

Pelikan ®

Modeling clay

Segment: School Assortment

Target group: Pre-school & elementary

Product Marketing Manager: Jessica Wilson

Back to School Season 2019



Modeling clay



Model your imagination

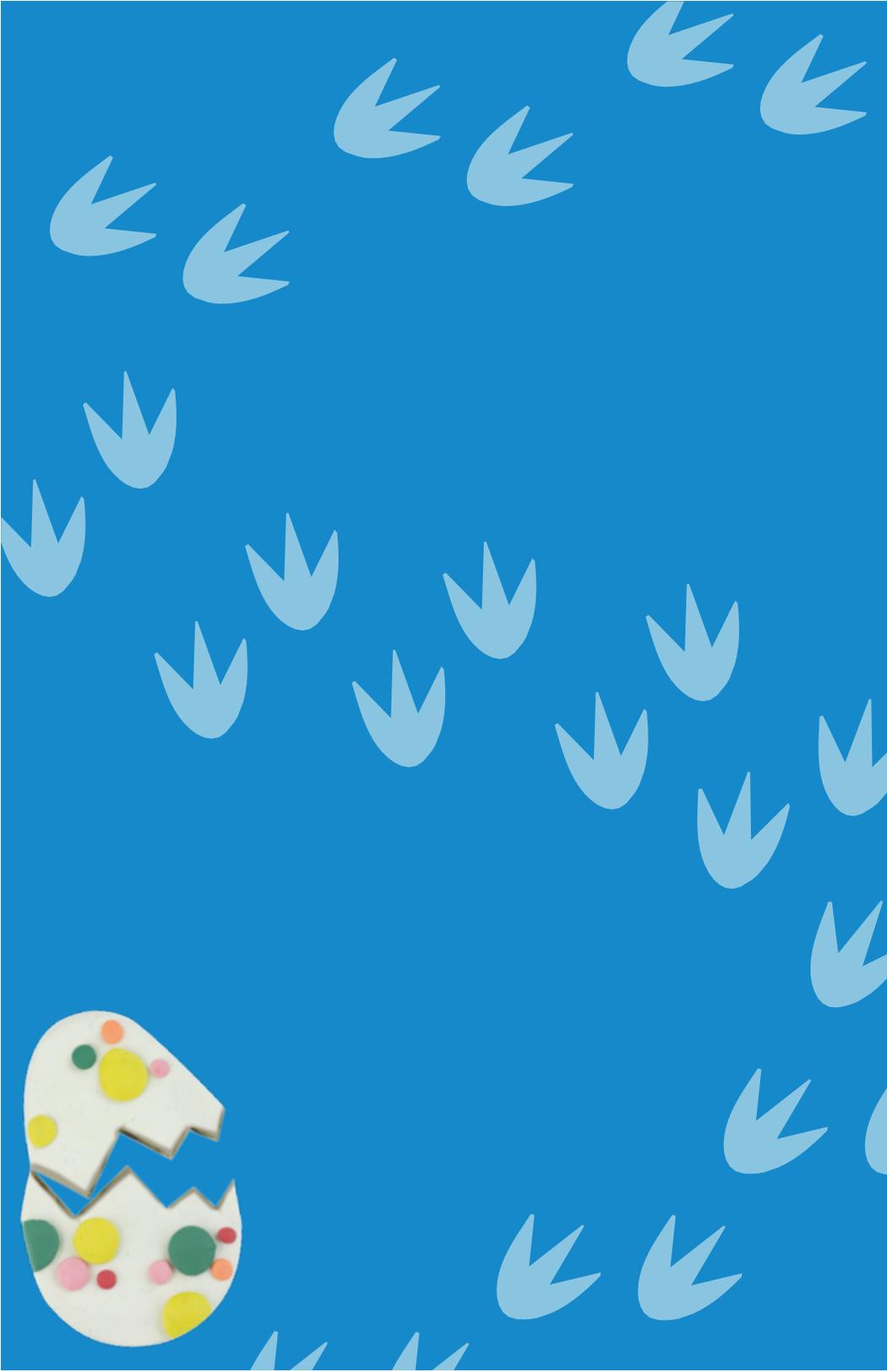
Modeling your dreams is now possible.

There is no character that can't be created.

If you can imagine it, you can model it!



Something **BIG**
is coming...





Why do kids model dinosaurs?

Children show interest between the ages of 2 and 6 in these fantastic creatures. They generate in the children genuine interest in science and natural history. Modeling clay beyond finessing children motor skills, it helps them develop greater persistence, attention to detail, and the ability to retain more information.

Kids find in Dinosaurs the love for discovering and using their imagination to go back in time and turn their reality into a fun fantasy.

By constantly working with their hands and fingers, children exercise and then, when it's time to start the reading and writing process, children will have an easier time handling pencils, drawing letters and concentrating in the classroom.



Children modeling Dinosaur figures would let their imagination run wild and creativity to uncover new layers. Playing with clay also brings them closer to art, allowing them to combine different shapes and colors in three dimensions.



Leo

T-Rex

Personality:
Leader
Intelligent
Strong



Baby Rex

Mini T-Rex

Personality:
Playful
Small
Glutton



Diplo

Diplodocus

Personality:
Noble
Herbivore
Friendly



Tego

Stegosaurus

Personality:
Funny
Easy going
Dancer



Tracy

Triceratops

Personality:

Sweet

Kind

Sassy



Our
Packaging

New product assortment



Brand packaging evolution

Regular color assortment



Brand packaging evolution

New color assortment



Special edition assortment for club retailers



Integrated marketing

Created online workshops and tutorials for teachers and students. View [here](#).

Collateral material prompted on social media so that children could interact with the product at home, beyond school.

Partnered with influencers and affiliates to generate buzz, sampling, unboxing, and giveaways.



Pelikan México



Pelikanmexico

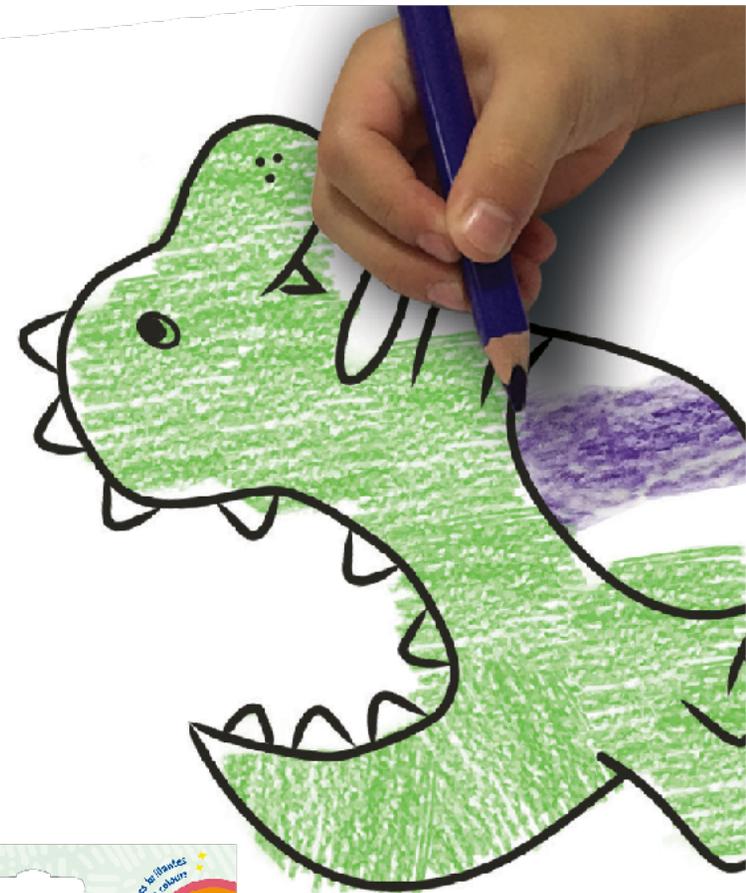


Pelikan Latino

Integrated marketing

Opportunity to cross-sell with other product lines such as coloring pencils, crayons, and art aprons.

Made product launch video available through a QR code on the back of the packaging.



Thank
you!