



London, UK - June 22, 2023 - Award-Winning Toy Company Plus-Plus Collaborates with Word-of-Mouth Marketing Agency Come Round to Launch Nationwide In-Home Marketing Campaign

Plus-Plus, the acclaimed Danish toy manufacturer, renowned for its innovative and highly creative one-shape range, has partnered with Come Round, a leading word-of-mouth marketing agency, to amplify brand awareness through an extensive in-home marketing campaign across the United Kingdom. Two hundred meticulously-selected families were chosen to participate in the campaign, receiving selected Plus-Plus products to try out. The campaign has already generated over five hundred authentic #PlusPlusToy social media posts with an estimated word of mouth reach in the tens of thousands.

Phil Hooper, Managing Director at Plus-Plus UK & Ireland, expressed his delight with the campaign's early results. *"We are delighted with the response we have received so far from the families. It is wonderful to witness the excitement and creativity our products are bringing to children and families across the UK."*

An imaginative construction toy, Plus-Plus has consistently captivated children and parents alike with its versatile building system. The one-shape range allows kids to unleash their creativity by connecting simple yet unique interlocking pieces, enabling limitless design possibilities in a world of colour.



About Plus-Plus: Plus-Plus is an award-winning Danish toy company known for its creative and imaginative one-shape range. The versatile interlocking pieces allow children to build and design to their heart's content, fostering endless possibilities for imaginative play. With a commitment to innovation, Plus-Plus inspires children to explore and develop their creativity while having fun.

About Come Round: Established in 2010 Come Round is a word-of-mouth marketing agency harnessing the authentic power of genuine recommendations and user-generated content from households across each country. Come Round's clients include entertainment companies and FMCG brands. For more information about Come Round, please visit about.comeround.com