

## All aboard... Ferrorama is departing now

BRASILIA, BRAZIL / GALICIA, SPAIN: Before bowing to consumer pressure to bring back a discontinued product, a brand needs to make sure that there is a genuine demand for the product's return - and not just an example of social hysteria.



Ferrorama was a popular clockwork train set that was particularly popular in Brazil during the 1980s, but toy trends changed, children's tastes moved on and Ferrorama was discontinued in the early '90s.

Many defunct childhood brands and trends often attract a group of enthusiasts who keep the memory of them alive in adulthood, and Ferrorama was no exception. A number of enthusiasts had set up a group on Brazilian social network Orkut, campaigning for the return of the train.

### Tilkian talks the talk

In response to the group, Carlos Tilkian, chairman and CEO of Ferrorama's manufacturing company, Manufatura de Brinquedos Estrela, issued a video message to the group with a mission that would prove their devotion to the product, and influence the company's decision to re-instate production of Ferrorama trains.

To complete the challenge, the leader of the Ferrorama group had to take the train set on a literal pilgrimage. In Spain there is a famous road called el Camino de Santiago (also known as St. James' Way), which leads to St. James' Cathedral. The Ferrorama train had to complete the final 20km section of the path, without stopping.

A website (<http://voltaferrorama.com.br/>) broadcast video updates and social network updates of the team's epic journey, and the Ferrorama train trundled across the finish line five days later.

### Results

Tilkian kept his promise, and a new generation of Ferrorama train sets were released. The new toys sold out a month after release.

The stunt generated 5 780 463 media impressions

Why is this on Cream? Boys and their toys - this stunt was a true labour of love for all involved, and while there was no doubt heavily stage managed, there is no escaping the charm behind the whole project. Involving the CEO of the company was also a nice touch.

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