

THE CHILDREN'S PLACE

CASE STUDY

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OVERVIEW

Talent Resources has worked alongside The Children's Place, Inc., the largest pure-play children's specialty apparel retailer in North America for the past two holiday seasons to secure fun, family-friendly celebrities to help promote their matching family pajamas program.

In 2020, amidst the height of the Covid-19 pandemic, Talent Resources sought to align the brand with a mix of TV personalities, actors, content creators, and more that could bring a bit of cheer and levity during such a difficult time ultimately securing including Mario Lopez, Tia Mowry-Hardict and Brie Bella all of whom helped bring awareness to this fun, family program.

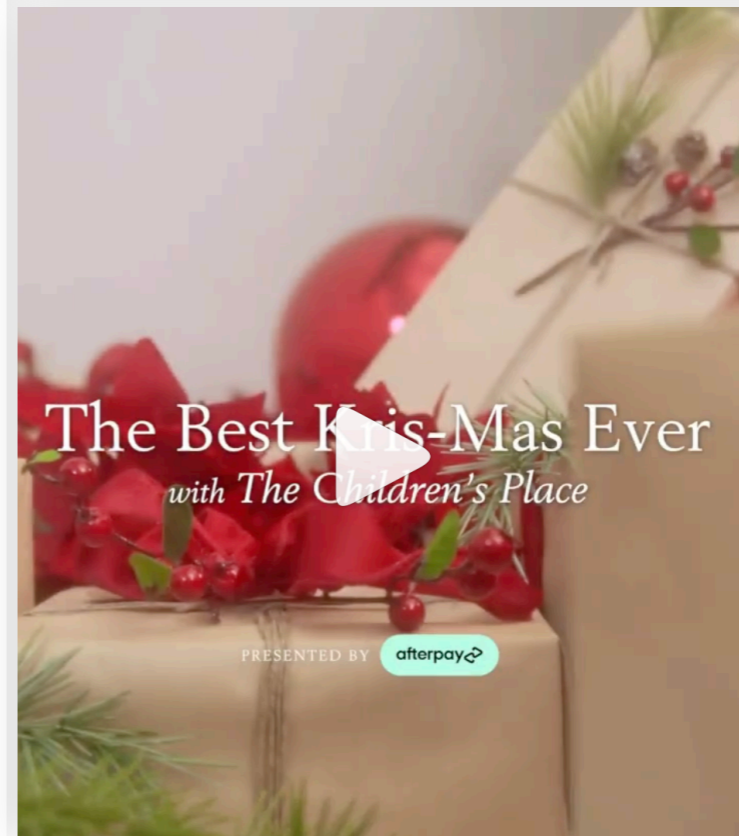
Following the success of the previous holiday season, The Children's Place and Talent Resources collaborated once again in 2021, alongside their "Buy Now, Pay Later" partner, Afterpay, to work with the iconic Kardashian/Jenner family, known around the world for their love of the holidays to create the ultimate "Kris-Mas" celebration campaign, featuring Kris Jenner, Khloe Kardashian (and her daughter True) alongside the family's grandmother, MJ Shannon.

In collaboration with Talent Resources, The Children's Place has been able to reach a wider audience than ever before and the results can be seen with an incredible number of both earned media and social media results, as well as brand awareness and digital traffic to their website.

People EXCLUSIVE

Khloé Kardashian and Kris Jenner Pose in Matching Pajamas (with True!) in Exclusive Photos

Kris Jenner, her mother MJ Shannon, Khloé Kardashian and her daughter True teamed up with The Children's Place for their Holiday Family Pajama Collection



krisjenner • Follow
Paid partnership with [childrensplace](#)

krisjenner #ad You know Christmas is my favorite holiday, and there is nothing better than celebrating it with my family! So fun working with [@childrensplace](#) and [@afterpayusa](#) on this holiday campaign with [@khloekardashian](#), True and my mom MJ. Four generations, all in matching family PJs... so special.

Make your holidays special with matching family PJs with The Children's Place, and shop them all with Afterpay via the link in my bio. #pajamajamaparty

2w

zach_scheiner What an awesome



446,235 views

OCTOBER 6

khloekardashian • Follow
Paid partnership with [childrensplace](#)

khloekardashian #ad Who's ready for a Khloé Christmas?! Had so much fun shooting this [@childrensplace](#) holiday PJ campaign with my True, [@krisjenner](#), and gorgeous grandma MJ. OMG... True had a blast picking her fave styles!

Get yours now (literally before they're gone) with [@afterpayusa](#) via the link in my bio. #pajamajamaparty

2w

mattyktalent This is super cute [@khloekardashian](#) and [@childrensplace](#)



2,714,916 views

OCTOBER 6

ADDITIONAL POSTS

TikTok
@theraefamily

theraefamily ✓
The Rae Family · 9-16

#ad Ya'll, it's a #PAJAMAJAMAPARTY! Our dance moves may not *exactly* match, but at least our PJs from @childrensplace

🎵 PAJAMA JAMA PARTY - thechildrensplace

207.9K 2403

00:00/00:29

mariolopez • Follow
Paid partnership with childrensplace

mariolopez • The Lopez Fam Bam are ready for the holidays! @childrensplace are killin' it with their new Holiday Matching Family PJ Collection! Check out @childrensplace and their matching family PJ collection in my link in bio. #mychildrensplace #ad

22h

nancysengraving That's the CUTEST picture ever!!!!

21h 3 likes Reply

Liked by mattyktalent and 39,201 others
22 HOURS AGO

Add a comment... Post

thebriabella • Follow
Paid partnership with childrensplace

thebriabella • Loving @childrensplace newest launch of Holiday Matching Family Pajamas! We honestly could not pick which PJ style (out of 20!) we loved most. Keeping up with holiday traditions are important to @bryandanielson and me - especially since it's Buddy's 1st Christmas. So in love with these three ❤️ Start your holiday traditions now, check out the @childrensplace and their matching family PJ collection in my link in bio. #mychildrensplace #ad

4h

Liked by kibostwick and 132,132 others
4 HOURS AGO

Add a comment... Post

tiamowry • Follow
Paid partnership with childrensplace

tiamowry • You guys know me... any time I can spend more time with my family, I'm in! That's why when @childrensplace wanted to partner for the launch of their newest Holiday Matching Family PJ's, I had to say yes! I mean... I can't handle Cairo and Cree's cuteness. 😍 @childrensplace has so many styles to choose from, I knew we would find the perfect style we'd all love. Get in the holiday spirit, check out the @childrensplace and their matching family PJ collection in my link in bio. #ad

23h

Liked by mattyktalent and 185,189 others
23 HOURS AGO

Add a comment... Post