

**a brand new inflatable
'creative - play' range,
that will literally just
blow you away!**

introduction

as parents and grandparents the world over know, children are at their happiest when they disappear into the land of make believe and creativity, and the concept of blowcraft does this to help growing minds fulfil those wonderful ideas just appearing as if from nowhere!

blowcraft, combines some of the elements that our children love to play with.

inflatables – they love blowing up balloons and rings

stickers – they love putting stickers everywhere

colouring – they love colouring pictures & stickers

decorating – they love decorating anything they can

lights – they love glittering and twinkling lights

our range of blowcraft sets, encourage children to use their minds and hands and create a whole range of ideas, time and time again.

blow and inflate, use stickers, coloured pens, tapes and jewels to decorate the toy and in some sets, add the colour changing led light unit to create a night time buddy

being a brand means delivering a consistent message and product offering wherever consumers interact with the brand.

there are many ways to try and achieve this. we chose to use a method that breaks the brand down into manageable elements.

the model is made up of nine elements, some that have been used by us before. each element is crucial to the positioning which can only be understood as a sum of all the parts.



definitions

on the following pages you will find a detailed explanation of each element of the new brand positioning, including definitions of the key words used.

essence

the word or short phrase that best encapsulates the entire brand positioning.

values

the core beliefs that the brand will always represent.

personality

if human, how the brand would behave, its attitude and how it would interact with others.

supporting evidence

the evidence that exists, in the brand's heritage or current offer, that proves it will be able to deliver the promised benefits.

benefits

the emotional and functional benefits that the brand offers consumers.

need state

the fundamental (usually emotional) need that the brand satisfies in the target consumer

consumer insight

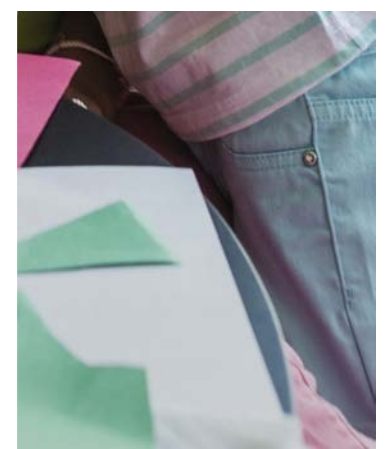
the one truth about the market or consumer, revealed through research, on which the positioning is founded.

key communication target

the type of consumer that the brand would like to be associated with and to whom the actual users aspire

competitive landscape

the key current and potential competitors targeting the same consumers as our brand.



brand finger print

**colour and explosion and zany and blow
and stick and textures and create and
imaginative and copy and sparkle and
cool and hands on and lights and vibrant**

brand essence

**heaps of creative, inflatable, and vibrant,
fun and engaging products that can help
stimulate, inspire and entertain**

brand values

**safest, quality, inspiring,
fun, value.**

safest

something this brand will
always be – free from liability
to harm, injury, danger or risk.

quality

no short cuts will be taken –
we will endeavour to ensure
our products are selected
based on this essential
criterion.

inspiring

our products will only aid the
purchase in a positive sense
through their influence on the
consumer

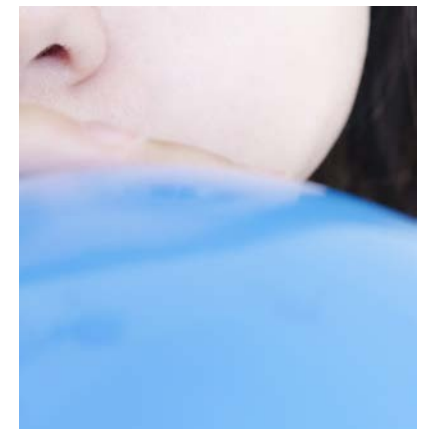
fun

we will deliver a range of
products that are fun to
create, fun to play with and
bring a smile to the face.

value

we will surprise through our
value for money in a positive
manner!

inspire



personality

**bright, playful, cheeky,
vibrant individual**

a child that is fun and
confident with an engaging
sense of humour

**ability to imagine, invent,
problem solve and create**
an individual who can set their
mind to open creativity and
getting things done.

communicate in fresh new ways.

where the creations they
develop will help them
express themselves even
further.

this child is.....

friendly & outgoing
expressive and not
afraid to try new things.

this child is not.....

a loner
serious
off hand or rude or
unimaginative.



cheeky

supporting evidence

the children's creative market has not changed dramatically over the last 20 years. children still learn to draw, paint, colour in and make things in similar fashion to those who grew up in previous decades. this will be a brand that connects, inspires and encourages creativity and also happens to be a new concept

children still learn to draw, paint, colour in and make things in similar fashion

the way in which a child goes through the stages of using their hands, and how they use them has not changed over time, and thus, the type of product has been about for years and is readily recognised and 'needed'.

a brand that connects inspires and encourages creativity.

through the very products in its offer and the way it communicates the traits will be in abundance.

also happens to be a new concept.

blowcraft is a brand new creative range that will be a new concept in the creative play market.



brand benefits

the brand will emphasise the enjoyment of taking part in creative art and craft, as well as the end result! however, what the results look like, is no where near as important as the hours of fun spent creating them!

The key elements for the child will be in the 'doing'

though they will more often than not also be delighted in their results.

emotional benefits

**enjoyment – of the process
pleasure – in creating
'something' keep sake –
a reminder of the moment.**

functional benefits

**quality
value
thought through
creative detail
developmental
stimulating packaging**

enjoyment



need state

treasured creations: by engaging with and purchasing from this brand – consumers will have the satisfaction that their/or others' kids will be able to creatively express themselves through producing imaginative creations that could become memoirs of their childhood.

treasured creations

the end results that will be lovingly displayed and kept.

imaginative creations through producing

the child will put their own mark in whatever they make.

consumers will have the satisfaction that their/or others' kids will be able to creatively express themselves

the purchaser will be content that the child that they bought the product for will use the item however they choose.

memoirs of their childhood

keepsakes that will be looked back upon with fond memories.



consumer insight

**in an ever increasing disposable world.....
Convenience & availability are key to success.
a brand with an ability to promote spontaneity
for any occasion – with an appropriate price
& quality relation – will be well on the road to
achieve such success.**

convenience & availability

**easily accessible and at hand
and in stock.**

promote spontaneity for any occasion

**the fact that craft products
can be used for various
occasions throughout the
year (christmas, birthday,
mother's day etc) ensures
that it can be an impulse
brand.**

appropriate price/ quality relation

**the equation between the
product and what the
consumer pays for it is
suitable for the offer.**



key communication target

gifters', but parents in particular that recognise the benefits in interactive, expressive and creative play over toys & play with pre-set boundaries.

gifters'

those buying presents for others

parents in particular

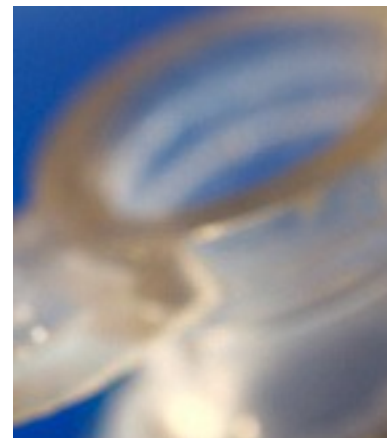
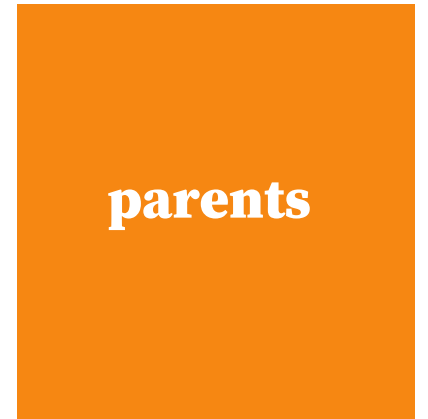
these will be the primary purchasers.

pre-set boundaries

**certain toys come with instructions for usage
craft products in the main are left to the child's imagination.**

interactive, expressive and creative play

the play that the brand evokes is not pre-determined and allows individuality to shine through.



new blowcraft product ideas in development

**flyaway fairy - happy hats - blow frames - happy horse – floppy
flowers - comfy cushions – funky folders - funky bags**

seasonal

blow cards - valentines / easter / birthday / mothers day / christmas

sets

easter / halloween / christmas

inflatable bubble family

bubble family included set components:



b/o led lights



led in situ



inflatable character



printed stickers

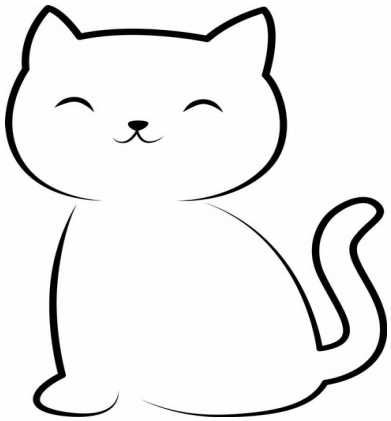


colour-in stickers



6 pack felt tips

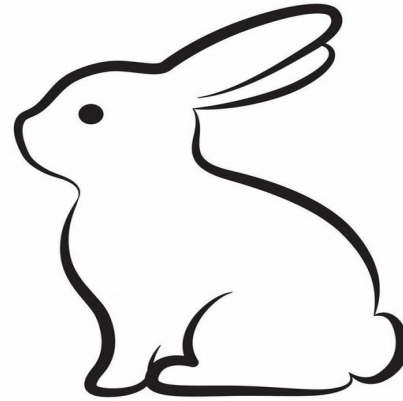
new blowcraft characters



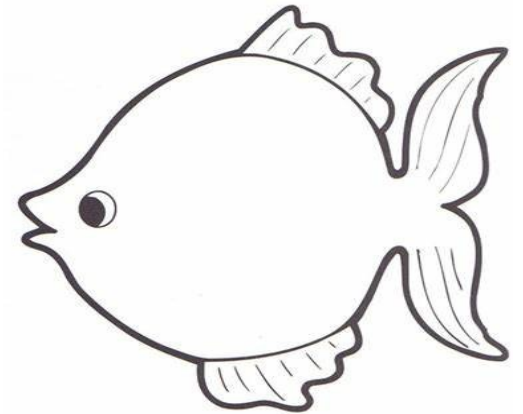
puddy cat



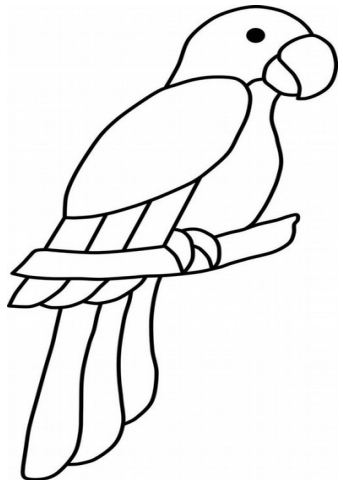
puppy dog



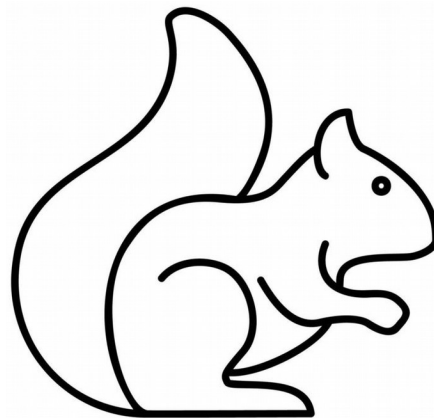
bunny rabbit



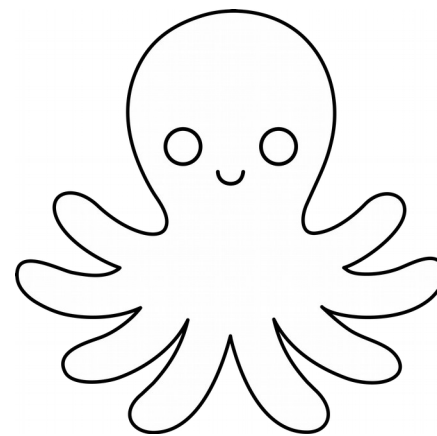
fishy fish



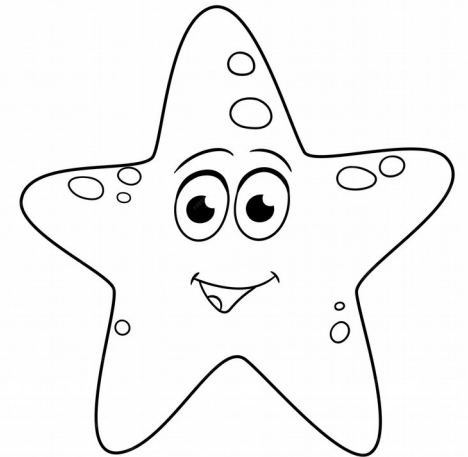
polly parrot



sid squirrel

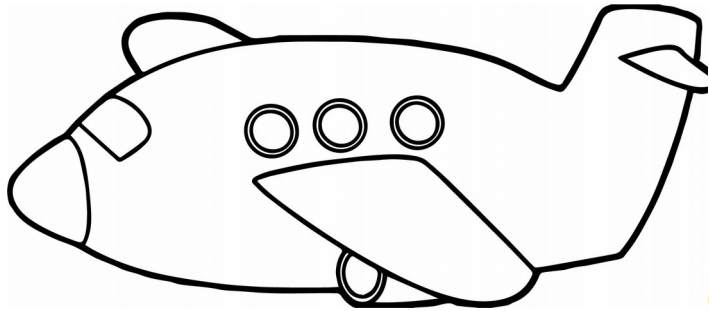


ollie

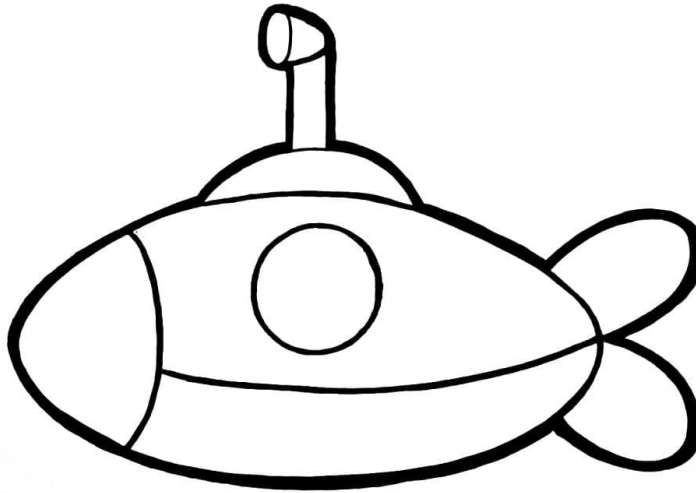


starry

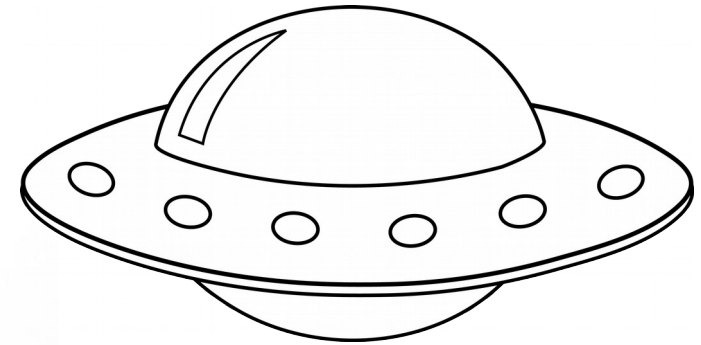
new blowcraft characters



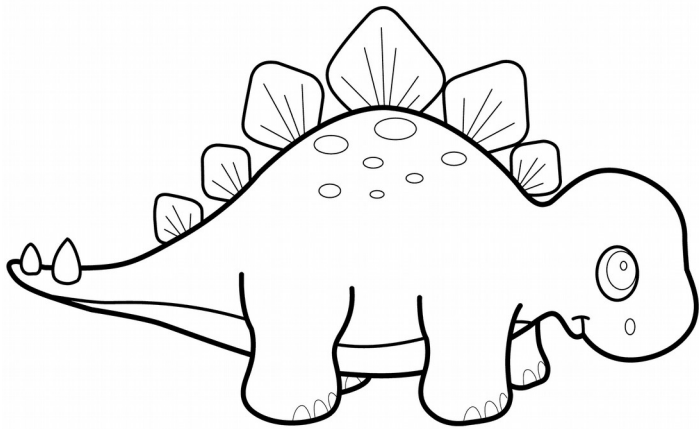
pilot plane



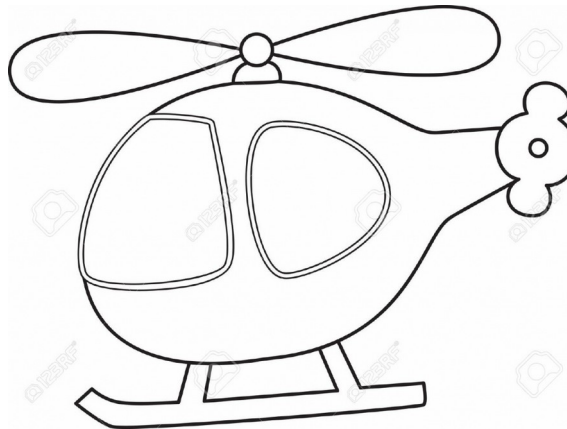
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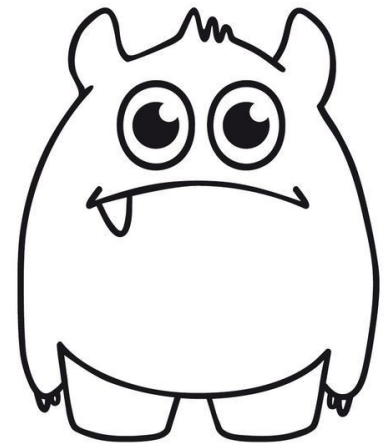
spacey ship



danny dino



henry heli



monster mash

inflatable buddies



Side of Pack



Front of Pack



Insert Packaging
Colour to represent sections
with relevant graphics

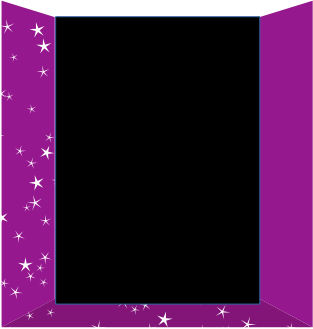
inflatable buddies



Side of Pack



Front of Pack



Insert Packaging
Colour to represent sections
with relevant graphics

inflatable night time buddies

pre inserted led light units – single colour or three colour changing options are both available



battery supplied and fitted (non-battery drain tab requires removing prior to use). Replacement

inflatable bubble family



Decorate your own
inflatable bubble buddie



product description

Lorem ipsum dolor sit amet consectetur
tuer adipiscing elit sed diam nonummy
nibh euismod tincidunt ut laoreet dolo
re magna aliquam erat volutpat.



Side of Pack

inflatable 'pops'



36m+

Collect
them
all

CE



the bubble family

product
description

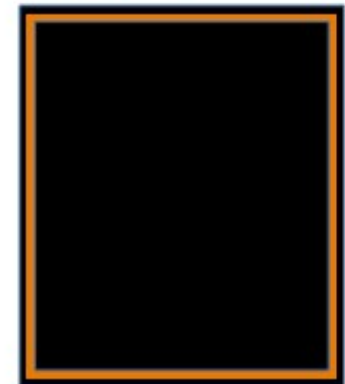
product
description

product
description

Front of Pack



Cardboard Bubble
Display Stand



Insert Packaging
Colour to represent sections
with relevant graphics

blowcraft

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