



# Brand and Audience

## Kids 2-9

- Decreased attention spans and multiple options for content, at their fingertips
- Want to watch fun content that makes them laugh and feel happy.
- Kids love feeling capable and inspired and like stories where characters solve problems, overcome challenges, or learn something new.
- Enjoys gaming and interactive play for entertainment and connection with friends and family.

## Mom's/Parents/Caregivers

- Worried about kid's health and well-being from the impact and influence of technology.
- Need trusted and safe content – gap in what current networks and digital platforms are providing.
- Wants help with fostering educational and creative inspiration for their kids.
- Concerned about the current state of the world and wanting simpler, more analog times.



## Kids and Parents want Crayola's programming to honor and meet their expectations:

... to inspire creativity, self-expression, and imaginative play

... to learn something or stimulate problem solving

... to see positivity and kindness in action

... to have a trusted space that she can enjoy with her family

... to feel safe

... to be fun



## Spark Imagination

Provide content that ignites the child to want to imagine without limits.

## Be Creative

Inspire through a variety of methods that motivates the viewer to take action to create!

## Have Fun!

Bring out laughter, silliness, the outrageous and imaginative forms of play patterns to make creativity and learning fun.

## Learn through Inspiration

Showcase new and different ways to encourage learning through color and imagination.

## Be Trusted

Tell stories that are age appropriate and within Crayola guidelines.

## Value Family Time

Multigenerational storytelling that allows the family to feel connected and energized creatively.

## Evoke Nostalgia

Use familiar IP and play patterns that recaptures the warm feelings of the past to keep fun and imagination passing down the generations

## Creative for All

Show that creativity and problem solving comes in all forms and respect all aspects of the creative journey.



# Brand Storytelling DNA



## ALWAYS

- Be **imaginative, creative, and playful**
- Reflect a trust of **moms & young children**
- Be fun and inspirational
- **Spark a warm and joyful feeling, emotion, or memory**
- **Bring out problem solving and creativity**
- Have educational influence in the content
- Incorporate a spark to want to go create
- Be **family appropriate**

## AVOID

- Being **divisive or creating unnecessary tension**
- **Content that is not age appropriate**
- Making the viewer feel **upset or uncomfortable**
- Anything that is **artificial or controversial**
- An **unresolved conflict**
- Sparking **stress or conflict**
- **Foul language**
- **Violence**