

**B** BRAVE  
**U** UNITY  
**E** GOODWILL

**The Rescue Squad**

Sylvia Wang | Toy Design | Start-up Project



# What is 'BUG the Rescue Squad'?

**Anywhere, Anytime!**

**BUG The Rescue Squad** toy set is a Storytelling orientated toy set that allow kids to experience adventure and rescuing through storytelling and pretend play. Kids will get a whole set of toy including characters and blanket. By playing, pretending, and storytelling, kids can have fun with BRS anywhere and anytime!

# Who is it for?

## Persona & Play Value



BRS toy set are designed for kids that are **3-6** years old, who loves **pretend play, storytelling**, and cure other that need help.

By playing with BRS toys set, they are able to build their Social and Emotional development.



# Why is it important?

## The importance of pretend play



*“Systematic research has increasingly demonstrated a series of clear benefits of children's engagement in pretend games from the ages of about two and one half through ages six or seven.”* Said Dr. Scott Kaufman in his 2012 *Psychology Today* article.

Pretending is important in child development. Through pretend play:

- **Children learn about themselves and the world.** Dramatic play experiences are some of the first ways children learn about their likes and dislikes, their interests, and their abilities.
- **Children work out confusing, scary, or new life issues throughout pretend play.**
- **Children cultivate social and emotional intelligence.** How we interact with others is key to our lifelong success and happiness.



# What is the Play Value?



Pretend Play



Story Telling



Group Working



# What is the personality?



Fearless Adventure



Whimsical Story



Boundless friendship







# Product Competitor

## Insight

- These toy sets are only providing one theme for kids to pretend or tell story.
- Toy sets are location fixed by its environment setting.
- Or doesn't have a environment setting at all.



Fresh Mart Grocery Store



Pet Vet Play Set



Calico Critters Collectible Dollhouse

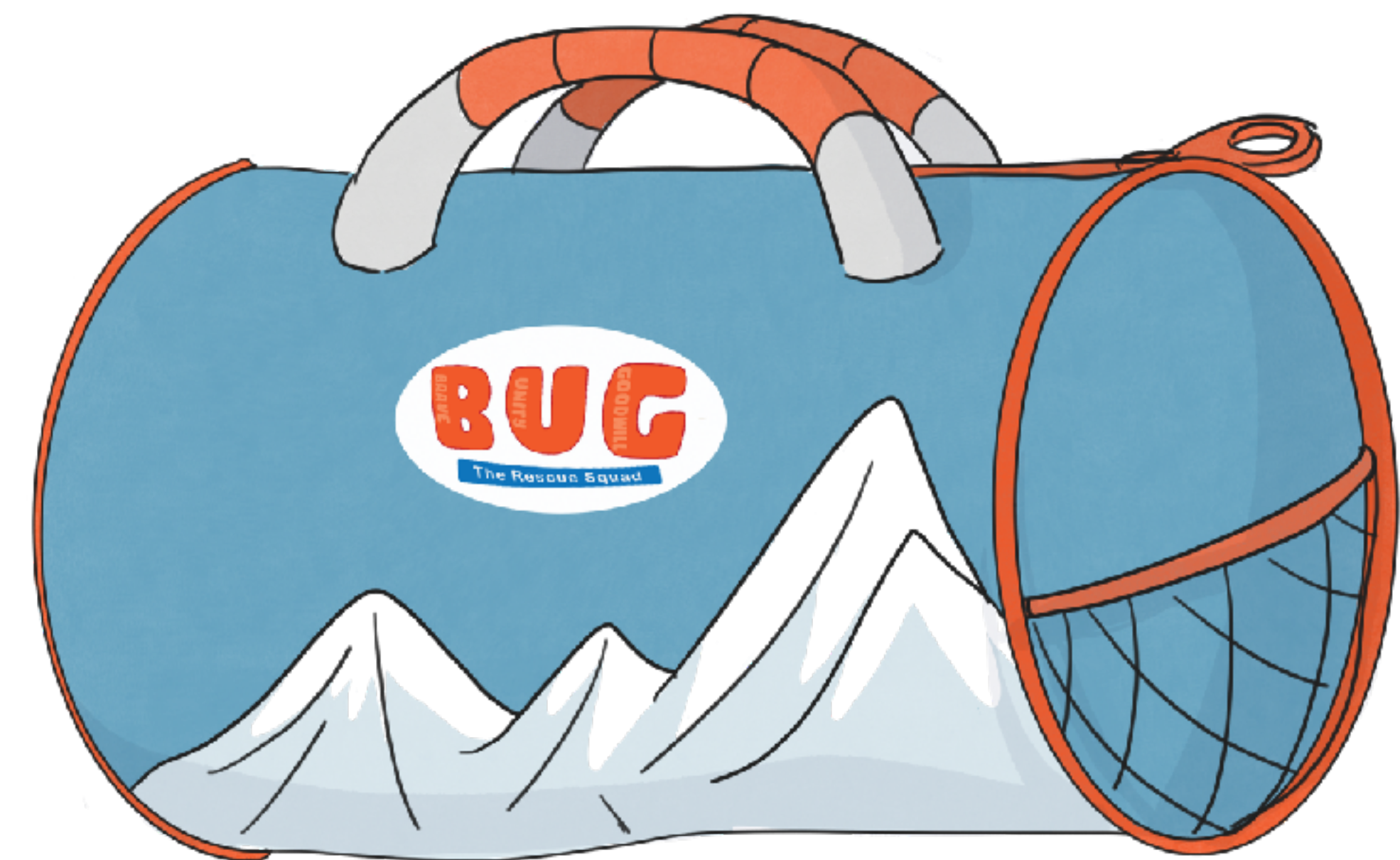
**B** BRAVE  
**U** UNITY  
**S** GOODWILL

The Rescue Squad



# Product Concept

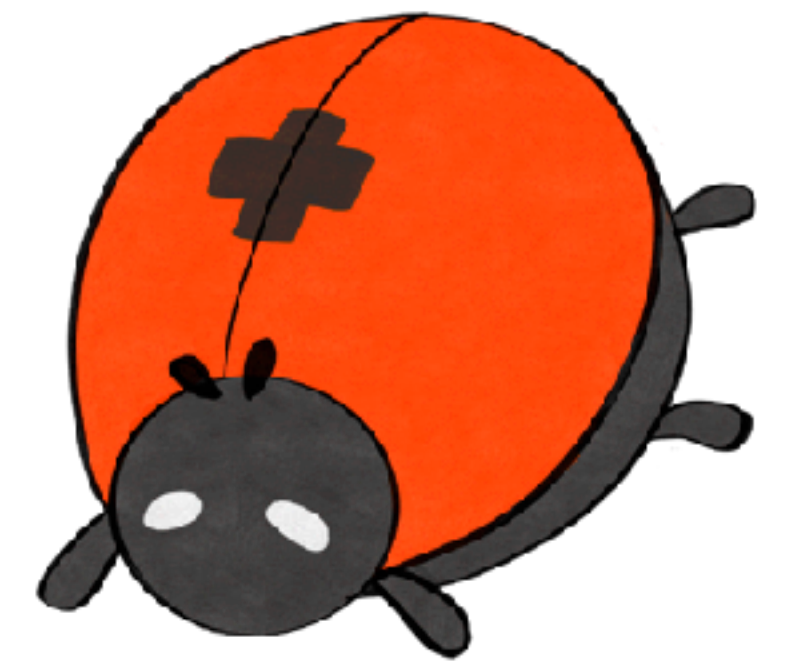
What's inside the set



Jay the Traveler x 1



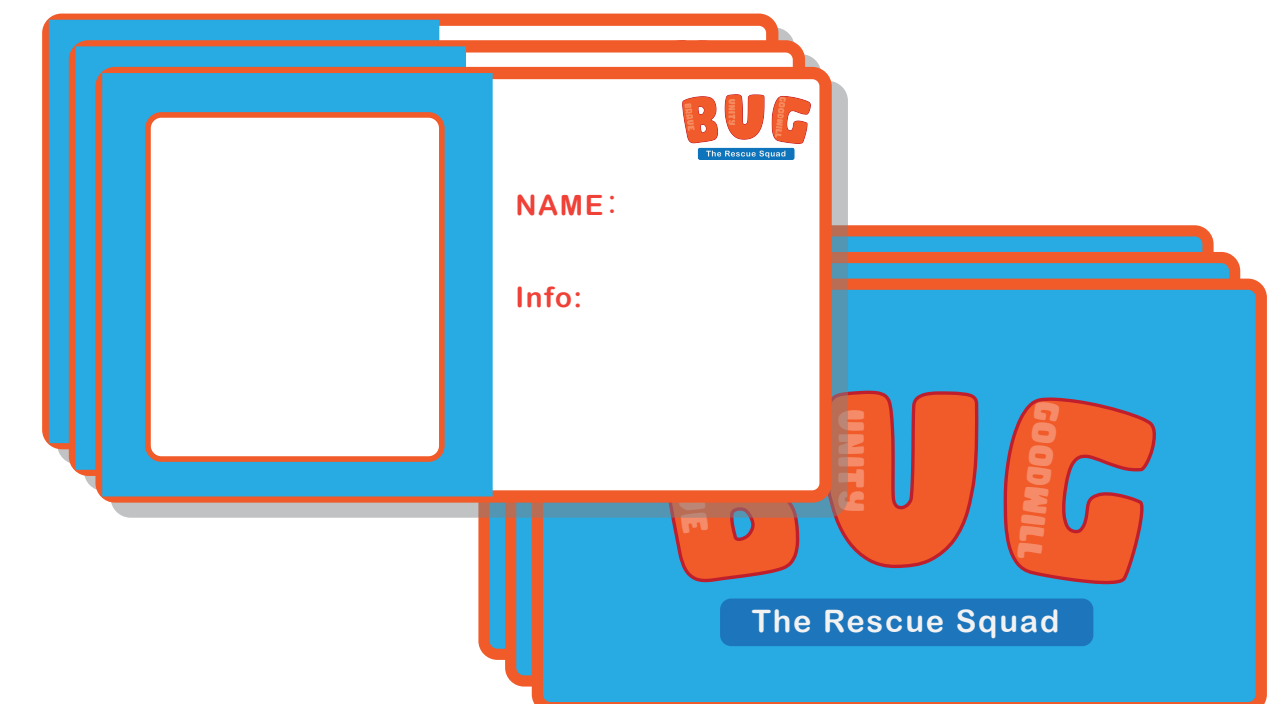
Ant the Rescuers x2



Lady Nurse Bug x1



Adventure Blanket x 1

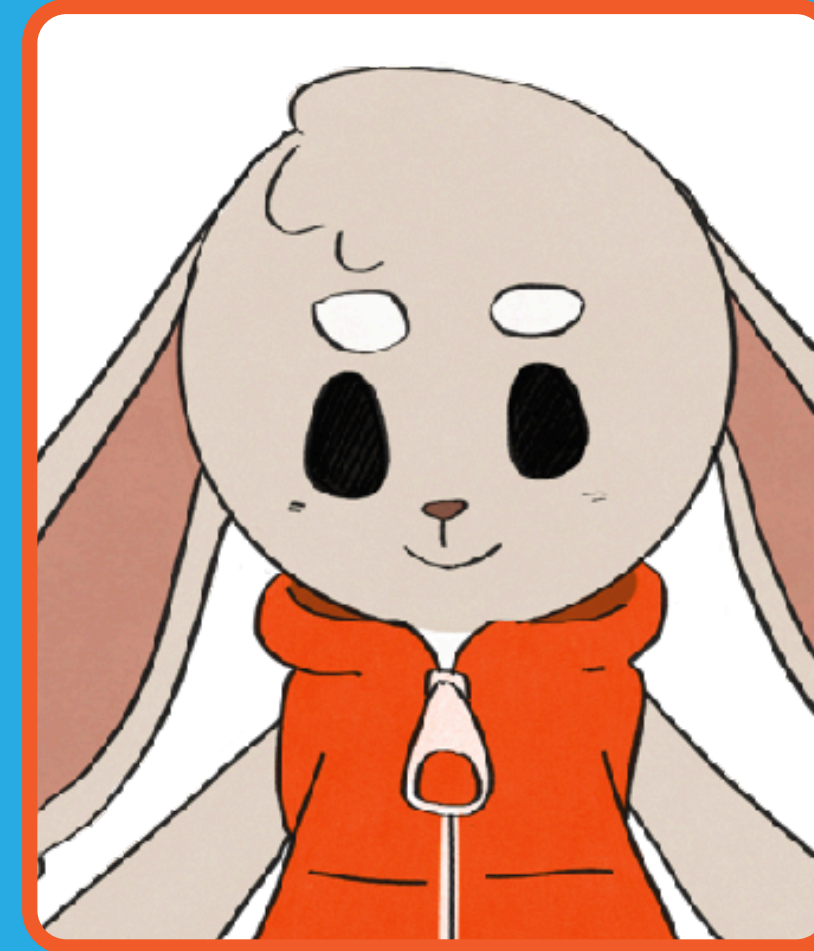
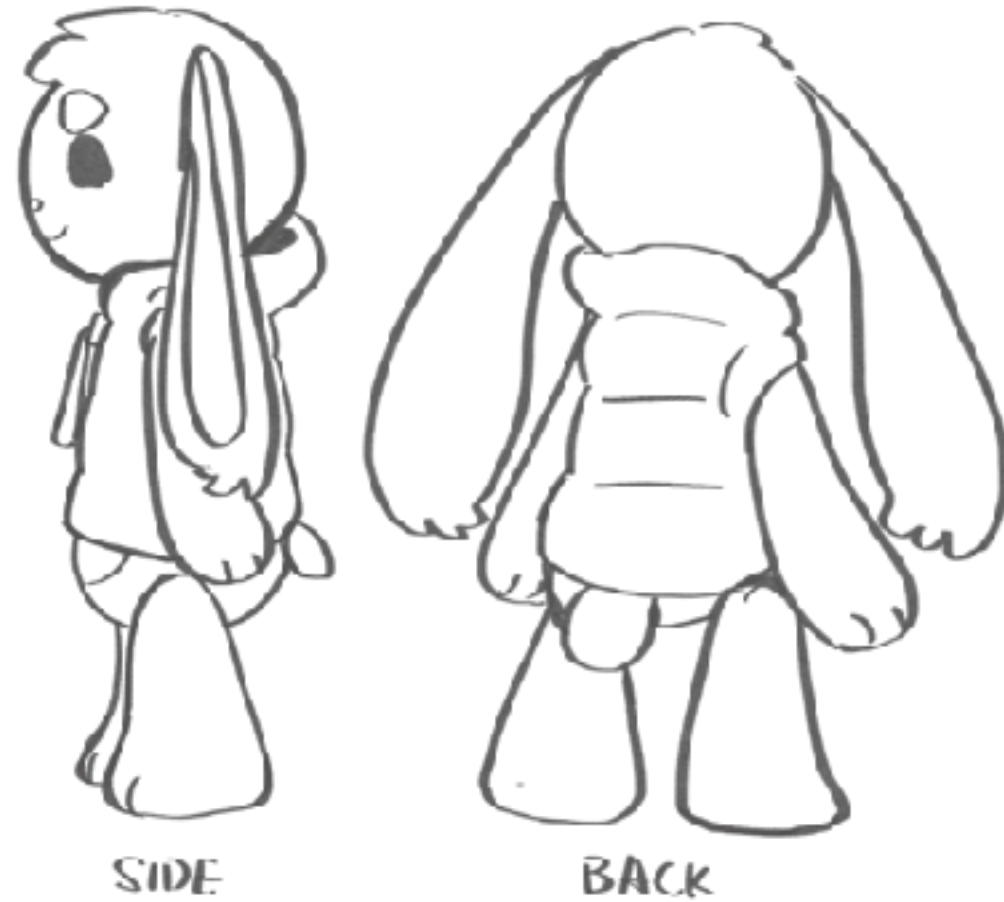
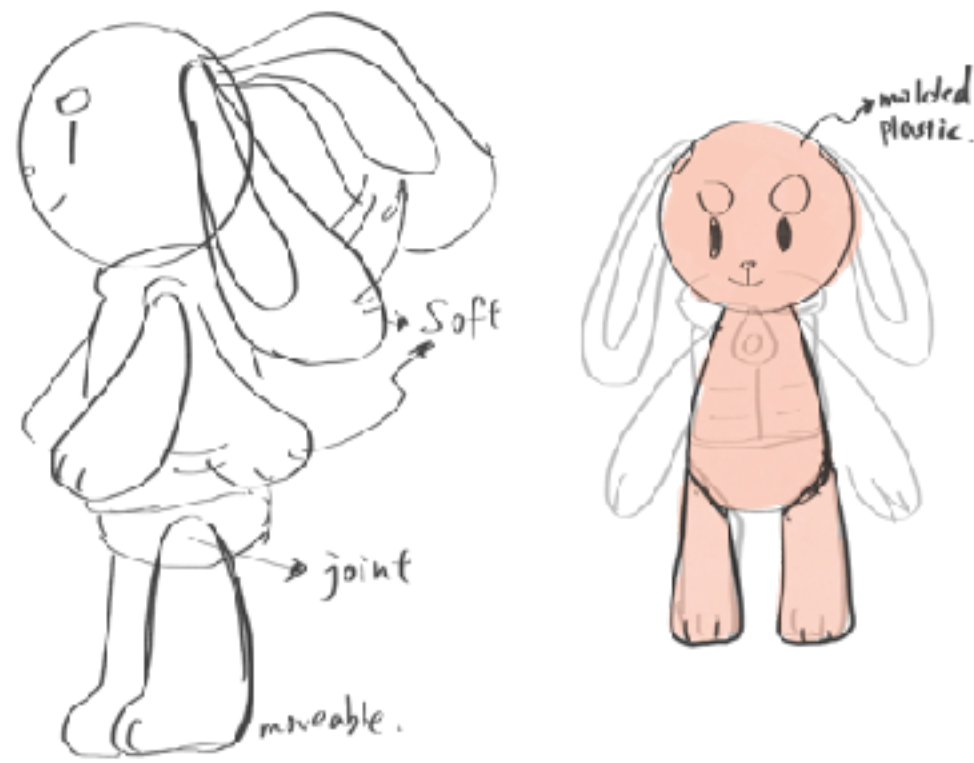
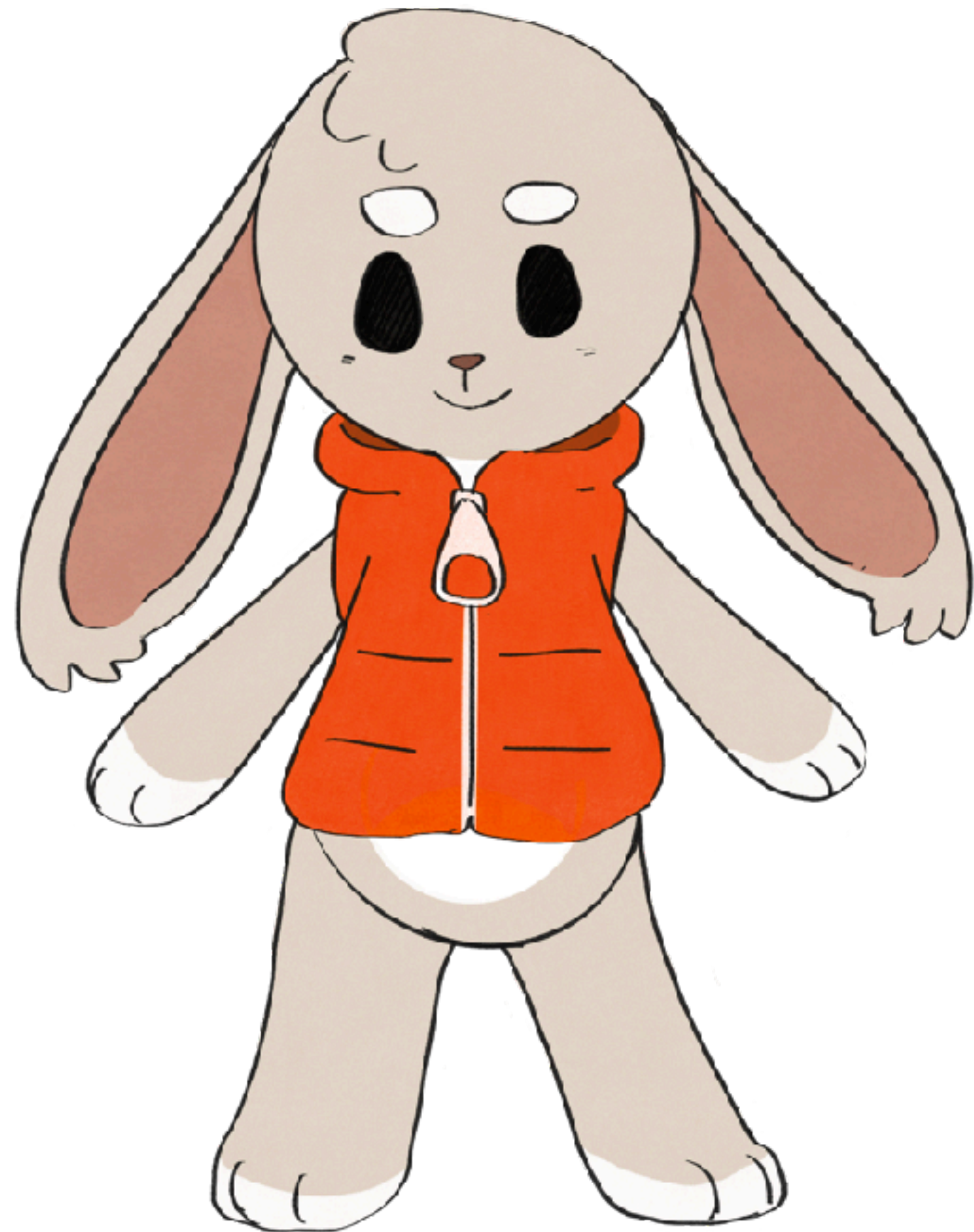


Story + ID card x 6



# Product Concept

## Package

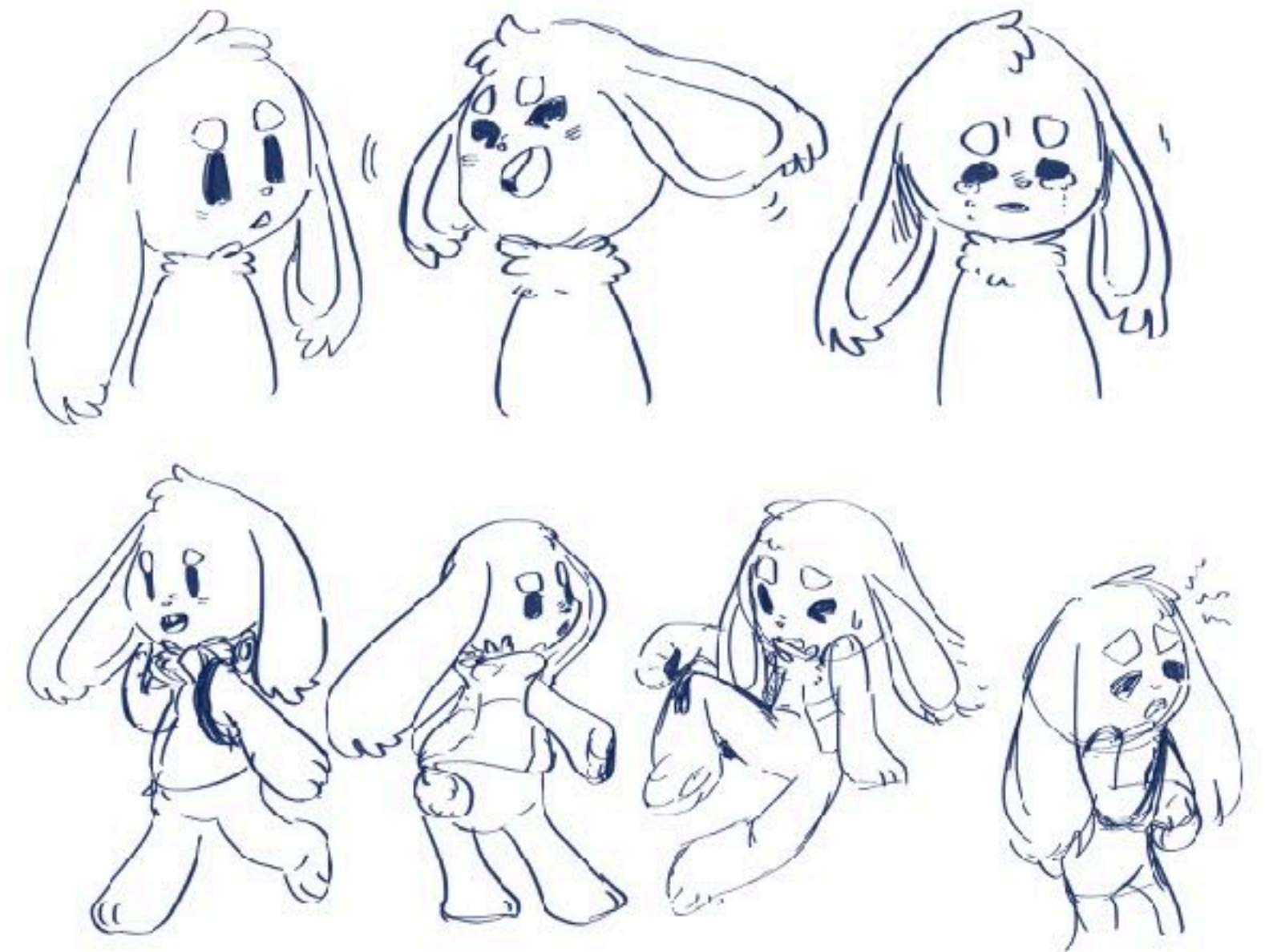


### NAME:

Jay the Traveler

### Info:

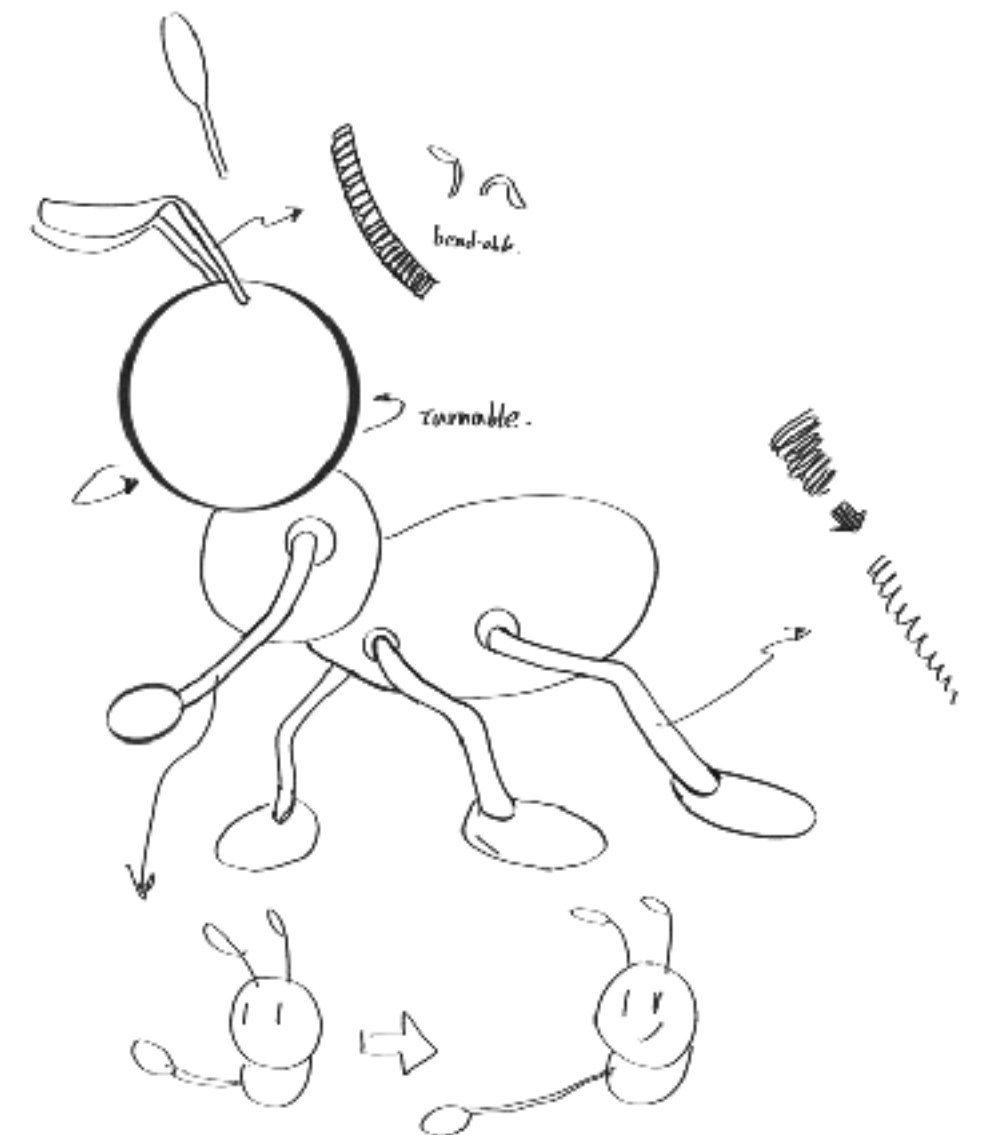
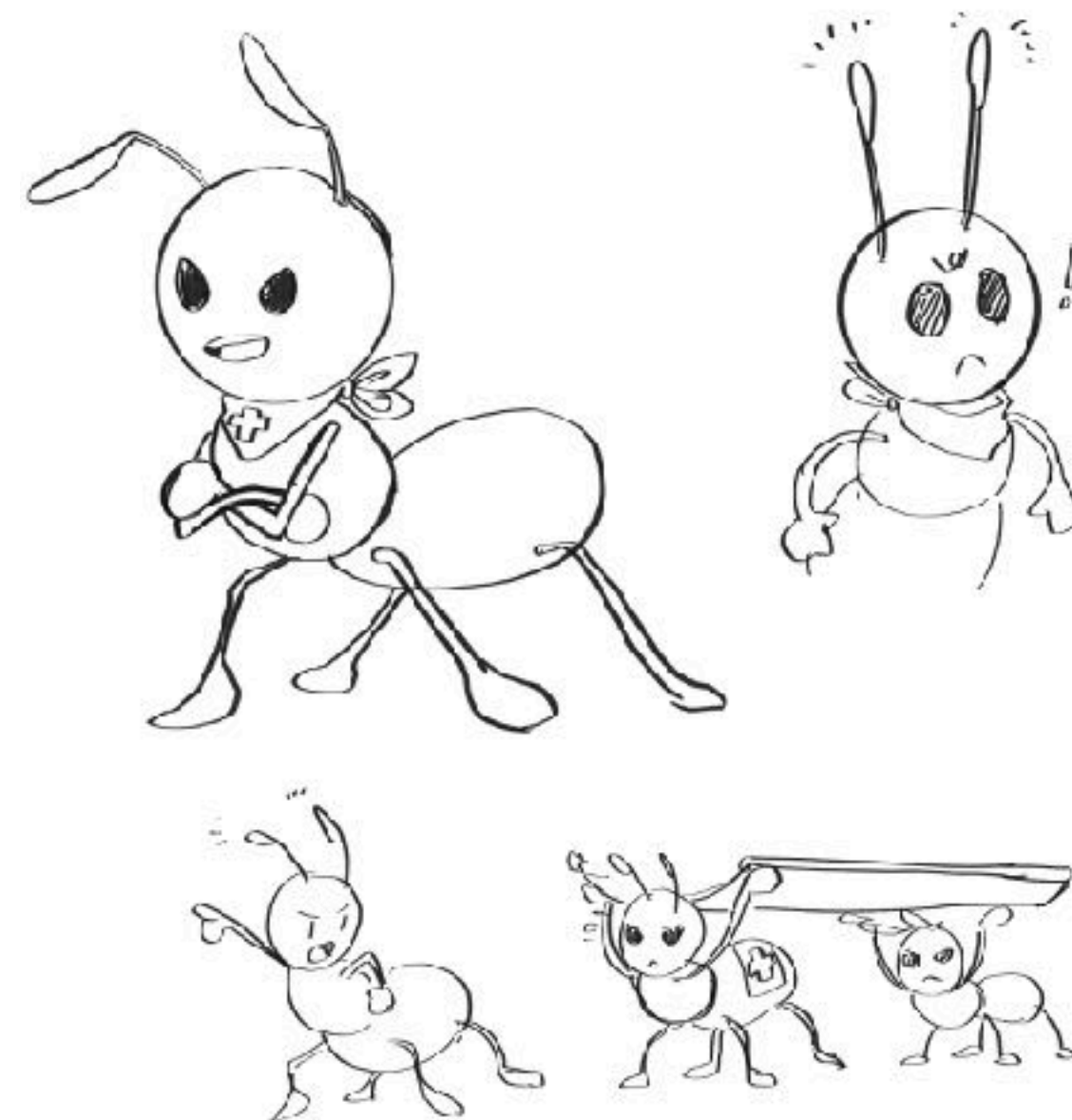
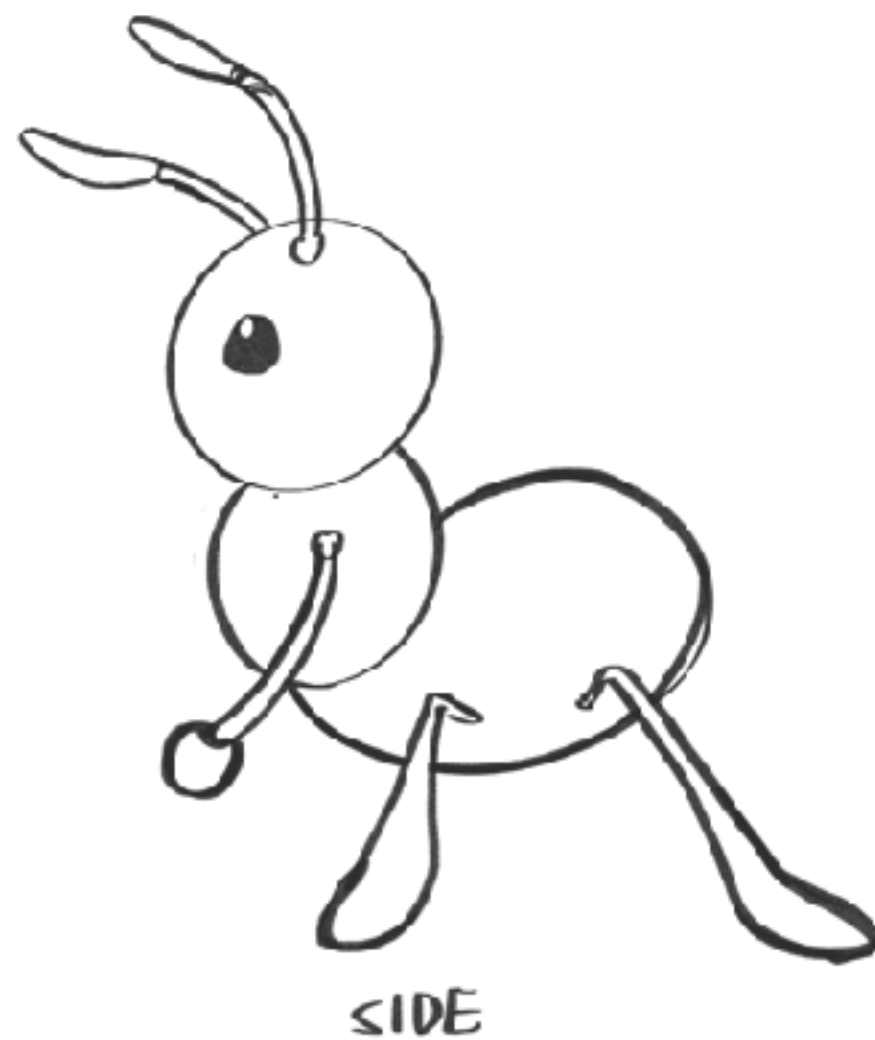
Jay is brave, and active. He always looking for new challenge Even that always put him into danger and problem as well...





# Product Concept

## Package



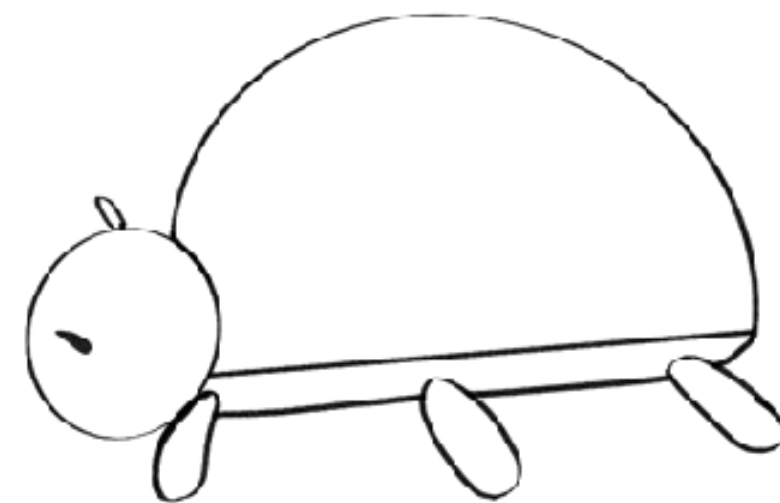
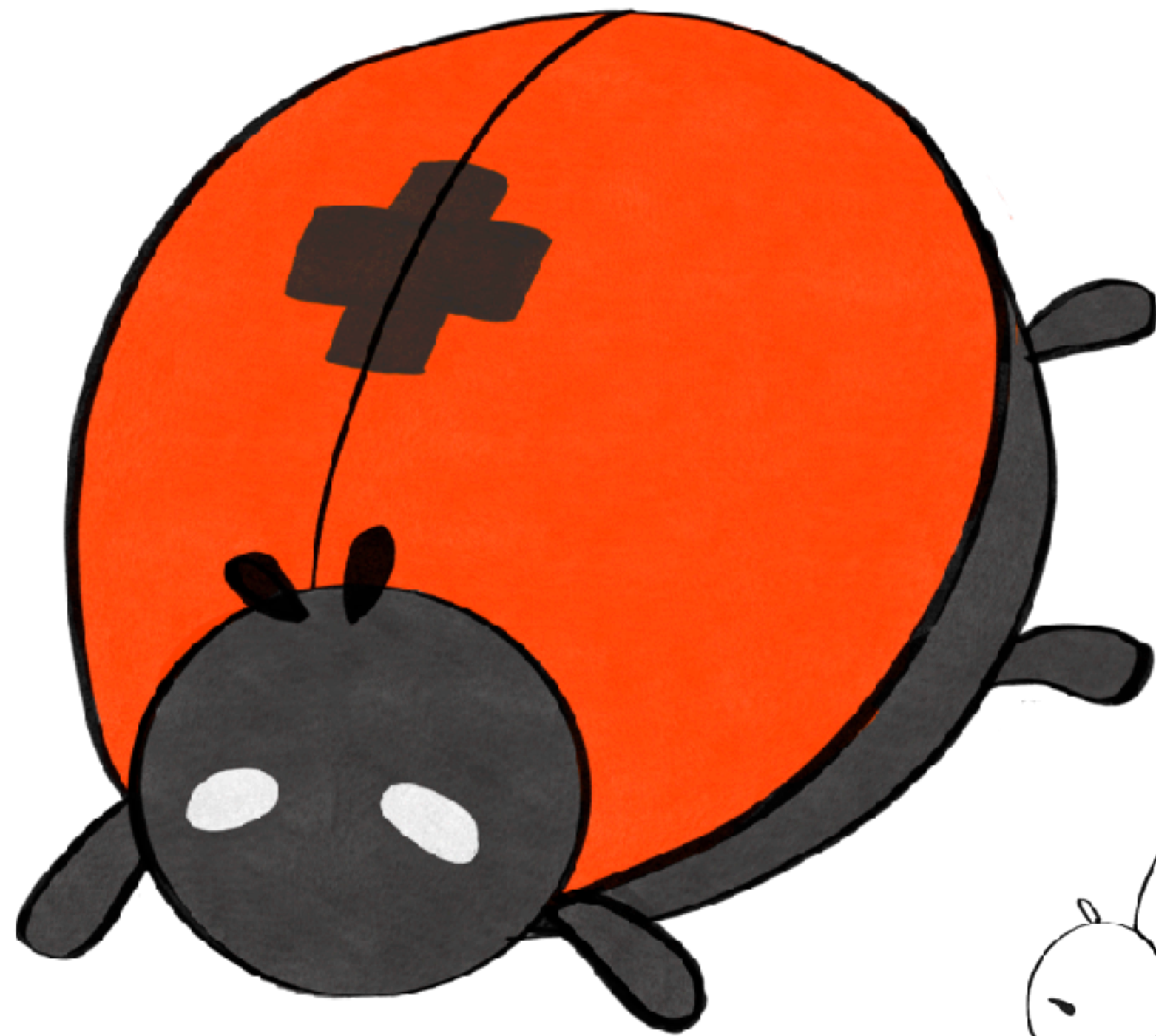
**NAME:**  
Ant the Rescuers

**Info:**  
Ant the Rescuers are always works in unity. They are the ones who always senses the calling for help, and be where other's need them the first. Help them as a team.

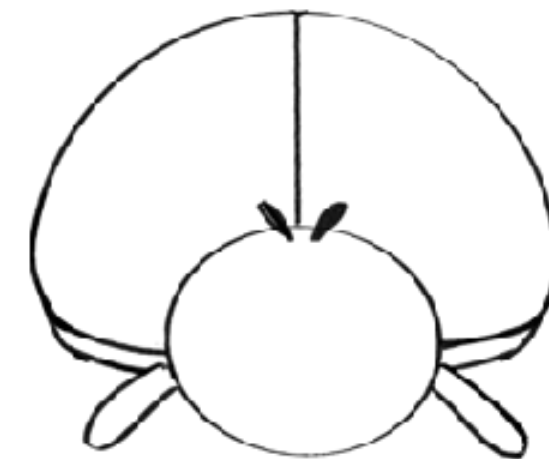


# Product Concept

## Package



SIDE



FRONT



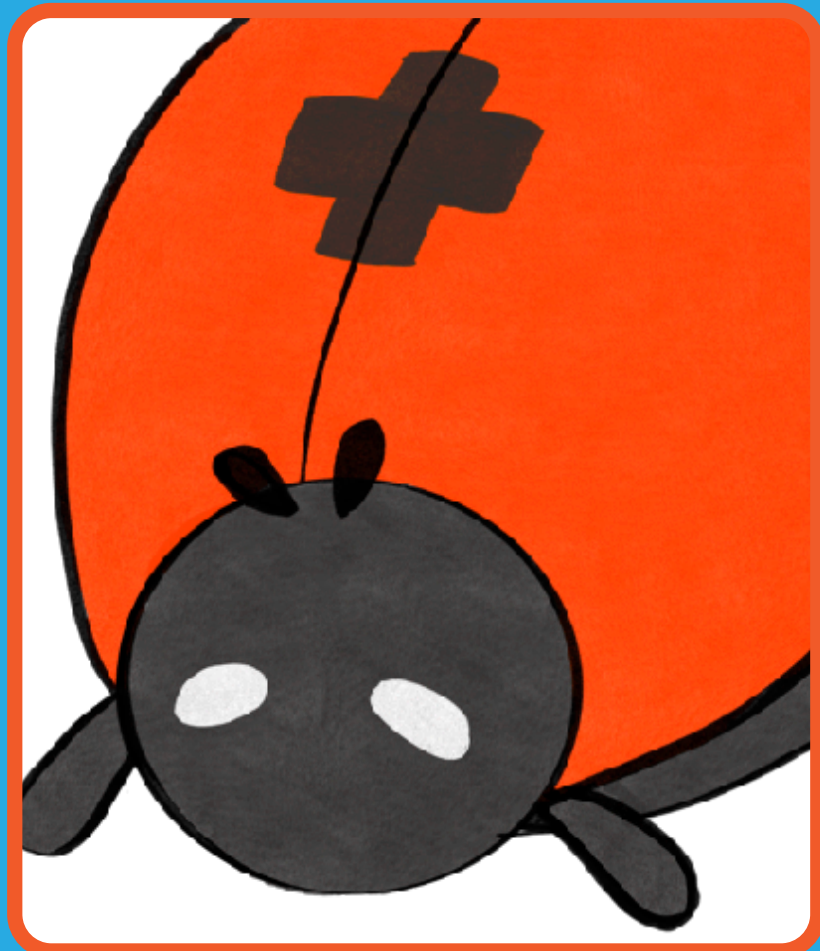
**BUG**  
The Rescue Squad

**NAME:**

Lady Nurse Bug

**Info:**

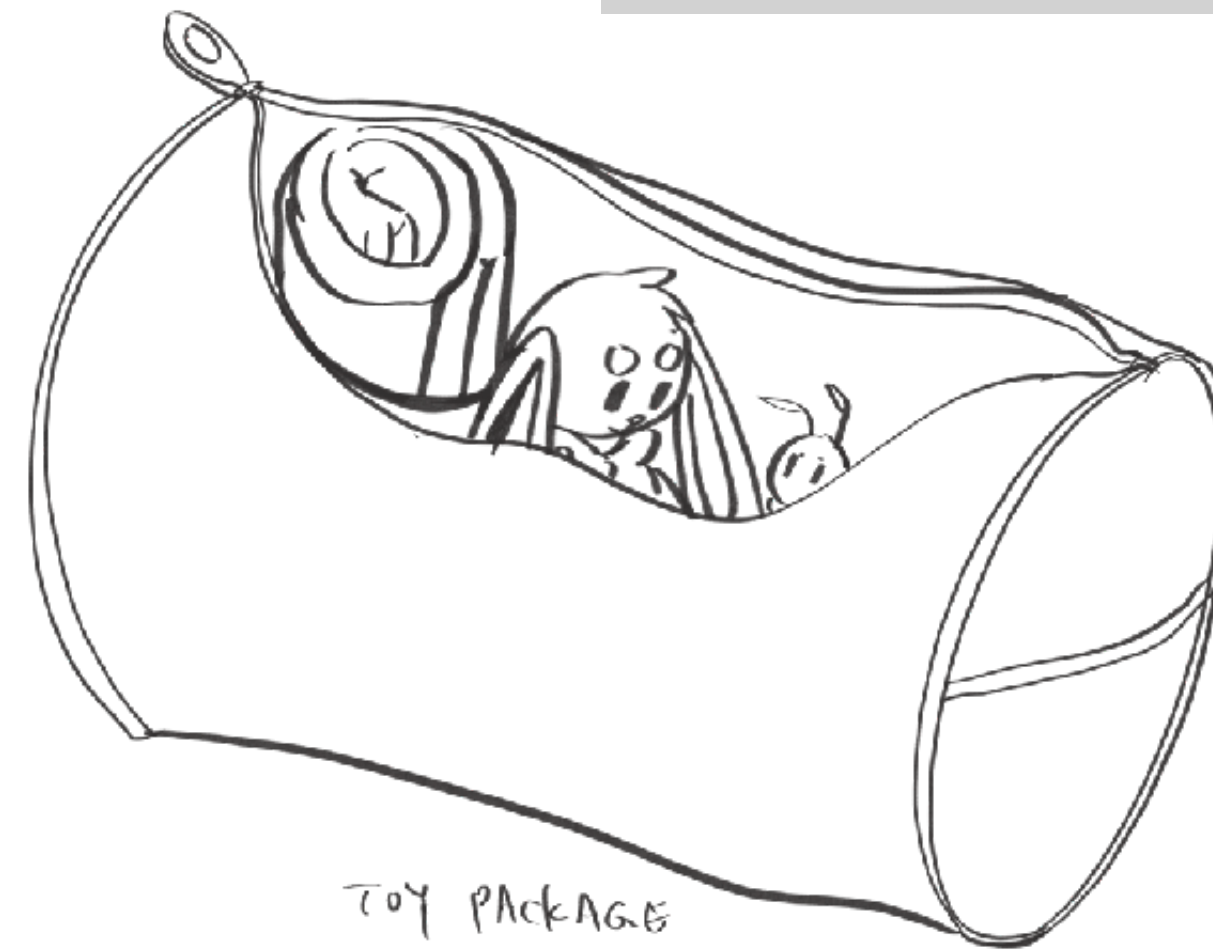
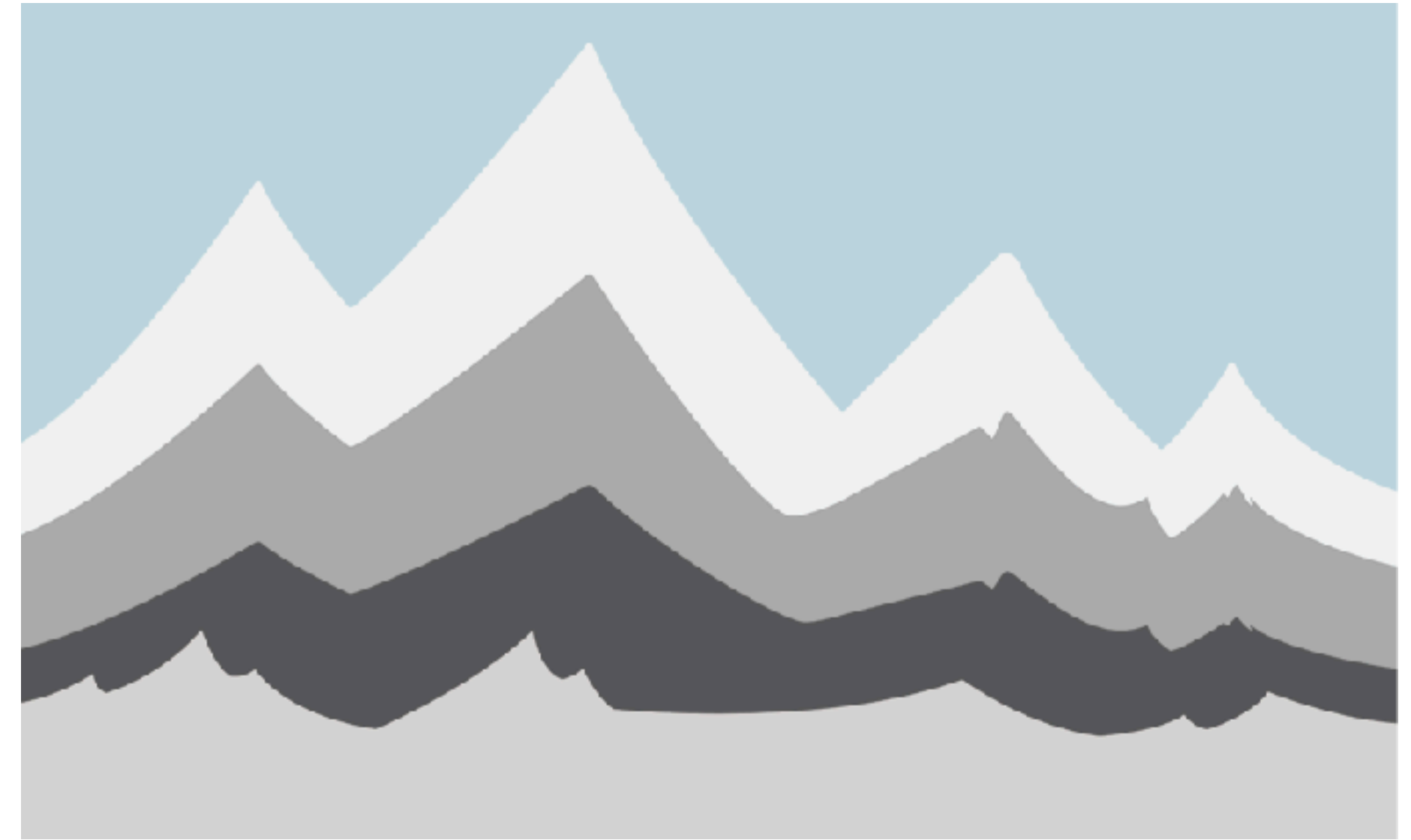
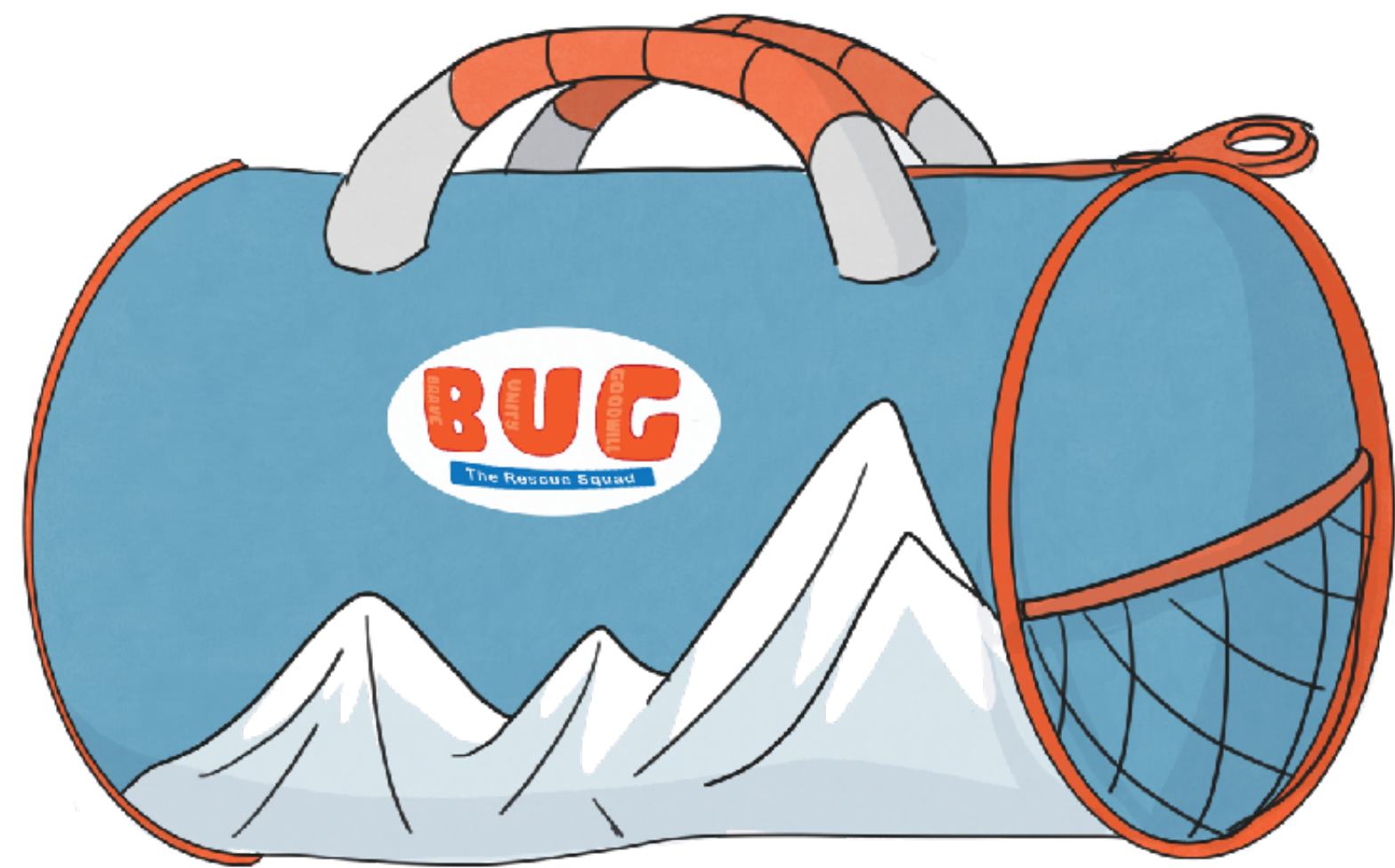
Lady Nurse Bug is full of good well for people. She is response for taking care of everyone in the squad, so she always carry everything that might need for a rescuing quest.



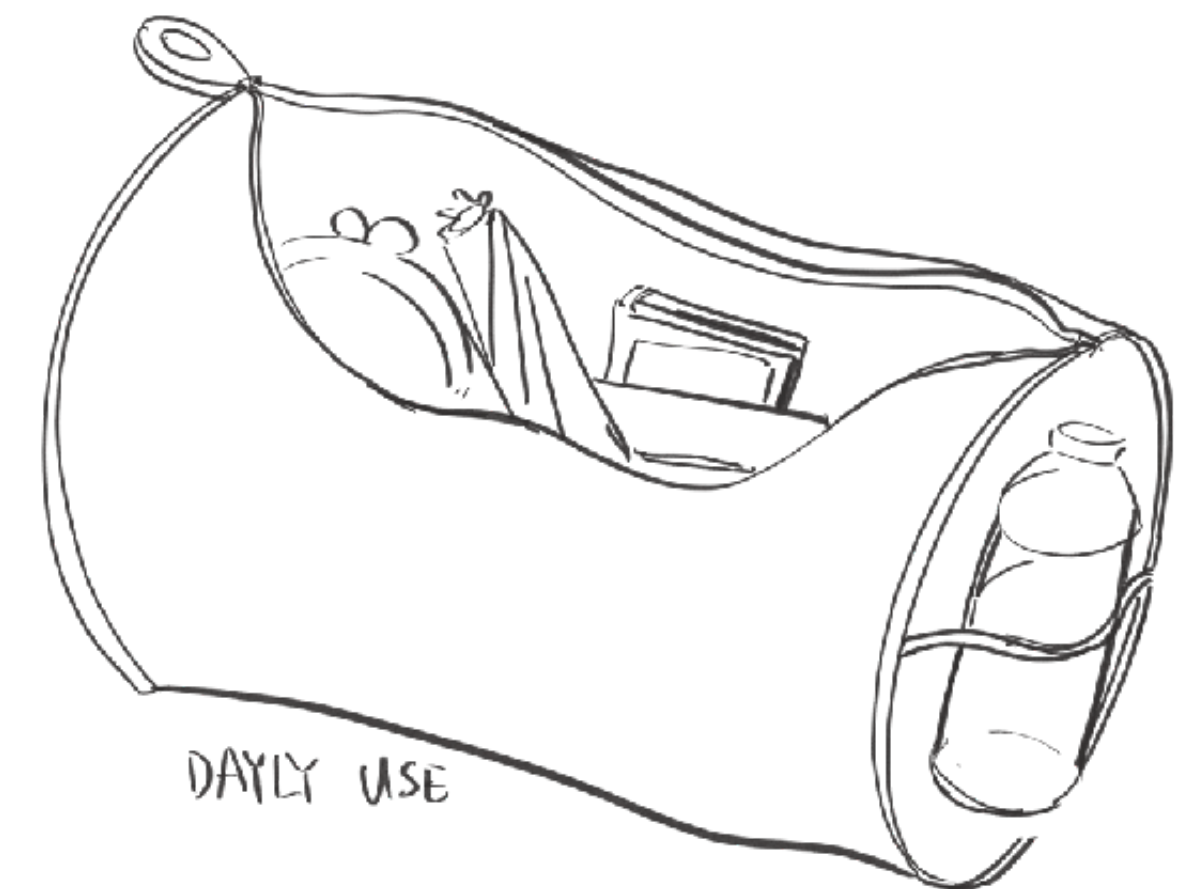


# Product Concept

## Package & Blanket



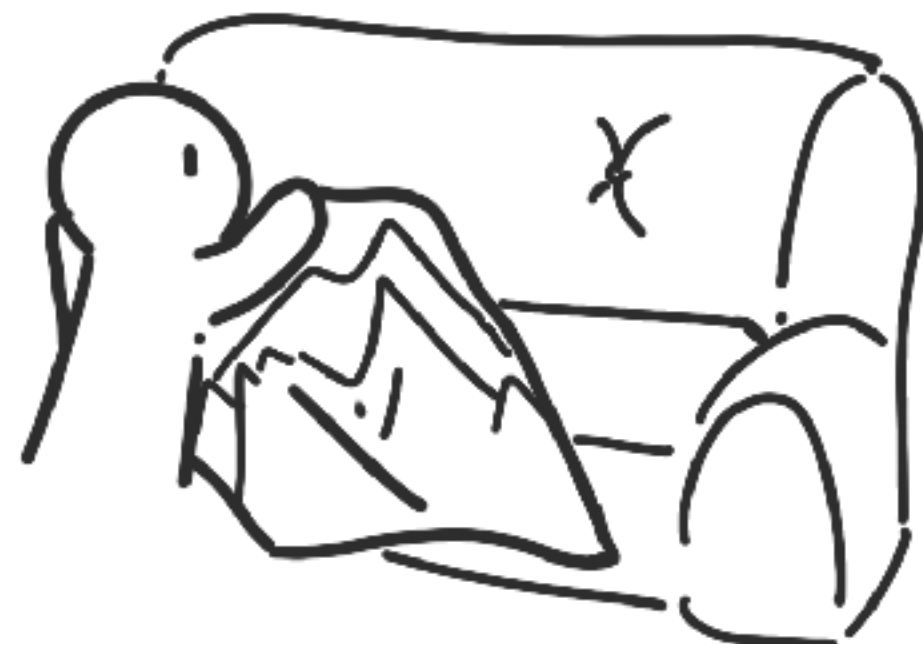
TOY PACKAGE



DAILY USE

# User scenario

## How they play with it



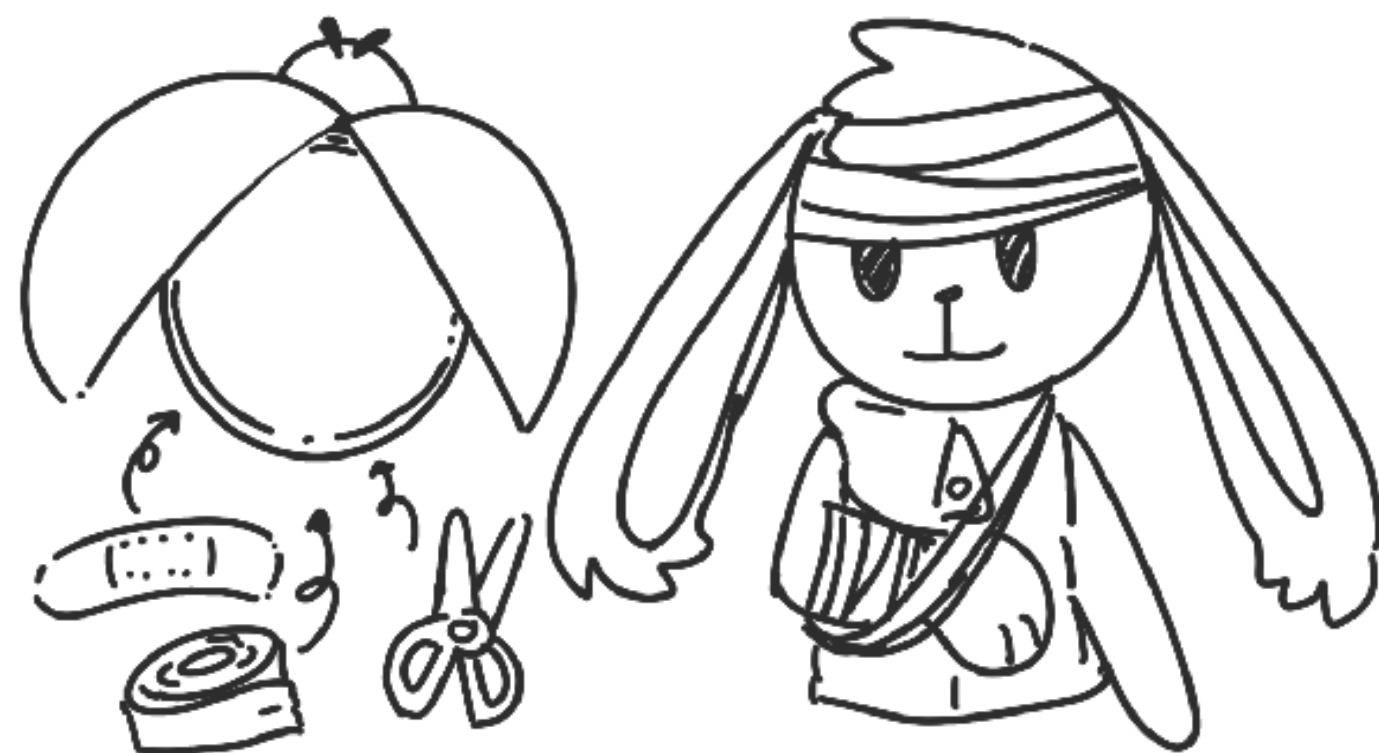
Put adventure blanket anywhere you want.



Have fun with pretend play and story telling within this environment.



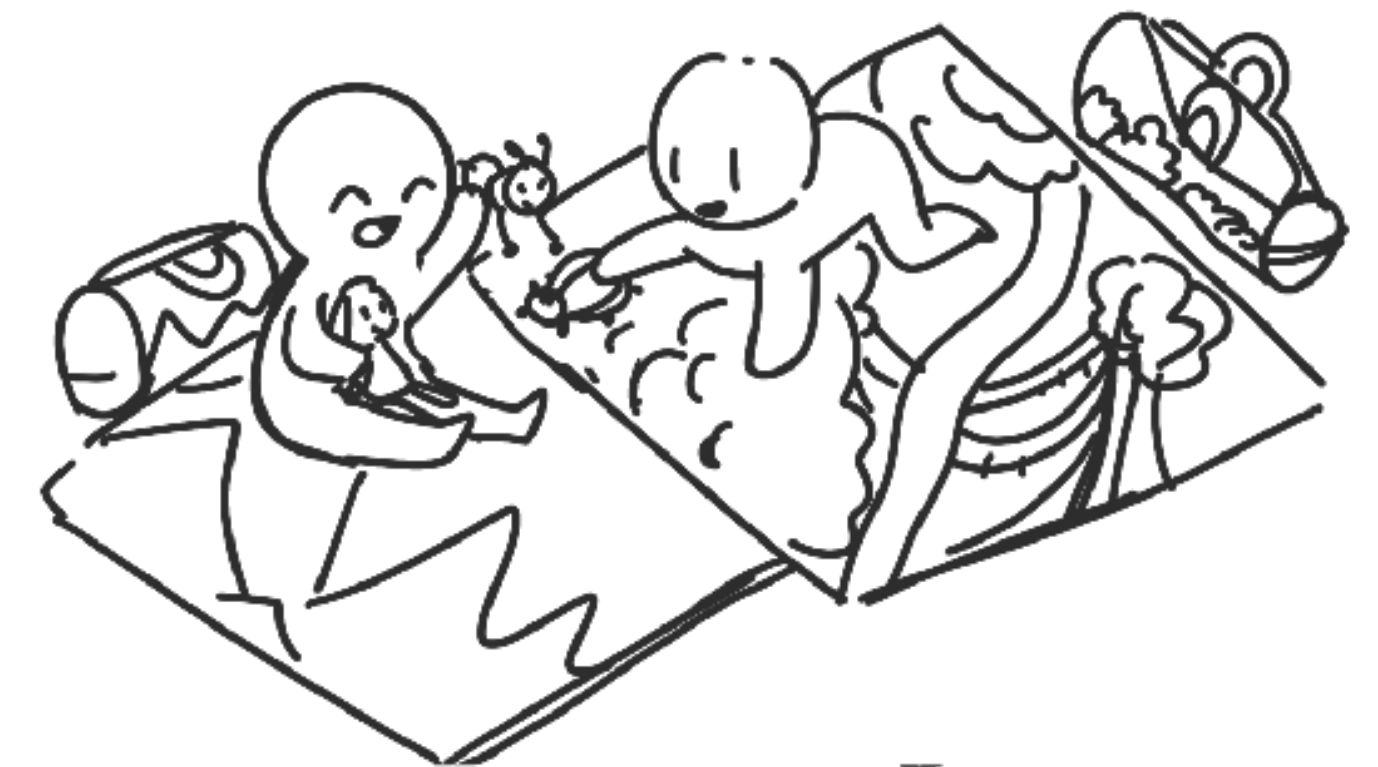
Read the story and create the same Squad ID card as the characters



Use surrounding props, store them in lady nurse bug, Rescue Jay with proper treatment.



Bring the set with you, or just use the bag as regular bag

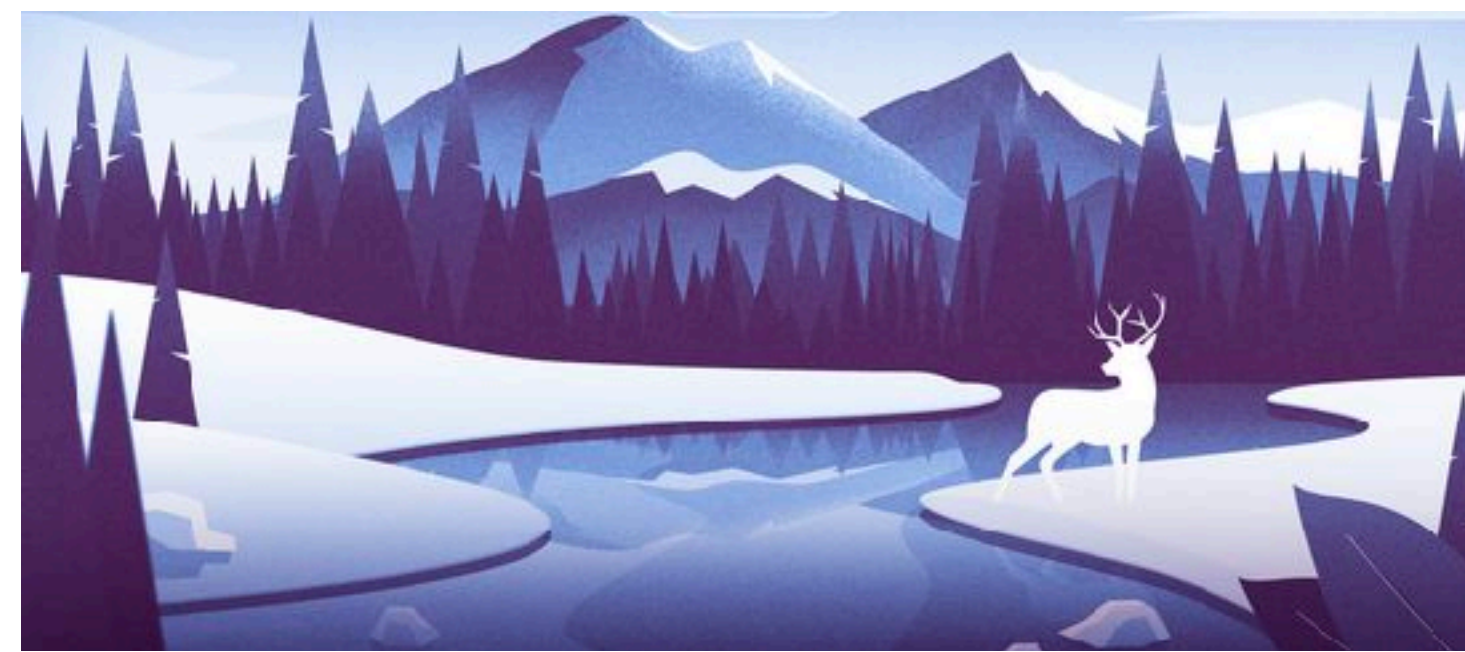


Combine different set and play with others together!



# Mood Board

## Snow Mountain Adventure







# CMF







# Play Test



Hilda

昵称: 11

微信

地区: 北京





# Play Test

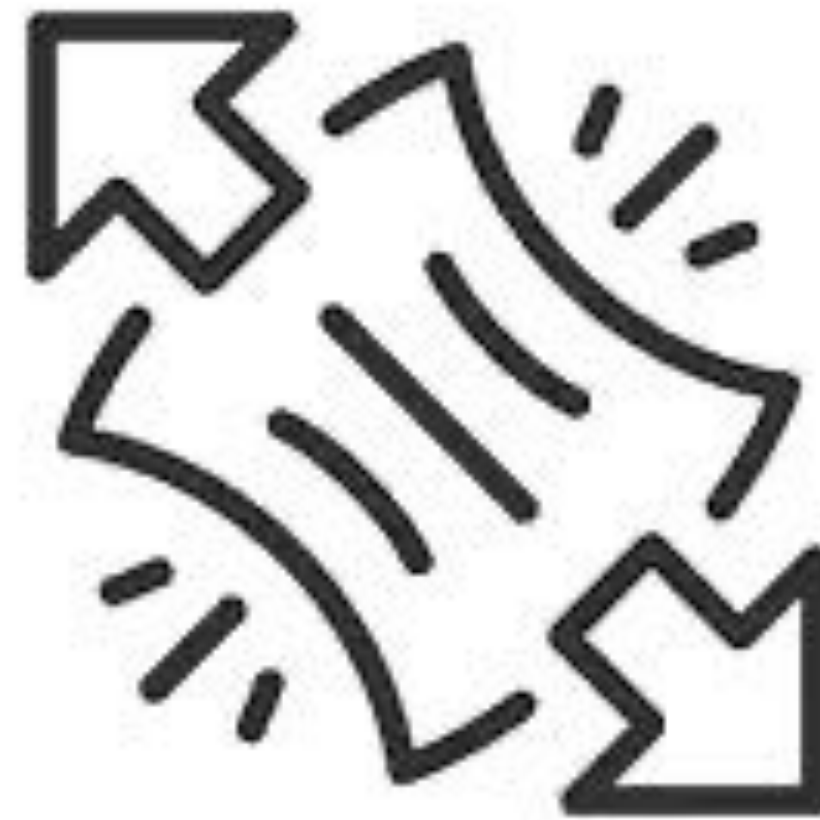




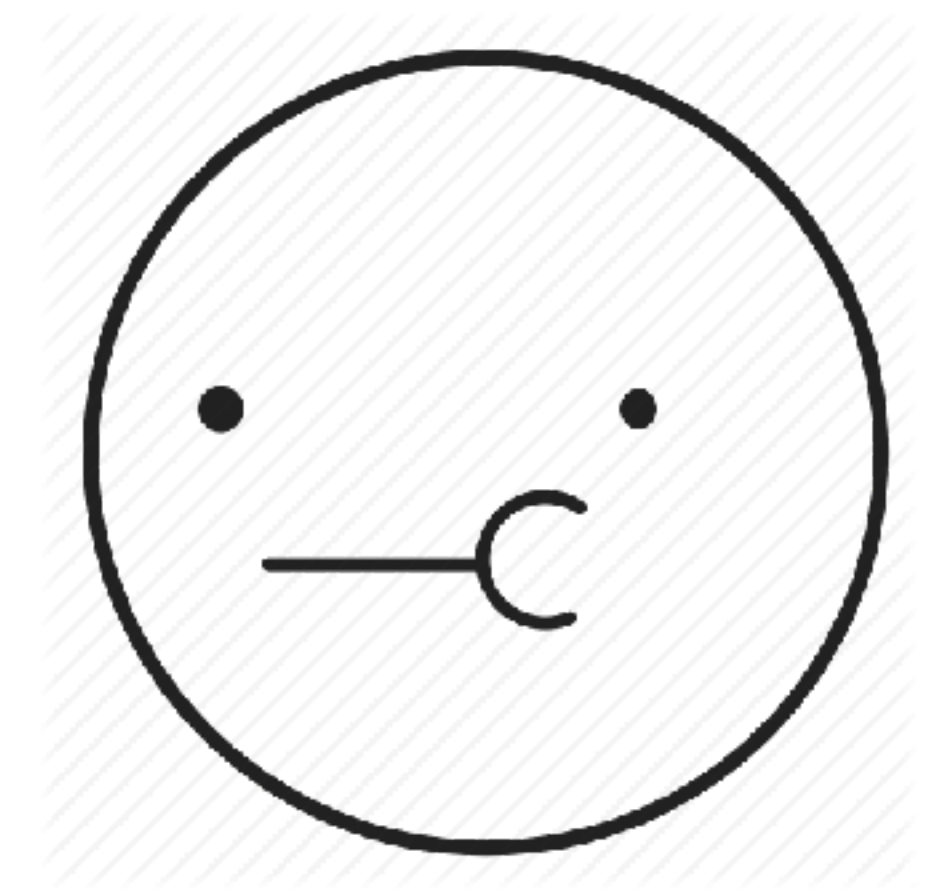
# Safety Test



**Small Parts**



**Stretching**



**Material Safety**



# IP Research

## Trademark

BUG the Rescue Team is available

Logo trademark.

Name and Logotype

Characters's name



**CHIBOLDDemo**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**



Arial Rounded MT Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**



abcdefghijklmnopqrstuvwxyz

## Copyright

Copyright on the story

Copyright on the Characters

Copyright on the design of the toy.



# Business Model

## Distribution strategy

	Channel	Primary	Secondary
Offline	Target (Supermarket)		
	Optimus Toys (Specific Store)		
	Official Store		
Online	Amazon		
	Target's Website		
	Official Website		



# Business Model

## Promotion strategy

	Channel	Primary	Secondary
Offline	TV Promotion		
	In store poster		
	Cooperates with other Brand		
Online	Website Promotion		
	Youtube		
	Instagram		



# Material & Manufacturing

## Main Material

Character



Foam



PVC



Fleece Fabric



Metal

Prop & Package



Chipboard



Water proof canvas



Fleece Fabric



# Material & Manufacturing

## Manufacturing

- Manufactured in China
- Transport back to US
- Pack and testing in US
- Retail



### 广州市呈和羽印包装制品有限公司

成立时间: 2016年01月09日 | 主营: 包装

服务响应率 96% | 意向客户 13 | 回头客 38%

经营模式: 生产厂家

2020.11.09 - 2020.11.15 可接单 23天前更新

1000个起订 · 支持贴牌 · 可接外贸订单 · 来图加工 · 来样加工 · 包工包料 · 可打样

### 东莞市福鑫实业有限公司

主营: 玩具

服务响应率 84% | 意向客户 4 | 回头客 22%

生产厂家

2020.11.17 - 2021.10.21 可接单 15天前更新

500个起订 · 支持贴牌 · 可接外贸订单 · 来图加工 · 来样加工 · 清加工 · 包工包料 · 可打样

## Cost to build (Per set)

- Customize printed Blanket (over 200 piece) — — \$5
- Customize printed Canvas packaging bag — — \$7
- Fabric (Toy) — — \$1
- Molded Toy body — — \$3
- Additional metal part — — \$1

## Labor

- Manufacture factory
- Assemble
- Retail



**THANK YOU**