

SLEEPAW[®]

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BUNNIES BY THE BAY[®]



Proposal Project

Bunnies By The Bay was founded in 1986 by sisters Suzanne Knutson and Krystal Kirkpatrick. The company's focus is on creating gifts for infants.

These years, with the adorable appearance of their characters and heart warming story behind, Bunnies by the bay also becomes more and more popular within older age group and even young adults.

This shows the possibility's of designing a new product line that can fits from 3 years old to young adults, while still having the brand image embedded in.

SLEEPAW[®]

Sylvia Wang | Toy Design | Proposal Project

What is Sleepaw ?

Play value



Sleepaw is a collectable plush toy for users that is **6+ years old**.

It can give users a free hug and the safety feeling during night with its blanket on the arms surrounding you and the big size.

By playing, or just staying with Sleepaw, user can build their **emotional development**, as well as **storytelling skills** by the stories behind each character.

What is Sleepaw ?

What about a hug?



Unlike other small plush toys that you can only hold in hand or in arms. With its shape, size, and the blanket that attached on its arms, Sleepaw is a good buddy beside you at the moment when you feel lonely and isolated, or just give you a hug and become a good pillow when you sleeping.

Brand Story

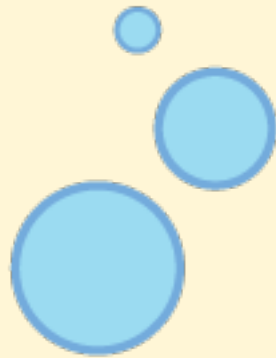
The story of brand is about an incredible journey.

From rememberable stories that told by gram to terrible tragedy to hopeful healing, they were propelled by the thoughtful teachings of their Gram Elsa and a desire to help others overcome their own challenges.

“Everything can be rescued and mended, even broken hearts.”
—Bunnies By The Bay



Existing Existed Products



Stuffed Animals



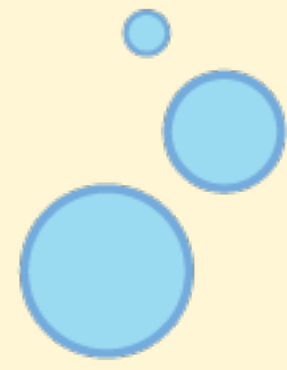
Buddy Blankets



Blankets



Mission Statement

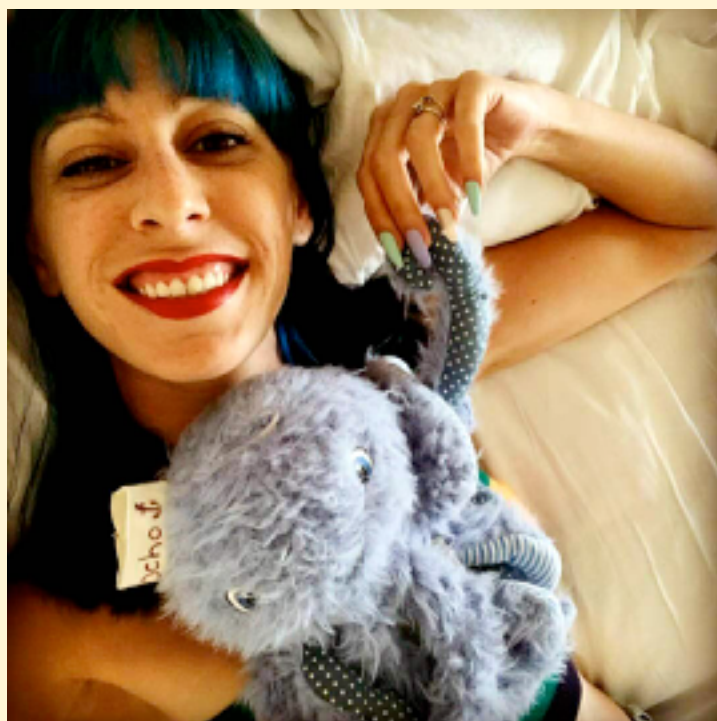


Humming with the healing concept and stories, addressing the feeling of caring, safeness, and courage to not only kids, but every one who love it.

- Expand youth as secondary consumer
- Product size and function that fits them
- Promote into more variety consumer community



Trend Board



Personas



- Zoe
- 6 years old
- Quite and caring



- Rachel
- 11 years old
- Active and outgoing

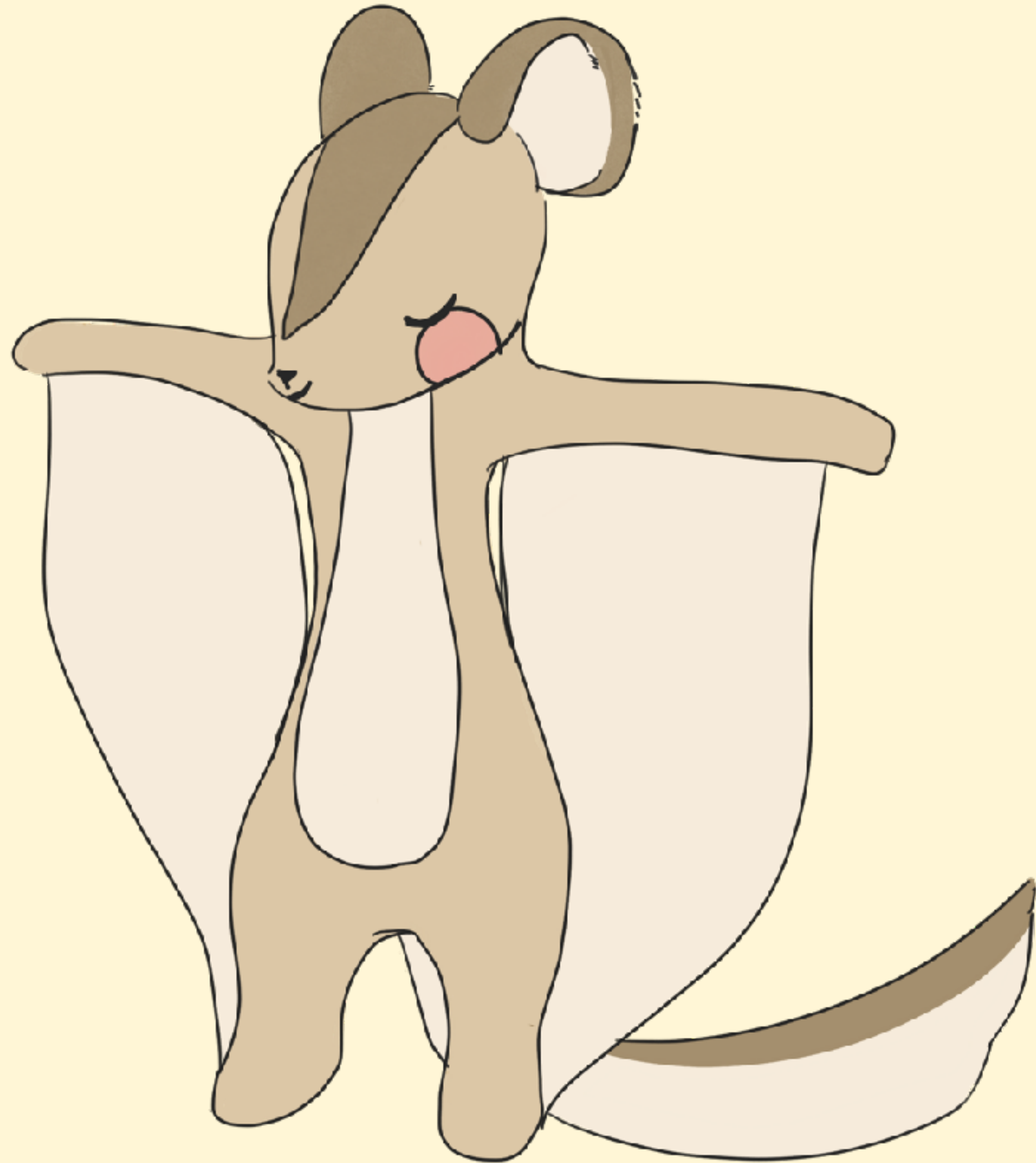
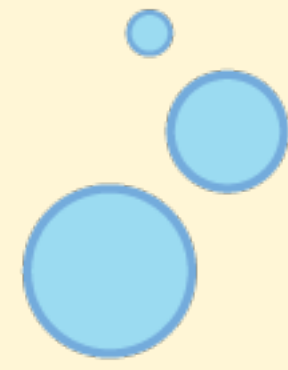


- Jay
- 16 years old
- Sensitive and conflict

SLEEP PAW



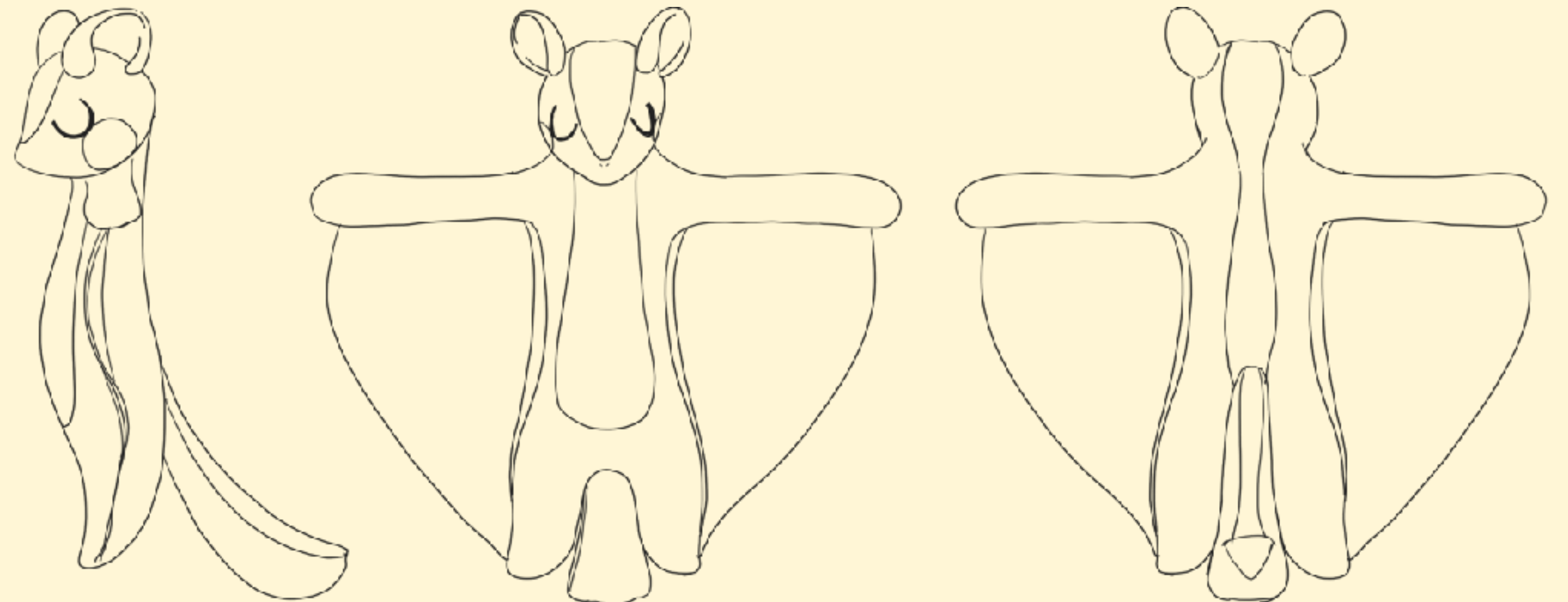
Product Concept



Allen the Flying Squirrel

Nobody expected Allen to do something surprising on the island, because he is so tiny and timid. But Allen has a secret. He is the boldest dreamer on the island. In his dream, he can be come as big as possible, as strong as possible, as brave as possible... He protects everyone's dream inside his dream.

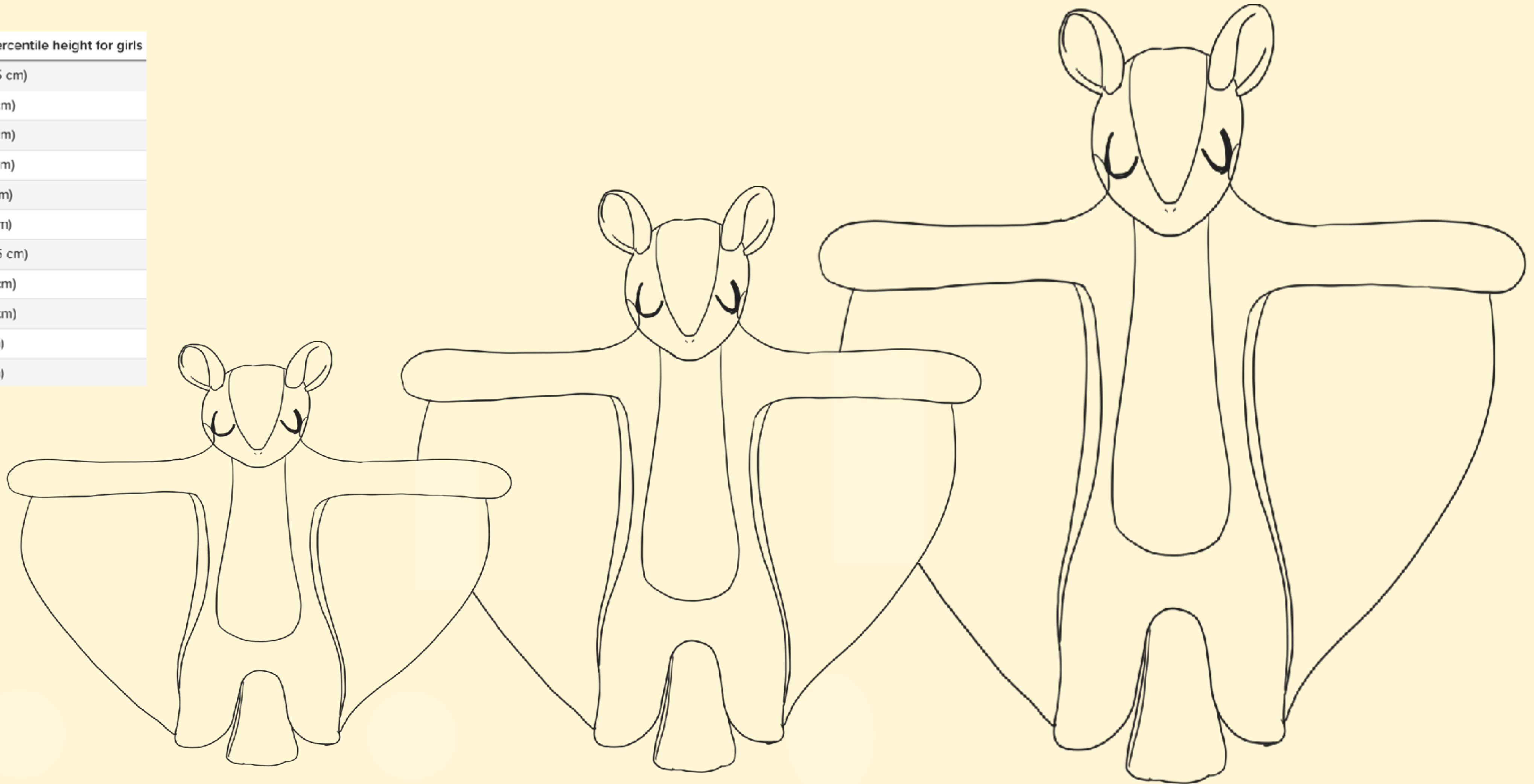
Shhh be gentle, don't wake him up from his wonderland.



Product Concept

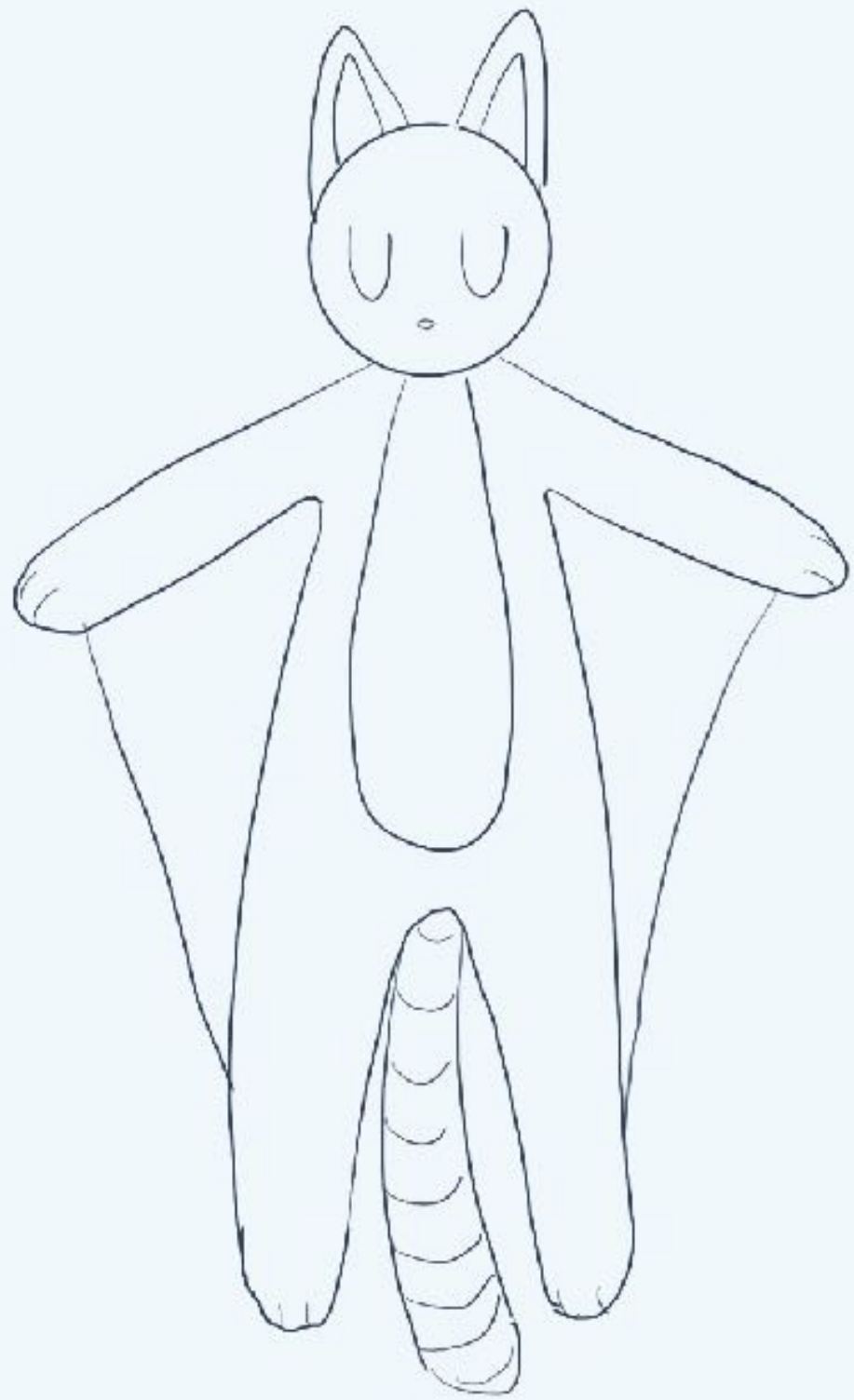
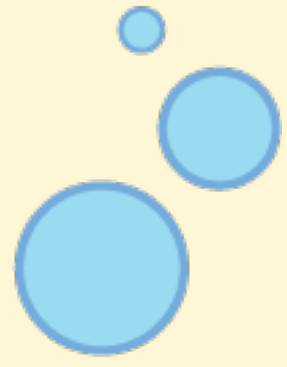
Size Iterations

Age (years)	50th percentile height for girls
8	50.2 in. (127.5 cm)
9	52.4 in. (133 cm)
10	54.3 in. (138 cm)
11	56.7 in. (144 cm)
12	59.4 in. (151 cm)
13	61.8 in. (157 cm)
14	63.2 in. (160.5 cm)
15	63.8 in. (162 cm)
16	64 in. (162.5 cm)
17	64 in. (163 cm)
18	64 in. (163 cm)

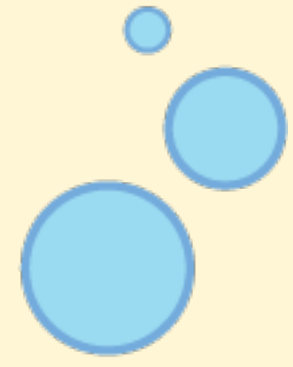


Product Concept

Design Iterations : Other collections



Product Concept



Design Iterations : Existed characters from brand



Product Variations

Plush toy

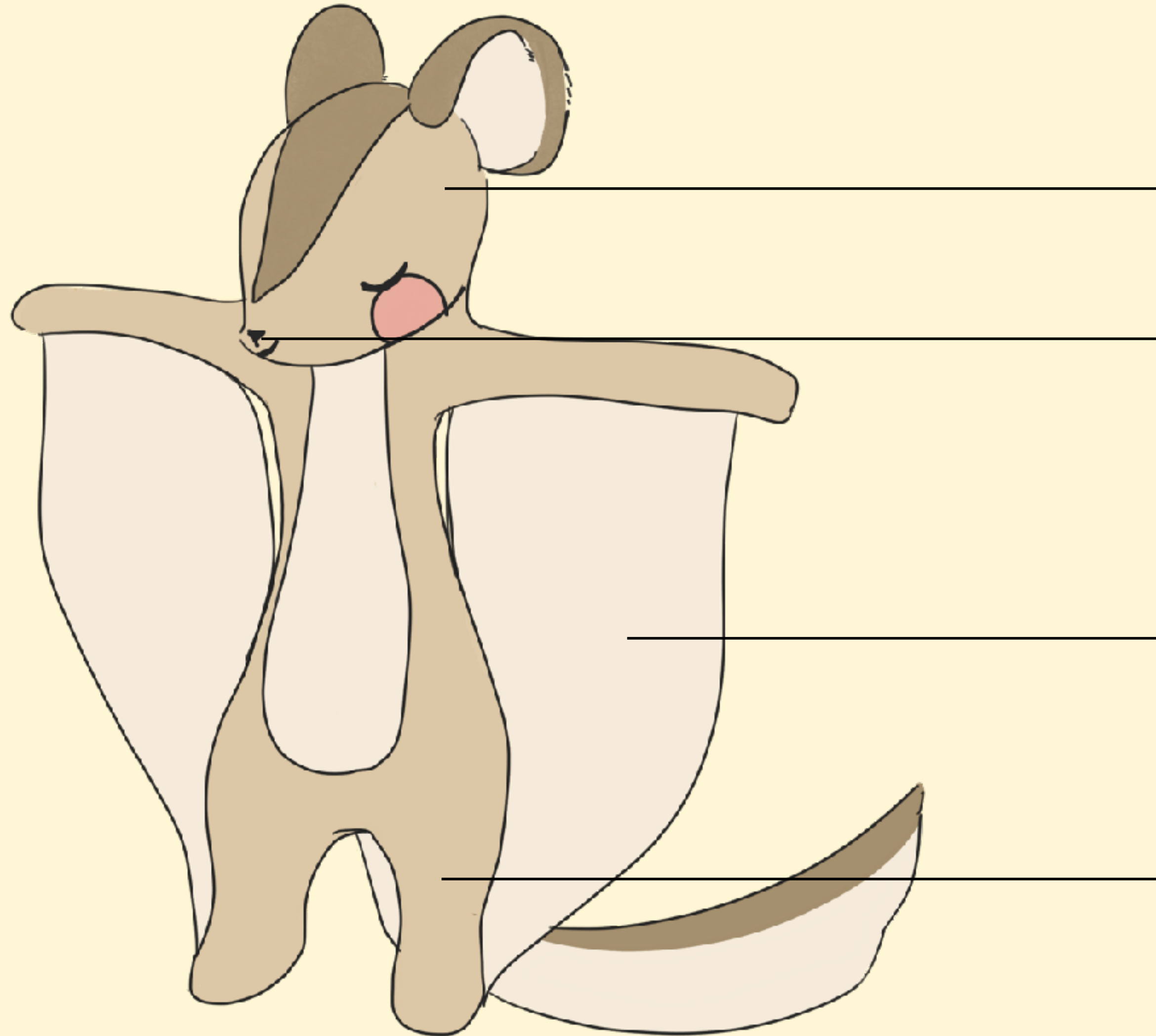


Story book



Manufacturing

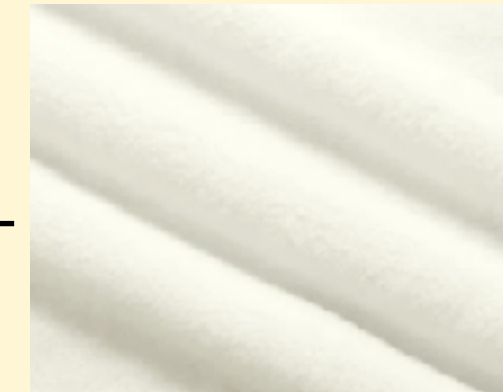
Material



Main body
Artificial otter fleece



Face details
Sewing threads



Blankets & inner parts
Fleece

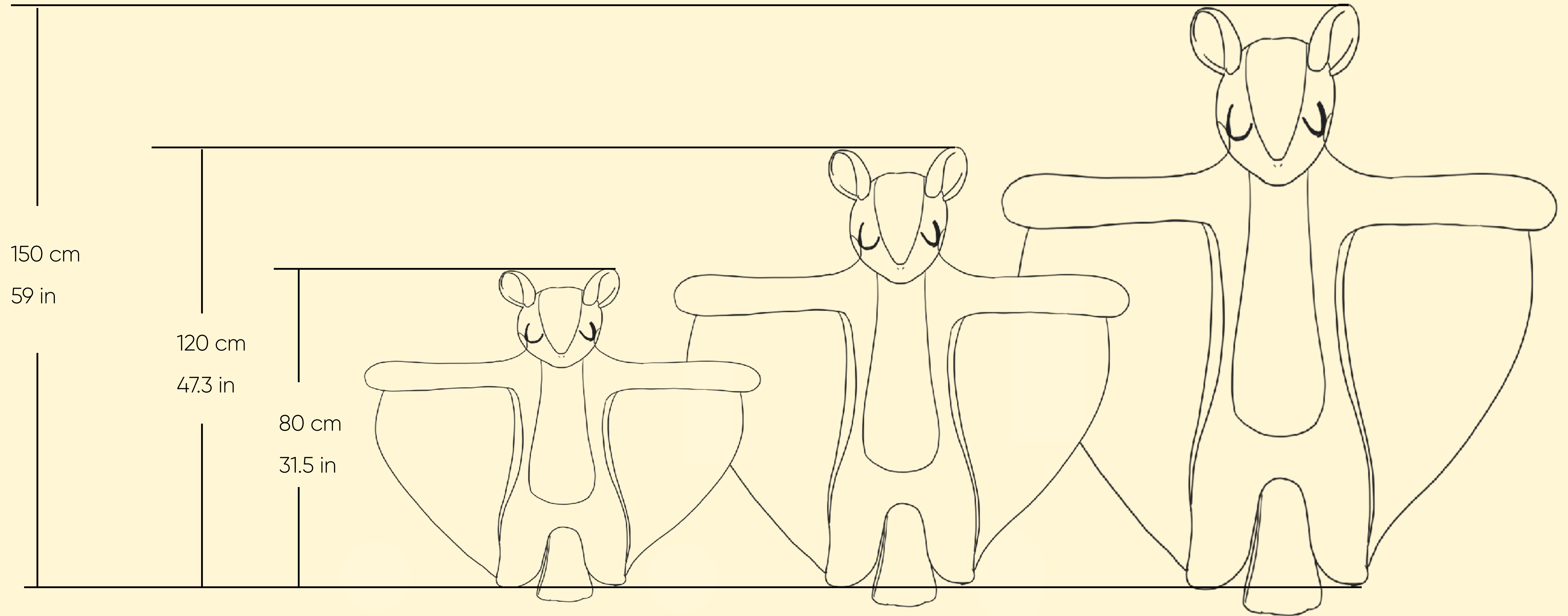


Inner stuffing
Stuffing cotton

Manufacturing



Process scale



Manufacturing

Plan

- 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2月10日 | 主营: 包装
服务响应率 96% | 意向客户 13 | 回头客 38%
设备齐全 | 团队及时

2020.11.29 - 2020.11.15 可接单 23天前更新
1000+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 92% | 意向客户 4 | 回头客 22%
新入驻工厂

2020.11.17 - 2021.10.21 可接单 16天前更新
500+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

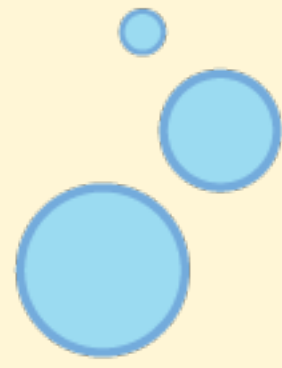
Cost to build

- Material punching
- Paper packaging printed
- Labels on toy

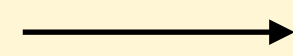
Labor

- Manufacture factory
- Hand sewed details
- Safety & quality test
- Assemble
- Retail

Next Step



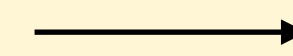
After Covid...



Mock up Testing Goal

Using mock up to test out:

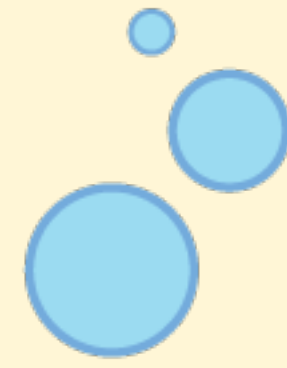
- If size are appropriated
- If the design of the toy are reasonable for users in different age group
- See how they actually play with the toy



Model Building

- Using chosen materials to build real sizing and finishing models.
- Test if materials are appropriated.

List of licences



BUNNIES BY THE BAY®




- Market based on general public
- Cheap but good finishing and manufactured
- Not specific on toy market

To change design fits into brand, what we need to do is make changes on:

- the style of characters
- the use of materials
- the way to promote the product

cuddle + kind



- E-commercial, targeting on parents and infants
- High quality and price with unique material choice
- Specific on toy market

Trademark

Sleepaw is available

Logo trademark.

Name and Logotype

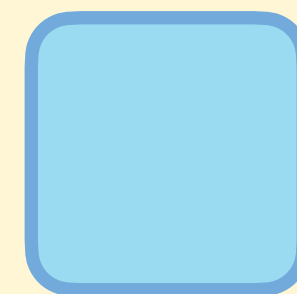
Characters's name

Copyright

Copyright on the story

Copyright on the Characters

SLEEPAW



CHIBOLD

ABCDEFGHIJKLMNO P Q

RSTUUVWXYZ

THANK YOU

