Design Brief
prepared for

LeapFrog®

Tag Junior

prepared by
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Company Profile

Executive Summary

LeapFrog was founded back in 1995 by Michael Wood, a lawyer located in San Francisco, California who worked mostly representing high-technology firms at the Cooley Godward law firm. When Wood's own three-year-old son had trouble matching the letters in the alphabet, with the sound the letter made was when the idea for LeapFrog was born. Wood spent a lot of time during the 1980s perfecting and developing his idea for LeapFrog. The company is now the number four largest toy company inside the United States and focuses on the development of electronic toys with the main goal to help children learn academic and reading skills. LeapFrog is a publicly traded company and its products are sold over 25 different countries worldwide and five different languages including English, Spanish, French, Italian and Japanese (FundingUniverse.com, 2011).

Products and Services

The products that LeapFrog produces are geared towards teaching children from infancy through age 12 about the basics of phonetics, but they also teach music, math, reading, social studies, science and geography. The most current products offered by LeapFrog include Leapster, Leapster Explorer, Tag, Tag Junior, Didj, ClickStart, Disney Zippity, Scout Toys, Fridge Magnetic Toys, Learning DVDs, Books, and Games for each of their learning systems (LeapFrog.com, 2011). Products by LeapFrog are also sold directly to school through their SchoolHouse division.

LeapFrog's products are divided mainly into standalone learning toys, interactive reading systems, mobile learning systems, and software-based book, game and learning app content. All of these products are part of their online Learning Path system that allows parents to check on the progress of their children's learning and is accompanied with personalized feedback of the process.

Target Audience

Products offered by LeapFrog mainly compete in the preschool educational toys and electronic learning aids market, which are both high demand categories within the toy industry (Hoovers.com, 2011). These types of toys are particularly attractive to young children who are gradually becoming more tech-savvy as technology advances through the years. The target audience for products of LeapFrog include children from ages 0 to 13 and parent of those children. These children and their parents belong to a middle and high-class segment of the population.

Pre-K Market

Currently the Pre-K market for mobile learning technology is a highly competitive market, and it is forecasted to grow in expenditures for the 2009 level of $70.9 million, to about $143.3 million by the year 2014 (Nagel, 2010). However, there are three factors impeding a faster growth of consumption in mobile educational devices like the ones offered by LeapFrog. The first, is the growing practice of forbidding mobile phones and personal had-held devices in the classrooms. The second, which may actually help LeapFrog, is that schools are reluctant to allow such devices in their classrooms unless they are produced by specific vendor that are focused on the learning aspects of such devices, like LeapFrog. The third is the fact that schools already have learning technological devices such as internet-ready desktops and laptops in their facilities, so there is no need to purchase other learning toys.

Who's the Buyer?

Buyers of products manufactured by LeapFrog are divided into two categories; individual consumers and wholesale purchasers (Bplans.com, 2011). The individual consumers include parents and other family members who purchase LeapFrog's products directly from the company's web site for their children and family members. The wholesale purchasers include schools, retailers, day-care centers, and commercial businesses that purchase these products for re-sale purposes or for their clients to enjoy. The individual consumers usually purchase a single product for a child, and they fall under the demographic segment of a household with an income of more than $30,000 with a minimum of undergraduate degree and 41% of the segment having a graduate degree, who hope their children start working on their own education as soon as possible.

Competitors

Mattel

Mattel is the world's largest toy company, and it is definitely a top competitor for LeapFrog (Hoovers.com, 2011). Even though Mattel is a manufacturer of all kinds of toys, they have recently embarked in the electronic educational toy area as well. They are know for their number one toy, the Barbie, introduced back in 1959, and they continue to update their Barbies and bring them into the new era by providing new interactive games, software and Barbie MP3 Players (Mattel, 2011).

Hasbro

Being the number 2 toy company in the US is not a bad position to be in for Hasbro, considered another top competitor for LeapFrog (Hoovers.com, 2011). Hasbro was incorporated back in 1926 and it has been in the top toy manufacturers in the country ever since. By purchasing Milton Bradley and Parker Brothers companies, Hasbro is also the leader in board games and puzzles, which they also launch in several platforms like PC, Mac and iPhone by teaming up with Electronic Arts (EA).

VTech

VTech was founded in 1976, and although it has been in the business for longer than LeapFrog, they consider LeapFrog one of their main competitors. VTech offers age-appropriate learning toys for infants to pre-teens by combining electronic formats and engaging content that make learning time fun for children (VTechKids.com, 2011). The company also sells corded and corded telephone and telephone accessories.

Project Goals

Product Information

Melissa Ojeda, referred hereon after as "the designer", will provide designs for the picture book package design for the bundle including the picture book, the educational gaming system and the software as well as a new web site layout for the new products. This new educational gaming system is based on the current products Tag and Tag Junior. The product will be including a tiger character called "Tagger" and the educational gaming system in the shape of a tiger.

Company's Mission

LeapFrog's mission is to "inspire children and families a lifelong love of learning" (FundingUniverse. com, 2011). LeapFrog is committed to high quality toys that are educational but also fun to play with, that will change the way children learn and play for a lifetime. This new product and product package will personify LeapFrog's mission into a character, Tagger, who loves to learn and have fun at the same time. Learning through this character will change the way children learn and play forever.

Message

The design of this new character will successfully communicate the message of love for learning and learning while having fun by the character's unique and humorous appearance and his love for learning. The designs will be filled with the character's anecdotes and quotes about learning while having fun and about his great love for learning. The character will be at his own todler stage, and will grow and his appearance will change along with the children on to more advanced gaming systems.

Branding

Style

The overall style of the designs will be based off from the eclectic design style which is a combination of the best parts of other different styles put together (TheFreeDictionary.com, 2011). Some of the other styles we will be borrowing from are the comic book style, because the character "Tagger" will be a comic book illustration. Also the futuristic style, because we want to appear technologically advanced to the younger crowd. Minimalist and modern styles will also be used when creating the designs in order to be clean and visually appealing to the younger crowds and to the parents as well.

Color

In order to match the existing Tag and Tag Junior products by LeapFrog, as well as the rest of the LeapFrog packaging and products, we will create the new product packages and branding with a slight variation of the existing colors, using greens, browns, oranges yellows and blue-greens. The tiger character, Tagger, will be orange.

Typefaces

Typefaces will be chosen to match the styles described above with fun typefaces, and tech-looking typefaces, as well as comic book typefaces, minimalist typefaces and modern typefaces. The typefaces of the LeapFrog logo will remain the same, as to not confuse consumers when buying similar products.

Timeline

The following timeline is divided within five weeks for the completion of all the aforementioned designs. The timeline is a week-by-week description of all the most important events, tasks and deliverables.   Because of the short timeframe of only five weeks, this project is considered a rush-job.

1st Week. (February 7-13, 2011).

• Meeting with LeapFrog to determine company profile, target audience, and final due date and design components.

• Research the target audience for product consumption and the local market.

• Select the best type of design components to fit the company's needs and target audience.

• Draft and submit design brief to LeapFrog for approval.

• First drafts of product logo and picture book cover including character "Tagger".

2nd Week. (February 14-20, 2010).

• Define a final timeline and final due date for project completion.

• Research outsourced and freelance vendors needed to complete the project.

• Determine the sum of all costs from quoted prices of personnel and materials.

• Draft and submit 4-pannel brochure to LeapFrog for approval signature. Make revisions and re-submit if necessary.

• Assign tasks to proper personnel and ensure material deliverable will be on time from suppliers.

• Collect initial installment of 25% of the total cost from the client.

3rd Week. (February 21-27, 2010).

• Brainstorm possible design solutions for package design taking into consideration the company's goals.

• Create sketches, thumbnails and comps for possible styles and concepts.

• Draft and submit package design to LeapFrog for approval signature. Make revisions and re-submit if necessary.

• Meet with LeapFrog executives for presentation of initial drafts, concepts and styles. Approval required.
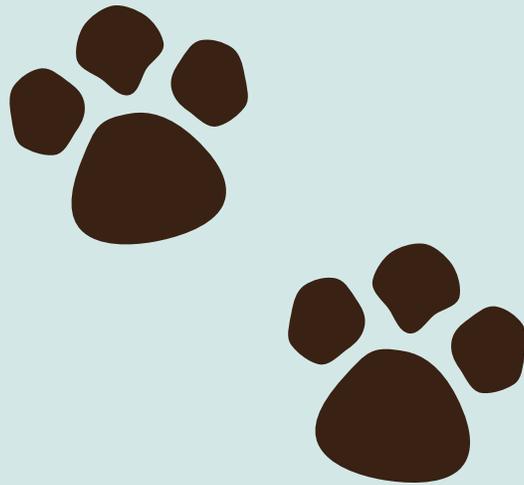
4th Week. (February 28 - March 6, 2010).

• Develop a first draft of the Web site.

• Submit the web draft to client for their approval and their signature.

• Collect second installment of 25% of the total cost from the client.

5th Week. (March 7-13, 2010).

• Finalize 2 of the designs previously worked on.

• Submit final comps to client for approval.

• Collect third and final installment of 50% of the total cost from the client.

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