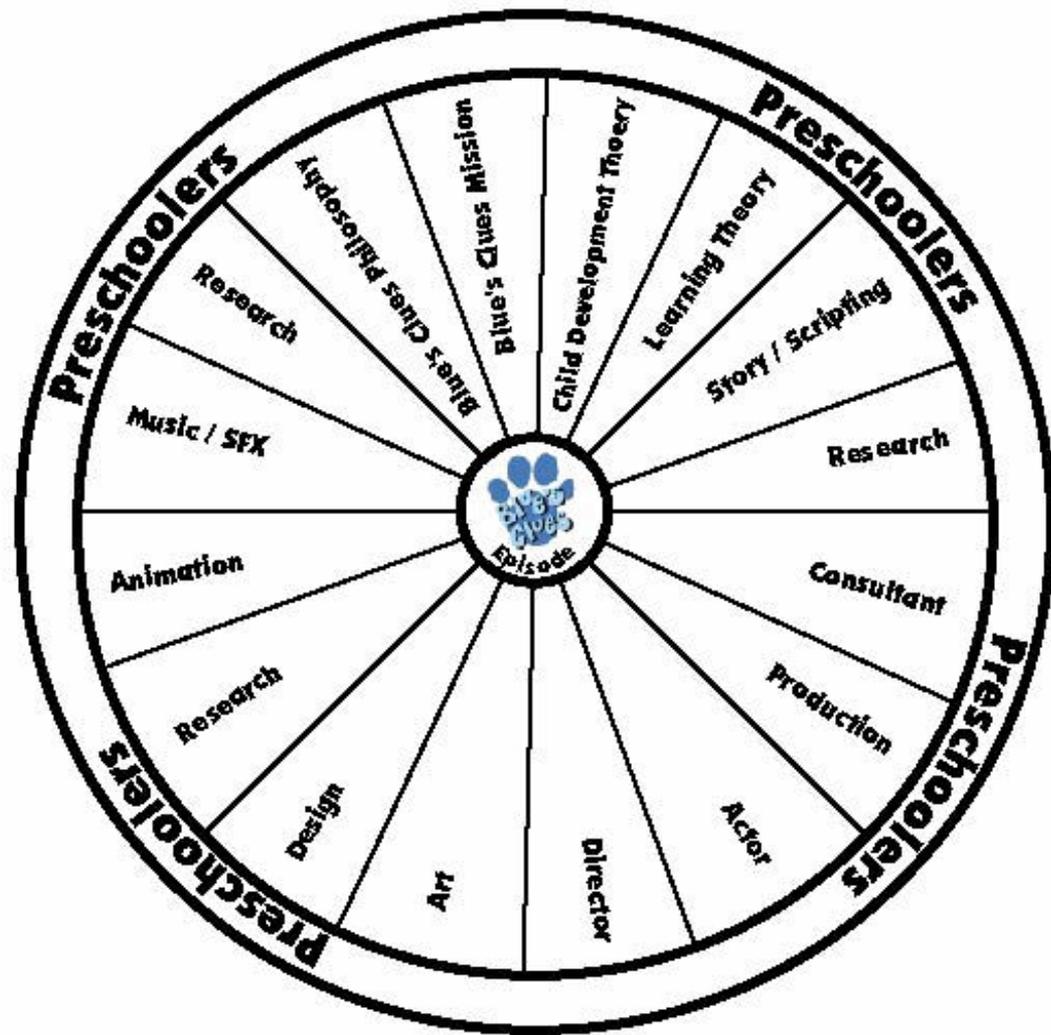
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- Integrated in the production process
- Creative problem solving
- Use analysis understands the mission of the show
- A strong voice



Being Ego-Less

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- It's about our audience
- Split the difference
- Respect and trust
- Say “yes” before “no”

Passionate Visionary Staff

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- Each department has their own vision

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- Propel our mission

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- Leaders

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- Foster a creative culture

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- Leaders
- Foster a creative culture
- Mission statement relates to our staff

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Ancillary Business

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

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- 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

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- CD-Roms: breakthrough aesthetic and curriculum

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- 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