
Agency / Marketing Brief

Kids Subscription Club



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Kids Subscription Club

Introduction



We Offer The World's Most Popular Kids Apps as a **Subscription Service**

The Kids Subscription Club is just like Netflix and Spotify, but with the best kids apps. Consumers pay a fixed recurring fee and gets unlimited access to kids apps their children love. We have removed all the negatives such as advertisements, timers, locks, requirements to do in-app purchases, etc.

Kids Subscription Club

Consumer Value Proposition

The Best Kids Apps

Chosen by experts,
loved by kids



Pure Play

Creativity, collaboration,
problem solving



No Tricks

In-app purchases?
Third-party ads? Nope



Free Trial

Join free. Cancel anytime

Kids Subscription Club

Consumer Value Proposition



All You Can Eat Business Model

The consumers pay a daily / weekly / monthly fee and can install and use all kids apps unlimited

The World's Most Popular Kids Apps

All kids apps are handpicked, quality tested and have proven popularity all over the world

High Quality Solution

Competing solutions are low quality kids apps and experience. We deliver top notch quality and experience

The background of the slide is a vibrant, stylized illustration from the game Subway Surfers. It features a graffiti-covered wall with the word 'SUBWAY' in large, colorful letters. In the foreground, a character with red hair and glasses is painting. To the right, a character in a white hoodie and blue pants stands with arms crossed. A boombox and various graffiti tools are scattered on the ground.

Subway Surfers

The most downloaded game during 2017, have now crossed 1 BILLION downloads on Google Play alone!

by Kiloo

The background of the slide is a dark blue gradient. A large, semi-transparent teal circle is centered on the page. Inside this circle, the text 'Tom & Jerry: Mouse Maze' is written in a large, white, sans-serif font. Below the title, there is a paragraph of white text. A yellow-outlined rounded rectangle contains the text 'by GlobalFun Games' in a yellow font. The background also features faint, stylized illustrations of Tom the cat and Jerry the mouse. On the left side, there is a large, stylized red 'T' and a purple pom-pom. On the right side, there is a purple pom-pom and a purple cat tail.

Tom & Jerry: Mouse Maze

100,000,000 downloads on Google Play. Classic characters that are known and loved by kids world wide, first film was created already in 1940.

by GlobalFun Games

Titles Kids Love

My Om Nom



Rank #1
in 21 Countries



Rating
4.1 of 5



Downloads
50,000,000

Toca Hair Salon 3



Rank #1
in 94 Countries



Rating
4.7 of 5



Purchases
50,000

Formula Cartoon All Stars



Rank #1
in 86 Countries



Rating
4.0 of 5



Purchases
50,000

Kindergarten Math



Rank #1
in 80 Countries



Rating
4.5 of 5



Downloads 5,000
(Newly Launched)

Play & Learn

Play is a Natural & Scientifically Proven Way for Children to Learn

In the Kids Club
We Offer Many Apps
Where Children Can
Explore Play and at the
Same Time Develop Social
& Cognitive Skills, Mature
Emotionally, and Gain
Self-Confidence

Kids Learn to Read



Rank #1
in 91 Countries



Rating
4.2 of 5

Toca Blocks



Rank #1
in 95 Countries



Rating
4.4 of 5

Kids Numbers & Math



Rank #1
in 31 Countries



Rating
4.7 of 5

Kidjo TV

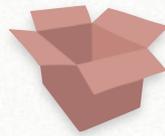
Kidjo TV is a certified education and entertainment app for kids, created for busy moms and dads who want their kids to spend quality screen time. It offers parental controls such as time limit, age recommended and curated content. Users normally pay a separate monthly subscription fee at \$4.99 for Kidjo TV via Google Play, but it's free in the Appland Subscription Clubs!

by Kidjo

Kids Apps in Club

Most Apps are Language Independent. It's about Graphical Discovery & Exploration

200 *
Number of Games



\$540
Value of Games



Some titles need channel approval *
and minimum guarantee fee



40%
Reached Rank #1**



75%
Reached Rank #100 **

** Defined by App Annie's highest ranking
within the game's category

Top Kids Content Providers

Premium Titles Without Ads & In-App Purchases



Target Audience

Parents



Kids Club

Customer Profile



Customer Profile Kids Club

Passionate Parents that Need 30 Minutes Free Time



Passionate Parents Want What's Best for Their Children

They have looked for kids apps on Google Play but have been disappointed. "How do I know what is good for my kids?" The Kids Club is the best kids apps in the world w/o tricks. The Club focuses on developing play & learning. Parents can let children play with apps without feeling worried and they don't need to feel guilty for the screen time. Kids learn & evolve while parents get their much needed 30 min free time.

The Moment

Parents need to drive the car, cook food, make calls etc. They then have a need to entertain their child so they can focus

Competitors

Main competitors are apps on Google Play and video services like YouTube, Netflix or similar

Customer Profile Kids Club

Best Quality Entertainment When I Have Time Over

Gains Consumer are Looking for...

- Best Kids Apps
-
- Educational & Entertaining
-
- Selected Content
-
- Good for Kids Development
-
- Known Cost



Jobs to be Done

I get 30 min while my child can indulge and is entertained without me feeling guilty.
The child can learn and explore without risk

Pain Relievers

- No Ads or In-App Purchases
-
- No Virus or Malware
-
- Quality Tested Kids Apps
-
- No Tricks
-
- Carefully Selected

Understanding The Parent



Remember

Bare in Mind that You are Selling the Kids Club
First for the Parents and then for the Kids



You are Selling the Kids
Club First for the Parents



How Parents Worldwide Overlap... and Diverge

How Chinese, German & US Parents are Similar



A Parent's Job

Parents in all three countries describe themselves similarly – as “nurturing,” “protective” and “supportive.” And frankly, we have yet to travel to a country where parents’ attitudes differ in terms of how they see their roles.

kidscreen.com



How Parents Worldwide Overlap... and Diverge

How Chinese, German & US Parents are Similar



Kid's Influence on Purchases

Parents agree that their kids get input on family purchase decisions, both large and small. Even when parents are the ones swiping the credit card – maintaining the illusion of purchase control – it's their kids' wishes that guide what they buy. Keeping the kids happy is easier for parents than tough love. In addition, parents feel that giving kids a say is empowering – when their child can voice an opinion, that's considered a developmental milestone that parents want to encourage.

kidscreen.com



How Parents Worldwide Overlap... and Diverge

How Chinese, German & US Parents are Similar



Gender Attitudes

Another similarity across markets is the momentum toward gender equality. In all three countries, more than half of parents encourage their children to play with toys that are traditionally for the opposite gender. And the majority of parents also believe that the approaches used to raise girls and boys should be the same. While that's not everyone, similar stats across markets imply that a global attitudinal shift seems to be emerging that is worth paying attention to.

kidscreen.com



How Parents Worldwide Overlap... and Diverge

How the Markets Diverge



How Kids Spend Their Time

While all parents agree that play is important to help kids relax, have fun, learn and grow, markets differ on which way the scale tips. Most parents globally say they prefer educational activities and media, but the degree to which parents really push their kids to choose educational pursuits over others varies by country. Culture strongly influences this diversion.

kidscreen.com



How Parents Worldwide Overlap... and Diverge

Global Truths



1. **Appeal to the Universal Role**

that parents see for themselves: nurturers, protectors, supporters



2. **Follow the Growing Trend**

toward gender inclusivity and equality that parents are embracing for their kids



3. **Remember that Kids have Influence on Purchases**

large and small, especially in categories they take a larger interest in



4. **Show both Parents & Kids**

that you will make kids happy, since parents prioritize kids' needs

kidscreen.com

How Parents Worldwide Overlap... and Diverge

Global Truths



- 5. Understand Local Nuances**
for each market you target



- 6. Reflect & Appeal to Local Parents' Goals**
for their kids, whether those lean toward personal fulfilment, personal achievement, or collective participation



- 7. Understand the Balance of Power**
when it comes to decisions, so you know who to try to reach in marketing



- 8. Consider that You May Want to Target a Niche**
but passionate minority in a particular market, vs. the majority

kidscreen.com

Statistics



Asia-Pacific Kids are Choosing the Internet Over TV

77% of kids ages six to 14, if given the choice, prefer to use the internet only versus the TV exclusively

kidscreen.com

Statistics



Asia-Pacific Kids are Using Smartphones & TV Multiple Times per Day

Nearly 60% of APAC kids with access to smartphones and TV use them multiple times per day

[kidscreen.com](https://www.kidscreen.com)

Don't Use Stereotypes in Marketing

Market to Modern Families



1. Don't Assume

that a family consist of a mother and father. Modern families have many different type of constellations



2. While Traditionally

dads in marketing have been portrayed as well-meaning but clueless in household matters, we are now seeing a shift towards depictions of men as sensitive, caring and capable fathers, thanks to "[dadvertising](#)". At present, only 7% of men feel they can relate to portrayals of masculinity in media



3. According to Google Research

almost 80 per cent of millennial parents say that their child is one of their best friends, and 74% involve their children in household decisions

ogilvy.com

Play & Learn



Help Kids Grow

Connect with the Parent



Brand's Value

A brand must demonstrate its value, showing parents it nurtures, educates, elicits their kids' creativity, feeds their imaginations, reinforces positives or helps them to grow. Parents will gladly say "yes" to such a brand.

designforceinc.com



Inspired by...



Kids Club Play & Learn is Inspired by...

The best school system in the world – Finland.
Children learn through Play and by having fun

theguardian.com

Learning through Play



Psychological Point of View

From a psychological point of view you can see how play can help children become powerful learners.

[David Whitebread](#) | Director of the Centre for Research on Play in Education, Development & Learning at the University of Cambridge

theguardian.com



Play & Learn Apps

Apps for Playful Learning



In the Kids Club

We Offer Many Apps Where
Children Can Explore Play and at the
Same Time Develop Social & Cognitive
Skills, Mature Emotionally, and Gain
Self-Confidence



Conclusion



In Your Marketing
Make Sure to Communicate...

That Kids Club offer a Play & Learn
concept that is good for kids development

Message



Unique Selling Propositions

World's Best Kids Apps

Give your child the world's most popular, top rated, fun and playful kids apps



Worth More than \$500

For a small fee your kids can play & learn with the worlds top kids app



New Kids Apps Every Month

Your child can explore new apps every month



Play for Ages 2-12

Children between 2-12 love these apps



Safe for Children

No Ads, In-app purchases or Links



Cancel Anytime

You can cancel the service anytime

Play & Learn

Help your child become a powerful learner with educational apps and fun play



Guaranteed Fun

All games are verified, free from tricks and proven to be fun



Apps Chosen by Parents

Kids apps approved by parents and loved by kids



No Tricks

No in-app purchases & third-party ads



Free Trial

Try for free and cancel anytime



Top Rated

Access hundreds of top rated kids apps

Key Benefits



Gains Consumers Get

- Best Kids Apps
- Selected Content
- Educational & Entertaining
- Known Cost
- Good For Kids Development



Pain Relievers

- No Ads or In-App Purchases
- No Virus or Malware
- Quality Tested Games
- No Tricks
- Carefully Selected

Tone of Voice

Parents Want What is Best for Their Children...

And they see their role as nurturers, protectors, and supporters. Children love to use internet, kids apps and watch content on YouTube and similar services. But scandals where kids apps display adult advertisement and YouTube videos for kids that contain violent content make parents worried and concerned.

The Wide Selection of Apps & Content...

Makes parents stressed. They use communities, blogs and ask other parents for advice to find good content. They review apps and videos before the children are allowed to use them. This is a tedious and endless task in a setting where the parent already feel that they don't have enough time.

No Tricks. Approved by Parents & Loved by Children

While parents drive the car or cook the dinner, children will safely play, be creative, explore and have fun. They will acquire skills and learn new things. The parent never need to worry that their child will see something unsuitable.

Reasons to Believe

Well Known Brands
& Kids Apps



Trust Icons



All Kids Apps are
Top Rated



Audience Takeaway



Try the Service!
It's Safe & Fun

Try the service! Its safe and your child will love it, have fun and feel happiness

Resources



Resources

Download Resources & Build Amazing Campaigns



Advertisement
Creatives and Texts



ALL MATERIAL CAN BE ACCESSED AT:
drive.google.com



Bulk SMS
Examples

Objectives & KPIs



Objectives & KPIs



We Want You to Identify the Best Go-to-Market Model for This Product

Your job is to recruit XXXX new high quality subscribers per week and the Customer Acquisition Cost (CAC) needs to stay below YYY USD per consumer who signs up for the service.

High Quality Means consumers that will love the solution and stay as subscribers as long as we deliver an amazing product.

We use technologies such as AppsFlyer and similar to track and optimize users' acquisition funnel.

Scope



Scope

1

Budget

XXXXXXXXX USD

2

Deliverables & Expectation

Please Fill in

3

Schedule

First Campaign Should Start January 1

Thank You!

