

iChild®

TOY SALES ACCELERATOR



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Leading education specialist iChild provides a unique set of sales tools for toy manufacturers, to powerfully accelerate global consumer sales of toys. Join brands such as LeapFrog and BABY born and grow your toy sales with iChild.

1. Product Testing Research in nurseries and schools – Endorsement from teachers

- Powerful quotes from teachers and research results to use in advertising and PR
- Use data and headlines in all international markets, such as:
 - % of teachers who think your product complements the learning techniques used in the classroom
 - % of teachers who think your product is easy to use
 - % of teachers who would recommend your product to other teachers and to parents to use at home
 - % of teachers who think your product is a very useful means to support the education of SEND children



"The products are lovely and the children have thoroughly enjoyed using them. They are now a great staple in our classroom and the children love using them everyday. We would have no hesitation recommending them to parents".

"I think it's hugely important that our SEND children are supported. They are often forgotten about, but children with autism have enquiring minds and do amazing things. They demonstrated this through their independent use of your inspiring products. I highly recommend them for use with SEND pupils and those not in SEND provision too".

2. Product Recommendation

- Use the iChild Recommends badge in marketing if 70%+ of teachers would recommend your product

3. Vox pop video content

- Engaging video content of children using your toys at nursery or school
- Interviews with children and teachers talking about the toy benefits
- Compelling content for high-impact social media coverage



4. Promotion to millions of families

- Opportunity to promote the research results, product recommendation and vox pop video content through the extensive iChild network to millions of parents, teachers and children
- Develop branded education content supporting the curriculum for use in schools, nurseries, childminding setting and homes
- Mass product sampling and competitions
- Support with posters, stickers, certificates and offer flyers for parents





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To discuss how we can help
accelerate sales of your
toys please contact
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