THE CRAYOLA INTERACTIVE PLAYGROUND:

Connecting with digitally native kids

with Josh Kroo, Vice President Marketing Communications & App products




Crayola®
IS OVER 115 YEARS OLD

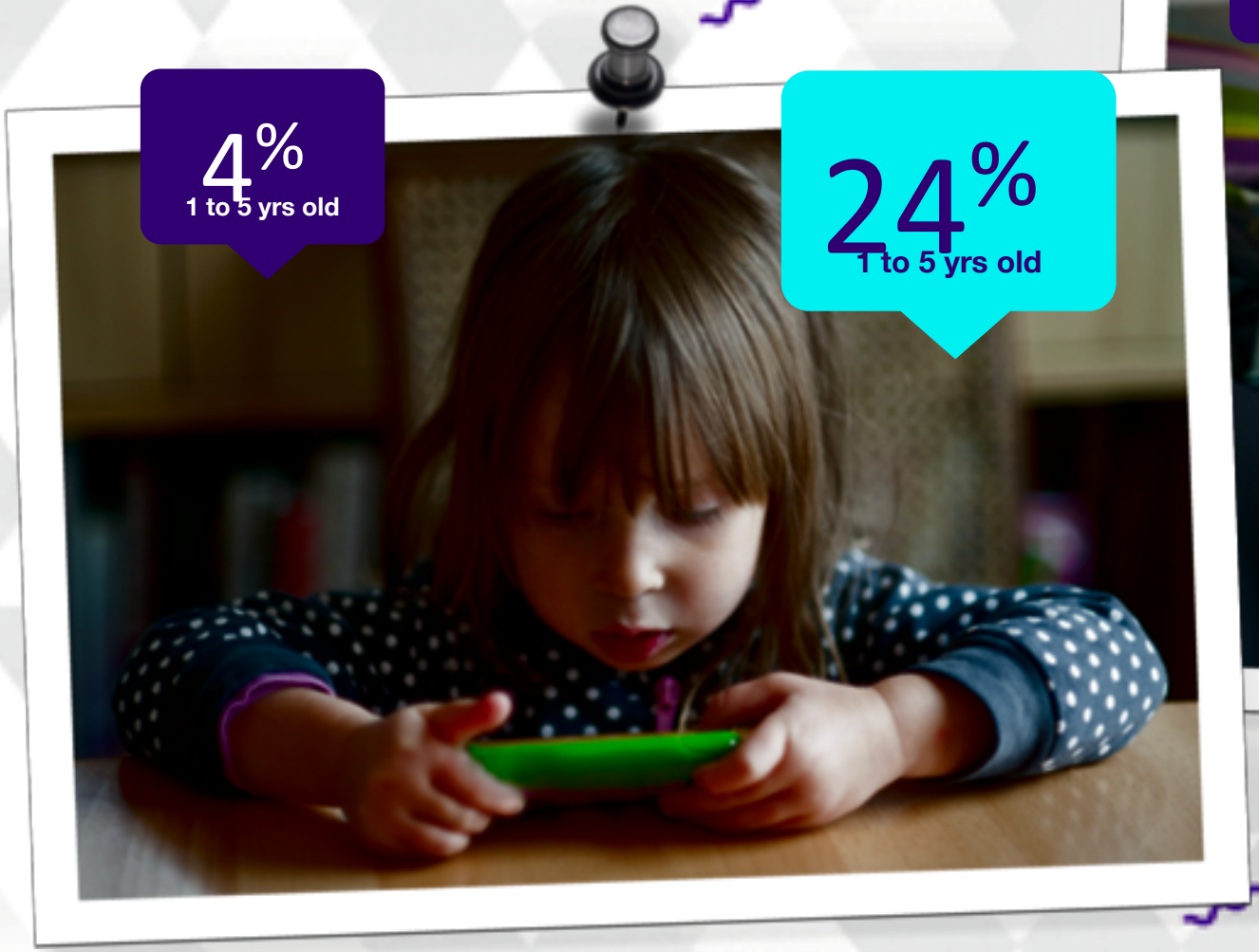
UNLEASH THE CREATIVITY IN EVERY CHILD

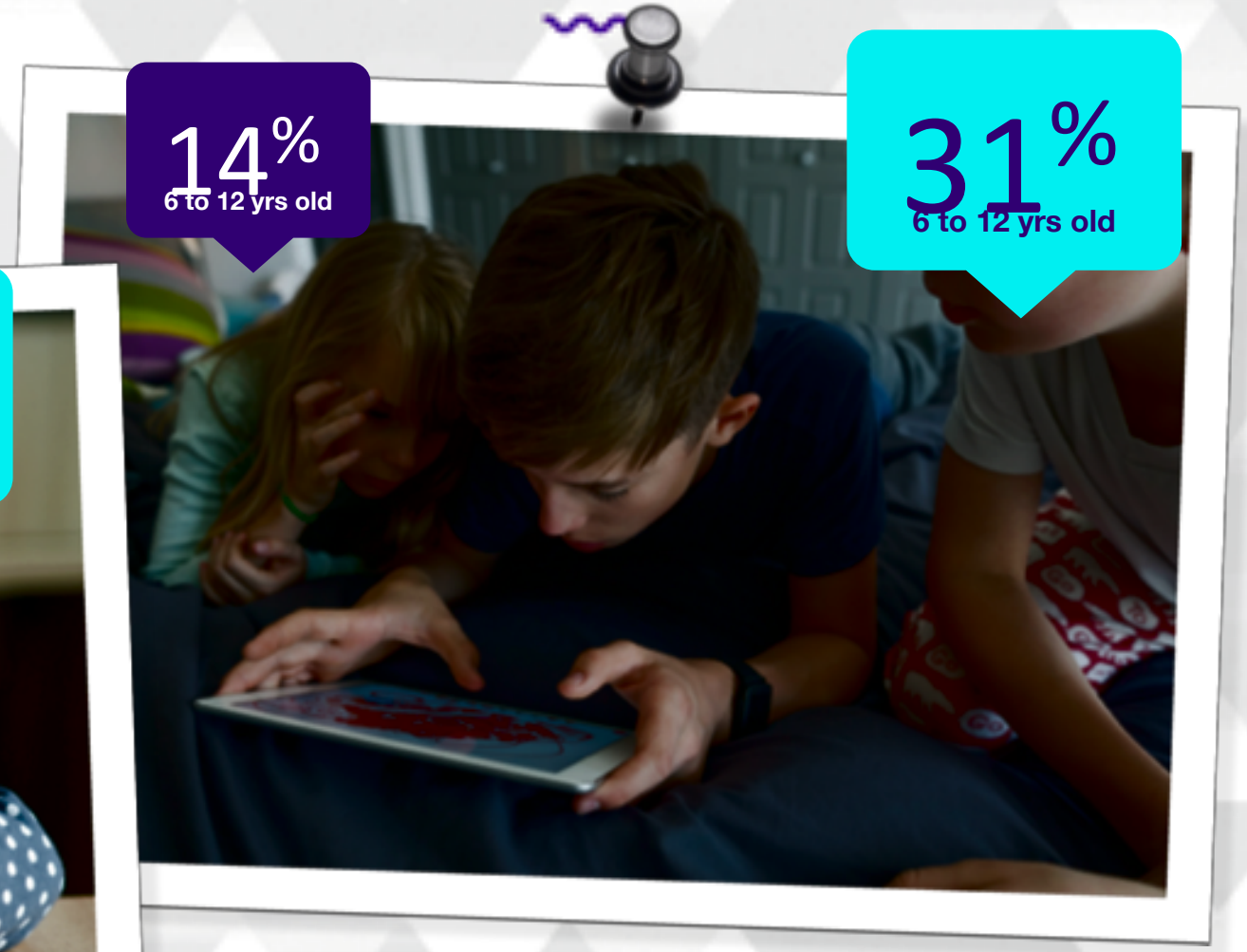



Crayola
ART WITH EDGE
SAY WHAT?!
BOLD & FEARLESS
40 PAGES
Crayola
32
VIBRANT COLORS
Crayola
SIGNATURE
Brush Tip
Ultra Fine Tip
16 MARKERS • DECORATIVE TIN
18 Coloring Pages & 5 Markers
SCIENTIST COSTUME NOT INCLUDED
MORE THAN CRAYONS


O
FREE TIME!
Crayola

2008





time with tech

?

HOW DO WE DEFINE CREATIVITY









PARENTS KNOW IT TOO!

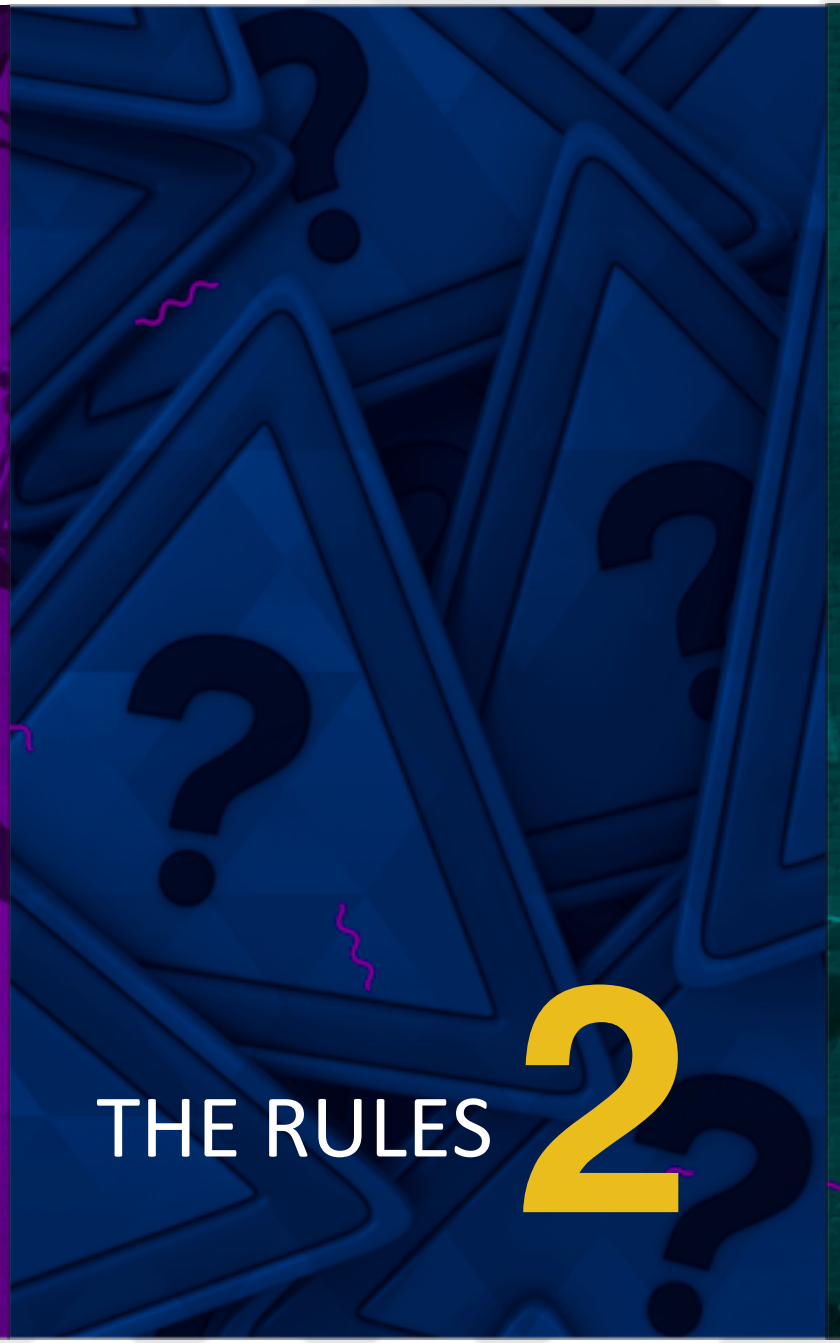



THE CRAYOLA
INTERACTIVE
PLAYGROUND
Crayola



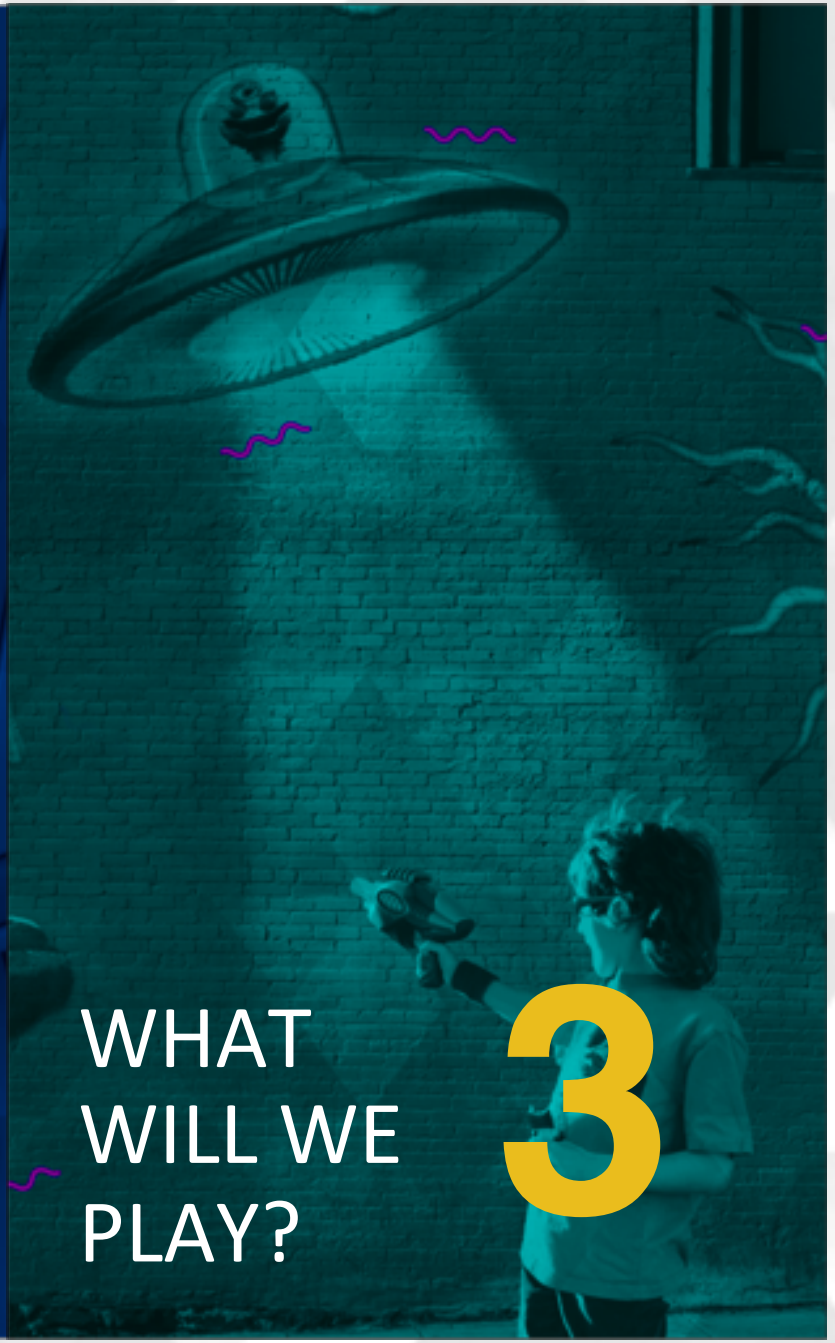
WHO'S PLAYING?

1



THE RULES

2



WHAT WILL WE PLAY?

3



WHO'S PLAYING?

1

Kids

3 to 5

- Learning to express emotion
- Learning what their bodies can do
- Limited dexterity and reading
- Learning cause and effect
- Parents control app downloads









Kids

6 to 12

- #1 activity with tech: “Watch”
- Most play games on apps/tablets
- Kid driven downloads
- Pictures, videos, music, reading
- Love creativity and being creative in the app space









CONCEPTS START HERE



THE RULES?



2



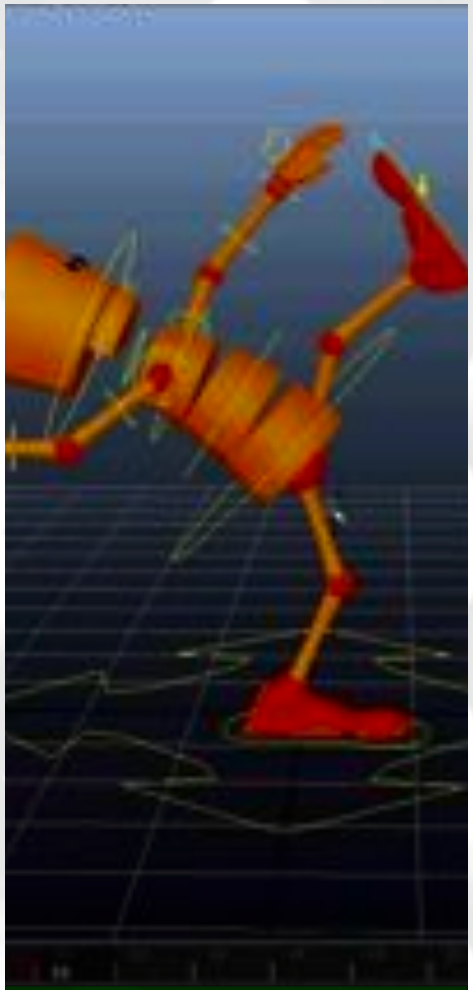
Stylus



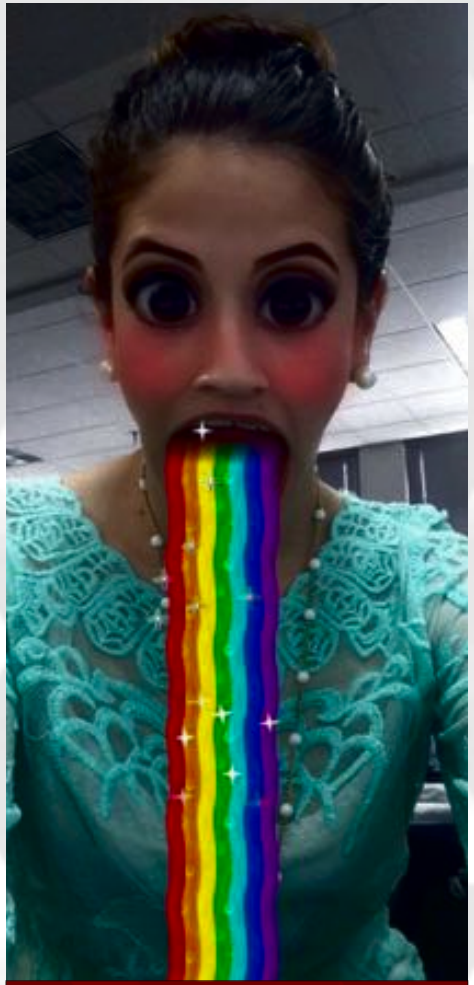
Mapping to
3D objects



Augmented
Reality



3D
Animation



Face Filters

CHOOSE THE RIGHT PARTNERS



TECH FOR TECH SAKE





KEEP THE PLAY PATTERN IN MIND




KNOW YOUR
BOUNDARIES
PRINCIPAL
KRUPP
PUNISHMENT
GEORGE
CHILDREN'S ONLINE PRIVACY PROTECTION ACT
iKeepSafe
COPPA
kidSAFE
CERTIFIED


3
WHAT WILL WE PLAY?

2011: Color Studio HD





2012: DigiTools, Photo Mix & Mash





2012: DigiTools



2014: Virtual Design Pro Collection



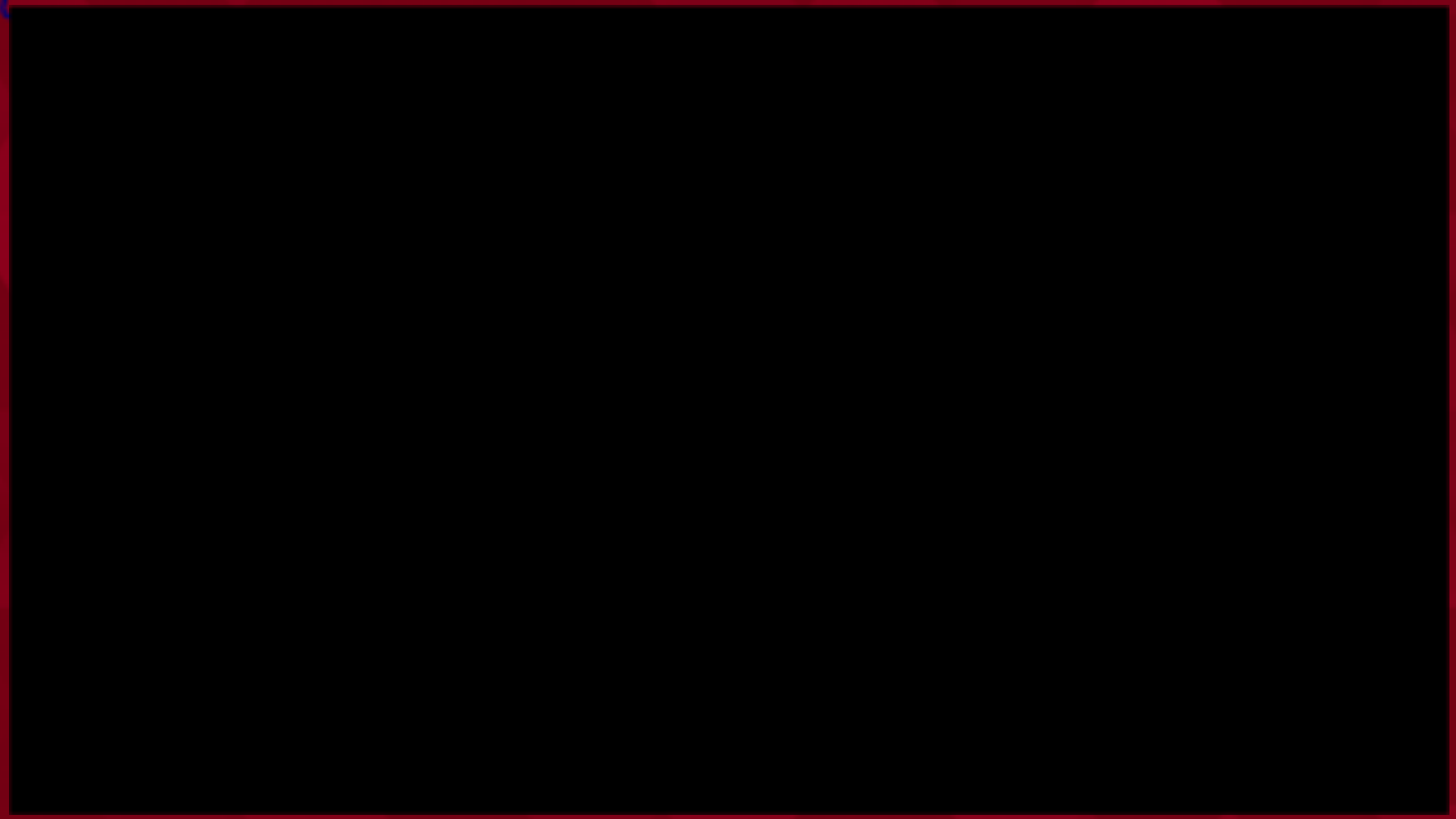


2015: Color Alive





2015: Color Alive



2015: Easy Animation Studio





2017: Fashion Superstar





2018

Crayola FUNNY FACES



2018

Crayola CREATE AND PLAY



Art Station


Core Tools
Open Creativity
Kids become the star
Gallery
OCT 31
OCT 30
OCT 30
OCT 30

Pet Park



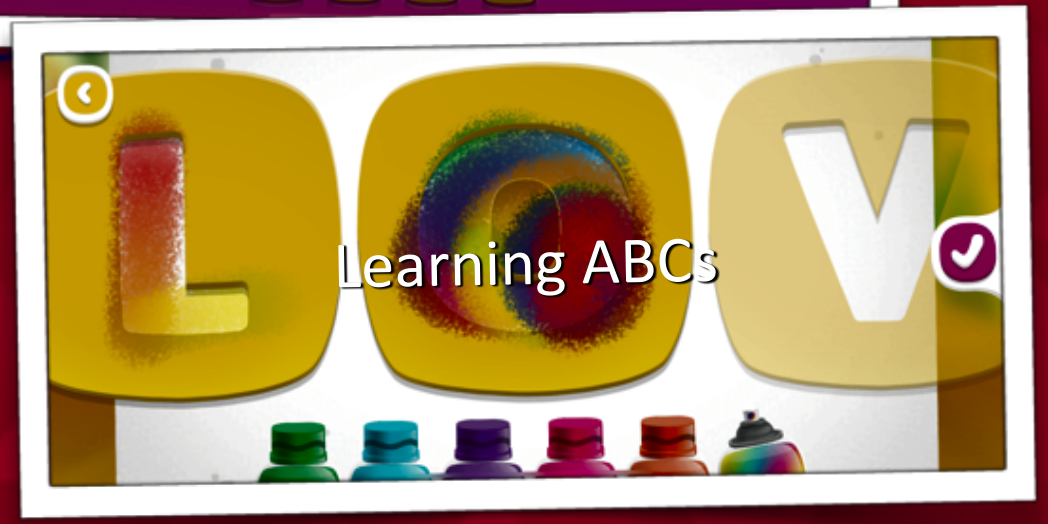
Color Lab, Colorful Classroom











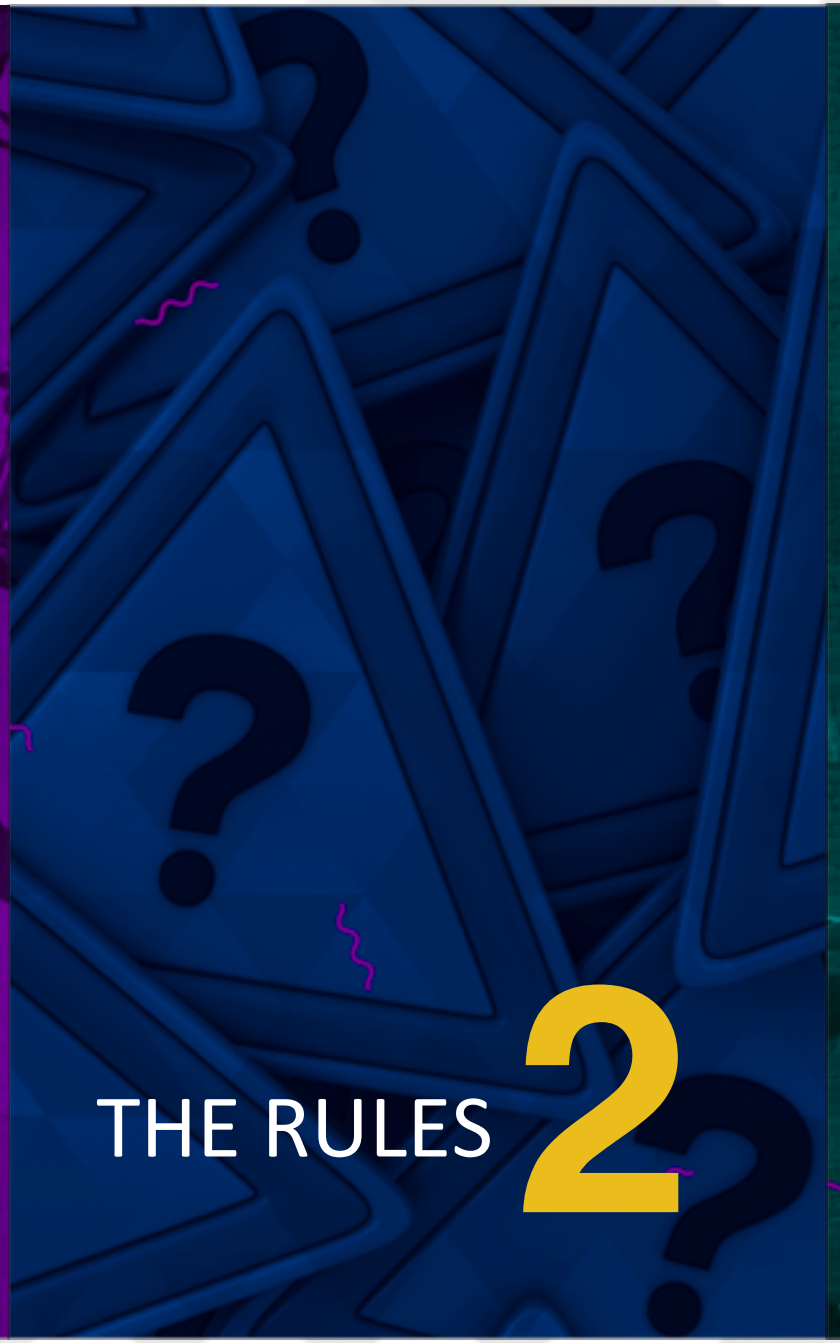
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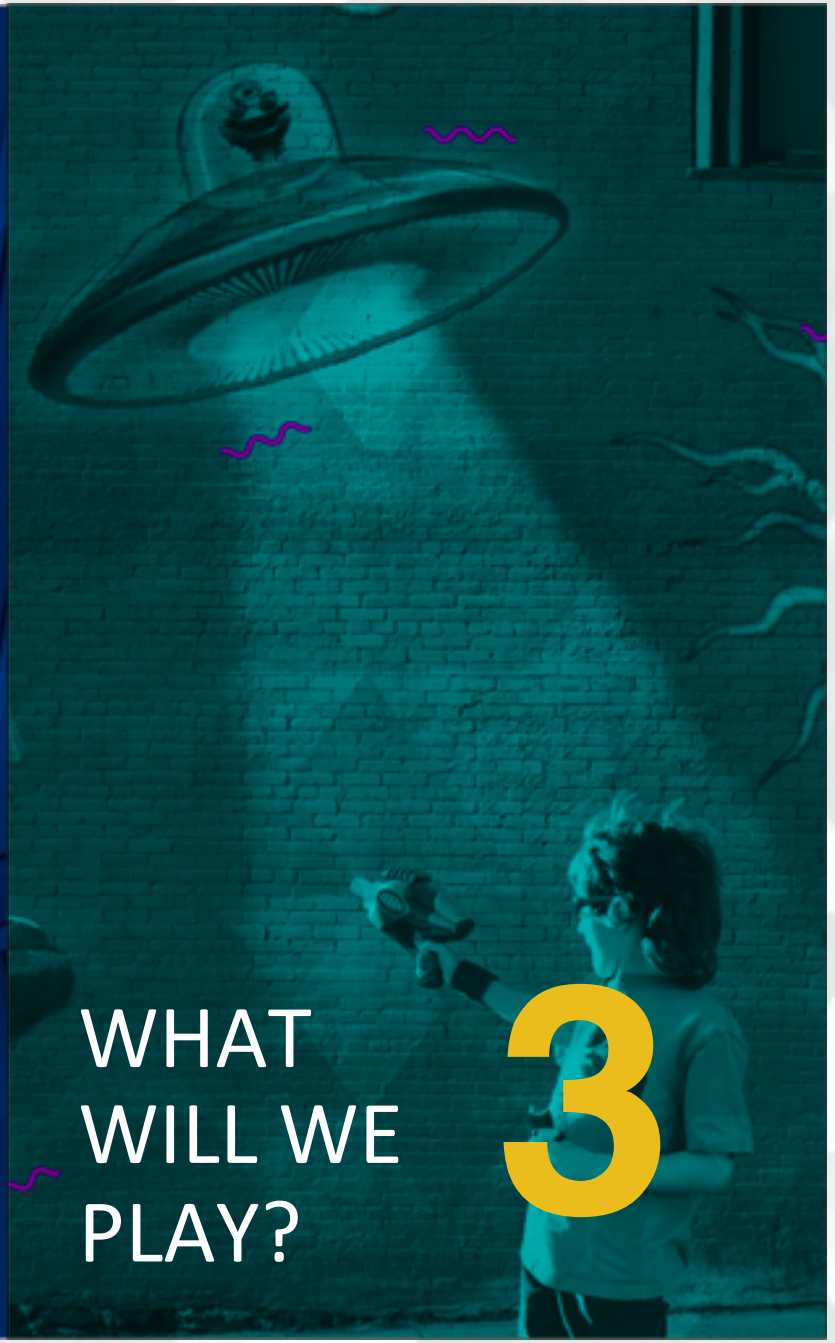
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