Kids School Adults in the Power of Imagination with Hasbro's PLAY-DOH Professors Content Series

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WHAT: Hasbro recently launched "PLAY-DOH Professors," a social media content series showcasing the importance of imagination for everyone, regardless of age. The video series features three PLAY-DOH Professors, aged 6 to 8, who share their joyful creativity with adult students. Their playful approach encourages adults to break free from structured ways of thinking and demonstrates the power of imagination and free play using the PLAY-DOH brand. Rolled out daily from January 7 – 10, the campaign featured four hero films that bring viewers along as PLAY-DOH Professors help their students unlearn limitations to creativity.

The campaign's first hero film kicks off with a series of "Meet the Professors" interviews where our young scholars introduce themselves, their teaching styles and what imagination means to them. Film two highlights the first day of school where PLAY-DOH Professors show students examples of the awesome things you can do with PLAY-DOH compound when you use your imagination, patiently helping them through their first assignment. The grown-ups have done their homework in film three, presenting their PLAY-DOH projects to the professors. Finally, the "Graduation" film spotlights the valuable lessons about the importance of imagination that the students learned from their PLAY-DOH professors.

PLAY-DOH Professors is an extension of the brand's " PLAY-DOH Kids Can" campaign, developed to provide limitless resources that make imagination accessible and fun for everyone. In September 2024, Hasbro launched a pilot program for the PLAY-DOH Imagination Curriculum with a select group of educators in Title 1 schools across the U.S., impacting over 200,000 students. The curriculum features a step-by-step guide for educators and parents to present PLAY-DOH projects to kids through detailed instructions, structured scripts and options for extending each lesson plan. PLAY-DOH Kids Can empowers kids to harness their imagination as a superpower and the PLAY-DOH Professors are proud to show off their skills and inspire their students to unlock their imagination. Families are also able to enjoy imagination, activity-based content on PLAY-DOH's social media platforms (Instagram, TikTok, Facebook and Pinterest) as well as the newly relaunched shop.hasbro.com/play-doh.