

CONCEPT

THE 2 SANTA CLAUSES

Presentation Document



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Introduction



According to the little Kovani, hero of the tale in three volumes: "Kovani and the two Santa Claus", "Kovani and the spacecraft" and "The return of Kovani", Santa Claus by electric flying car, in drone or spaceship is a better story, unlike the "120 kilos Santa Claus" that goes through the chimney.

Just as Clement Clarke Moore did in 1823 with his poem "Christmas Eve", author Lyllah ROZ, with her pen, traces the evolution of Santa Claus through a **credible, plausible, futuristic and fantastic** story.

The three volumes lead us into a fantastic universe in which electric cars, drones and spacecraft find their rightful place. Throughout the reading, the reader is carried away into a world where danger, fright, sadness, joy, humour and hope are intertwined.

The legend of a single Santa Claus has evolved into a new concept with two Santa Clauses. It adapts to children as well as adults. "Santa Claus of the Grown-ups" brings comfort and hope to the great children that we are.

However, questions need to be asked:

- ◆ Why two Santa Clauses?
- ◆ Why the "Santa Clauses of the Grown-ups"?
- ◆ Why electric cars, drones, spacecraft near the chimney? How were the "Fathers of Modern Times" welcomed?
- ◆ Why do you have to be a partner in this breakthrough innovation?

The answers to these questions are to be found in the rest of this document.

1. Concept of "The 2 Santa Clauses"

The concept of Santa Claus' evolution, converted into two futuristic Santa Clauses, was born for three important reasons:

1. Faced with our children's attraction to new technologies, it was necessary to evolve the myth of Santa Claus into a credible, plausible story that is better adapted to our era. Nowadays, we cannot continue to tell them that Santa Claus goes through the chimney or that he goes around the world with a little sleigh full of toys overnight, because the story would certainly seem crazy.

2. The problem of "Paternatalophobia", which is reflected in the fear of Santa Claus that affects children and adults alike. More information on the link below:

2107265.htmlhttps://www.lci.fr/famille/paternatalophobie-comment-le-pere-noel-peut-il-faire-peur-a-certains-enfants-et-adultes-



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3. Santa Claus' imagery of southern countries with tropical climates is not suitable for countries where the heat rises to 35° or more. Disguise brings suffering to those who wear it during the holiday season. Even sitting in an air-conditioned room in hypermarkets, they need a fan in addition to the air conditioning.



Photo 2015 – untouched
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2. The evolution of Santa Claus

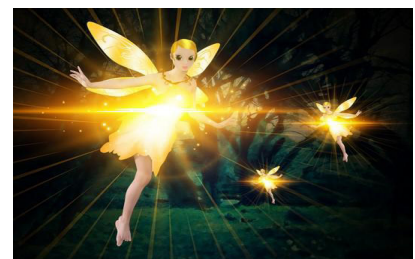


The rebirth of a Legend

The myth is born from a tale and it is not easy to make evolve, when it is already well anchored in customs. Thus, the author and innovator, Lyllah ROZ, contributes to its evolution with his pen, just as Pastor Clement Clarke Moore did by offering children and adults alike a three-volume tale.

This tale allows us to include flying electric cars, drones, spacecraft and many other fantastic elements and characters in the Legend. Through these stories, the author combines the imagery of the fantastic character with reality. This metamorphosis makes it possible to open up a market segment for different products (clothing, cars, drones and other derived products).

As for the fantastic characters and sets, they have been designed for film production and video games to keep little ones occupied and to be used in lighting.



In addition to this tale, there is a song called "Papas Noël". It is translated into English and Creole and performed by the talented singer Thaïma.



As for Santa Claus North, it was necessary to keep his colors while improving the appearance of the costume without the difference appearing obvious. The bet was won, because the spectators did not pay attention to these differences by telling us that the outfit presented was identical to the usual outfit.

On the picture below, we can see the differences between the two outfits. However, the spectators ignored them.

Blatant difference between the two images



3. "The 2 Santa Clauses" and their functions during the holiday season

The new Santa Clauses become the Santa Clauses of the little ones and also those of the big ones. The current Santa Claus thus becomes the "Wise One" who becomes a mysterious and difficult character to meet.

A. Functions of the "Northern Santa Claus"

"Northern Santa Claus" distributes gifts to children in the Northern Hemisphere in his holiday suit (red and white)

B. Functions of the "Southern Santa Claus"

The "Southern Santa Claus" distributes the gifts to children from the countries of the south with a tropical climate in his festive costume (off-white and golden)

C. Functions of the "Great Wise Man"

The "Great Wise" Santa Claus chooses the fathers of the children who will be the representatives of Santa Claus North and South on Earth (Fact that allows to have several Santa Clauses).

Special features: Children from countries in the Southern Hemisphere can ask for a gift from "Northern Santa Claus" who gives them to "Southern Santa Claus".

Children from northern countries can ask for a gift from "Southern Santa Claus" who gives them to "Northern Santa Claus".

The two Santa Clauses get along perfectly and work together.

The objective of "les2peresnoel.com" is to work in concert with what already exists in certain areas.

4. Christmas after Christmas



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"Christmas after Christmas" implies the continuation of Santa Claus' activities outside the Christmas season. They become the "Santa Clauses of the Grown-ups". They allow adults to regain hope when everything seems lost to them.

The photo on the left shows director Euzhan PALCY with the Northern and Southern Santa Claus.

After Christmas, Santa Clauses become generous characters in charge of social missions and can be accompanied by two Mothers Christmas.

They work all year round with a different costume than the one planned for the holidays.

A. Functions of the "Santa Clauses of the Grown-ups"

- 1- They participate in social actions with families in distress in cases where no social agency can intervene.
- 2- They organize themselves to help in disasters and console children and adults by providing them with material and/or financial assistance.
- 3- They study in their respective villages the events and activities that take place during the year and those to come during the holiday season.
- 4- They handle the requests of people in distress.
- 5- They process incoming mail from children (see post office).

B. Financing of social actions

The financing of adult assistance is based on a budget allocated by the company "The 2 Santa Clauses" thanks to a percentage taken from its profits and through partnerships.

These partnerships will take place during the negotiation of operating licences granted to various sectors of activity.

Is that a crazy idea ? No !

Santa Claus Licensing, the company that owns the marketing rights to the name Santa Claus in Finland, would like to make "Santa Claus" a **brand** that makes it active all year round, but it faces an important problem: "Santa Claus" as a concept has no legal protection. The confirmation is made by the research director Mika Maliranta of the economic institute "ETLA" (Finnish Economic Research Institute).

Santa Claus Licensing wants to bring joy to children, but also to **generate business all year round and all over the world, starting with China.**

"Santa Claus is an icon. It embodies good health, solidarity and the joy of giving without asking for something in return" explains the Director.

Santa Claus Licensing and the Finnish Tourism Administration consider that the iconic Finnish brand "Santa Claus" could generate an industry worth several million euros (**computer games, international events, theme parks and related products**). **Indeed**, thousands of tourists flock every year at Christmas to the Arctic city of Rovaniemi, the capital of the Lapland region in northern Finland, in search of an "authentic" Santa Claus.

In addition, Santa Claus Licensing no longer wants to be satisfied with the filling of hotels, activity centres, shops and restaurants during the Christmas holiday period. *"In Europe, Christmas is historically tied to a short period of time, while in Asia, "Santa Claus" can be considered as a **character who works all year round**" says the Director.*

The commercial success with Asian countries was made possible thanks to the cooperation of the Finnish airline Finnair, which increased direct flights between Helsinki (capital and the largest city in Finland) and Asia.

To experiment this new market niche, Santa Claus Licensing uses the **values of generosity through Santa Claus, without any real generosity.**

Unlike the Santa Claus Licensing **"The 2 Santa Clauses" use values of generosity with real generosity.**

In addition, the brands "Southern Santa Claus"; "SSC"; "Northern Santa Claus"; "NSC"; "Santa Claus of Modern Times"; "The Two Santa Clauses"; "The 2 Santa Clauses"; "Santa Clauses of the Grown-ups"; Santa Claus of Warm Countries (SCWC); Santa Clauses of Cold Countries and Santa Clauses do not belong to the public domain, but to the concept author.

5. Needs of the "Northern Santa Claus"

It can be considered that the "Northern Santa Claus" owns his village in Finland, except in the case where Santa Claus Licensing refuses any partnership with the company responsible for managing the company "The 2 Santa Clauses".

"Northern Santa Claus" does not have a social welfare office. The creation of this office is necessary.

If Santa Claus Licensing refuses to enter into a partnership, a new village can be created for the "Northern Santa Claus", on northern lands other than those of Finland.

6. Needs of the "Southern Santa Claus"

The needs of the "Southern Santa Claus" are based on the creation of his village called "Perle Dhazure" which includes various activity workshops, a post office and a social assistance office.

7. Characteristics of the "Southern Santa Claus" village

Just like the "Northern Santa Claus" village, the "Southern Santa Claus" village must appeal to ecology and environmental protection.

It must be established in the vicinity of a forest without any damage. The buildings must be made of wood, earthquake-resistant and lightning-resistant with fruit trees all around. The place must be magical with paths of bioluminescent trees.

Bioluminescent flower beds will extend the paths to allow visitors to stroll at night in a magical setting.

The village must include many activities with various workshops that scrupulously respect the forest. A rainwater harvesting system must be installed for plant watering purposes.

Example of workshops:

- ◆ Strolling in a cart or on the back of a mule
Walk in vines with (Lylanes and Dodymes)
- ◆ Concerts of Lylanes and Dodymes in the woods
Visit of Lylanes and Dodymes huts
- ◆ Local product workshops (Example: creation of various confectionery products based on local products, juices, etc.)
- ◆ Basketry workshop
- ◆ Artists' workshop (Portrait of children or adults with the effigy of the "Southern Santa Claus")
- ◆ Bakua workshop (Creation of sandals, belts, rugs, hats, etc.)
Carpentry workshop (Creation of small carts)
- ◆ Tasting workshop (seasonal fruits, juices etc.)
Dance workshop
- ◆ T-shirt workshop (Printing children's photos with the "Southern Santa Claus")
- ◆ Workshop to discover the houses of "Lylanes and Dodymes" at the top of the trees (The Lylanes and Dodymes represent fantastic characters who dance and sing in the trees. Their voices are their only musical instruments to form a beautiful concert. Their role is to dance, sing and put fruit baskets at the edge of the woods for visitors during the Christmas season).
- ◆ Chocolate workshop (Ruflame shape, "Southern Santa Claus", "Lylanes, Dodymes" etc.)
- ◆ Pottery Workshop (Water jar, flower pot and other works of art with image "Southern Santa Claus", etc.) This list is not exhaustive.
- ◆ Post office with stamp bearing the effigy of "Southern Santa Claus" or Kovani with the "Southern Santa Claus".
- ◆ Anti-lightning clothing will have to be studied so that in rainy weather certain activities remain practicable. **Wristbands or clothing with a GSM chip will be studied for those who do not find their way back** inside the forest. ("Slides" will be studied to slide through the woods. A system that allows you to descend a seated slope without obstruction or danger).

Visitors will be able to access the village by public transport to avoid polluting the forest.

8. Construction of the "Southern Santa Claus" village

Several possibilities are to be explored for the creation of the "Southern Santa Claus" village in partnership with the country concerned.

How to proceed?

1. Choose the country or island that can host "Perle Dhazure" (Name of the village of "Southern Santa Claus").
2. Find the location for the establishment of Southern Santa Claus' village.
3. Find investors for the creation of Southern Santa Claus Village.

9. Advantages of the "Perle Dhazure" village of the "Southern Santa Claus"

In terms of tourism, as competition is strong, owning a product such as the village of "Southern Santa Claus" would make the country a popular destination.

Unlike Finland, whose activities focus on the Christmas season, the activities of the "Santa Claus" **can continue throughout the year**, thanks to the concept of "Santa Claus of the Grown-ups". In addition, children can participate in many activities outside the holiday season. Specific decorations will have to be studied for the holiday and non-holiday periods.

In terms of economic development, the "Perle Dhazure" village will create activities and generate jobs. In addition, around this production will revolve craft enterprises, which also provide jobs.

As for the derivative products "The 2 Santa Claus", they will be marketed on the international market.

The other component of the "Southern Santa Claus Village" is the creation of tourist activities to promote the country's destination. Visitors, through the events organised in the village, will offer themselves products from the country concerned and not products from other countries, under cover of a false name.

Whether in terms of production or tourism, the "Perle Dhazure village" can generate foreign exchange earnings in the country concerned.

As poverty increases around the world in both northern and southern countries, the "Santa Clauses of the Grown-ups" **represent the "heroes of modern times" who intervene when everything seems lost and in a timely manner.**

10. The contribution of NobPrint

NobPrint's contribution consists of the granting of operating licences in the following areas:

- ◆ Architecture
- ◆ Automobile
- ◆ Textile
- ◆ Apparatus
- ◆ Game and games
Music
- ◆ Paper book
- ◆ Post (Stamps bearing the effigy of Santa Claus - mail)
- ◆ Other derivative products

11. Market study

Competition and the market

Market estimated at \$40 billion for 2022.

In 2017, the **Conversant** study, conducted in partnership with Epsilon and Loyalty One, revealed that **mobile phones have once again positively evolved for Christmas shopping. 66% of orders placed online last year were made via a smartphone or tablet**, compared to 58% in 2016. Similarly, purchases made directly **via mobile applications also increased by 12%.**

46% of consumers shop around in stores to **finalize their online purchases** . On the other hand, 58% start searching the web before going directly to the store.

78% of millennials (people born in the 1980s and mid-1990s) report giving Christmas gifts, both in stores and on the Internet. Faced with this

omnicanality of the customer journey, the harmonization between online and offline must be a priority for brands.

At the moment, in Finland, "Santa Claus" contributes to 47% of the European economy.

In the USA, American entrepreneurs are trying, without success, to recover this market. Their mistake is to have designated Santa's village at the North Pole.

12. Main competitors of the "The 2 Santa Clauses"



Santa Claus Licensing - Finland



Santa Claus' House - Torrington

13. First presentation of "The 2 Santa Clauses"



In 2014, the two Santa Clauses performed an excerpt from the story "Kovani and the 2 Santa Clauses" at the Master's School under the direction of our famous director Euzhan PALCY. See Photo.

14. How were the "Santa Clauses" welcomed?

For the first presentation of the new Santa Clauses to the children of the primary school "La Maîtrise", an excerpt from the story "Kovani and Southern Santa Claus" was played under the direction of the famous director Euzhan PALCY, director of the film "La rue case nègres" and many others.

The 9-year-old Mathias LOBAL, a student at the primary school of La Maîtrise, played the role of the little Kovani wonderfully.

The song "Papas Noël" in French, English and Creole was performed by the singer Thaïma. The children sang the choirs without any hesitation.

The children were therefore won over by the new Santa Clauses.



In this picture, the "Southern Santa Claus" consoles a child who has been hurt, while the



Euzhan PALCY with the Southern Santa Claus
at the CCAS in Fort-de-France

The two Santa Clauses were also presented at the social action centre in Fort-de-France. Faced with the precarious situation of a large number of families, the concept of "Santa Claus of the Grown-ups" meets a real need.

15. What "The 2 Santa Clauses" bring in addition

The new Santa Clauses, by becoming "The 2 Santa Clauses" of the little ones and the "Grown-ups", brings hope when all seems lost for adults facing problems that seem insoluble to them. **They fully express the notion of sharing through their social actions.** (Happy parents = happy children)



Thus, the "Santa Clauses of the Grown-ups" solve, through their social missions, the problem of the purely commercial aspect of the classic Santa Claus. **The activities of the "Santa Clauses" outside the holiday season have met with full support from adults.**

16. Threats to competition

Multinational companies will try to keep the current Santa Claus imagery in tropical southern countries to benefit from the current imagery market. Examples :

- ◆ The Coca-Cola Firm for the beverage market during the Christmas season
- ◆ The MACDO group that reigns over Finland
- ◆ The conservatives militating for the maintenance of the present imagery
- ◆ Suppliers and resellers who will not be able to renew their stock each year.

Facing these threats, "the 2 Santa Clauses" can seduce the market thanks to the concept of "Santa Claus of the Grown-ups" which is innovative and meets the needs of the populations through the social missions assigned to them. In addition, Southern Santa Claus opens a significant and attractive market segment to certain producers.

17. Opportunities for "Santa Clauses"

Although there is fierce competition between the various brands registered by Santa Claus Licensing of Finland and Santa Claus Licensing House in the USA, the brand "Santa Claus" has no legal protection as a concept, unlike the concept of the brand "the 2 Santa Clauses" or "Santa Clauses" in the plural as well as those of "Northern Santa Claus", "Southern Santa Claus", "Santa Claus of the Grown-ups", "NSC", SSC, "Santa Claus of modern times", "Santa Claus of warm countries", "SCWC", "Santa Claus of cold countries" SCCC which benefit from international legal protection, according to the Berne Convention. Thus, the concept of "Santa Clauses of the Grown-ups", which **already appeals to adults**, is the **opportunity that will lead children to adopt the 2 Santa Clauses**. In addition, following a survey of two primary schools, the children do not see any objection to the 2 Santa Clauses, as they feel they can get more gifts.

The company "The 2 Santa Clauses" can establish partnerships to market the following derivative products:

- ◆ Santa Claus costumes and props Kovani costumes
- ◆ Beverages, humadrychs, toys, Lumidrychs, Lylanes, Dodymes, etc.)
- ◆ Events around Santa Claus (Arcachan Flower Night, Darignan Star Night, Kite Day and Night, Mother Christmas Ring)
- ◆ Lighting, Christmas decorations, city Christmas decorations, etc. Film production - cartoons and video games
- ◆ Creation of the "Southern Santa Claus" village
- ◆ Creation of (paid) attractions, during Christmas and outside Christmas period.

- ◆ Creation of the "Southern Santa Claus" post office so that every year the "Southern Santa Claus" receives hundreds of thousands of letters from almost every corner of the world and more particularly from countries with a tropical climate. (Creation of postal stamps with the effigies of the Southern Santa Claus, Northern Santa Claus, Kovani and others)
- ◆ Creation of the help desk for the two Santa Clauses.

18. Comparison of activities

Northern Santa Claus Workshop in Finland

Visit of Santa Claus' village

Visit Santa's house

Mini snowmobile tour

Dog sled

Sleigh driving with reindeer or huskies (Canadian dogs)

Lappish culture

Wild expeditions by snowshoe

Aurora borealis (located near the North Pole)

Finnish sauna

Ice fishing (Ice fishing)

Visit of a reindeer farm

Baptism Lapland

Forest skiing

Buying gifts

Southern Santa Claus Workshop

Visit of "Perle Dhazure" (Santa Claus' village in the South)

Visit of "Firefly" Santa's house in the South

Strolling in a cart or on the back of a mule

Vine rides with Lylandes and Dodymes (Characters different from elves and nymphs)

Discovery of the houses of Lylandes and Dodymes in the woods)

Driving a cart

Slides through the trees

Concerts by Lylandes and Dodymes (Steel pan through wood)

Visit to local product workshops

Basketry workshop

Baku workshop (creation of belts, rugs, sandals etc.)

Artists' workshop (Portraits for children or adults with Santa Claus South)

Carpentry workshop (small carts)

Tasting workshop (seasonal fruits, juices etc.)

T-shirt workshop (PN imaging printing with child or adult image - 3D printer)
Pottery workshop (trays, dishes, jars, flowerpots, etc. with Santa Claus South image)
Gift purchase
Etc.

19. Strengths of: "The 2 Santa Clauses"

"The Santa Clauses" played an excerpt from the tale "Kovani and the Southern Santa Claus" with the children of the primary school "La Maîtrise" and the Social Action Centre of Fort-de-France, under the direction of our great director, Mrs Euzhan PALCY. Everything was appreciated!

The "2 Santa Clauses" gave their first gifts in December 2014. They were of course accepted by the children and even won over the adults.

The concept of "Santa Claus of the Grown-ups" has won over adults. They have no problem with being able to operate outside the Christmas season in another suit. According to them, **the concept is fabulous.**

The change in the imagery of "Northern Santa Claus" was considered a success, because at first glance people say they have not seen any difference, although it is obvious. During an interview on Radio Martinique 1st, the hosts had to go through the differences to list them.

The structure "The 2 Santa Claus" has a website and an online shop www.les2peresnoel.com. which can sell the three stories in ebook format as well as the song "Papas Noël" in Wave audio format.

20. Objectives

- ◆ Give an international character to "the 2 Santa Clauses". Thanks to their change of costume during the year and the missions entrusted

to them, Santa Claus' activities will touch on social and political issues while retaining a commercial character

- ◆ Develop tourism in the country of the establishment of the Southern Santa Claus' Village
- ◆ Creating jobs
- ◆ Combat counterfeiting (through winning prizes included in products, events and games)
- ◆ Encourage young people to download ebooks and songs legally (through winning prizes that will be included - claiming the mandatory invoice for each winning prize)
- ◆ Encourage young people and adults to go to the cinema (through the clues placed on the cinema screens, which will allow them to win significant prizes).
- ◆ **Encourage young people to read through their tablets, computers and Smartphones.**
- ◆ Reach all social strata on an international level and include policies

21. Strategies

Seek different partners in different sectors of activity :

- ◆ Video game production (Games for children, teenagers and adults. These Strategy Games for children, teenagers and adults must comply with a charter (heroes will have to face all dangers with tricks, strategies, dodges, fights and saving lives without killing).

We will benefit from breaking the vicious circle of gratuitous violence.

To encourage young people and adults to take an interest in the different games that will use the fantastic characters, "winning prizes" will be offered to them.

- ◆ **Production of game consoles (children, teenagers and adults)**
Organization of video game tournaments (Adults, teenagers)

Tournament conditions : In each country, the top eight video game players (by category: children, teenagers, adults) who will reach the end of the game will make themselves known. A substantial prize will be awarded to them (Finance).

These teams of eight players will have to play a tournament during the school holidays. One country will be confronted with another. The players will take turns every hour.

The two best teams will have to compete against each other. The best team will win a sum that will be shared among the eight players.

A television program will have to be set up to broadcast the tournament.

This principle will be a means of communication.

Production of Arcachan Flower (Tropical climate country)

During the Christmas holidays, the organisation of events around the "Arcachan Flower" will take place as follows:

- ◆ A few days before Christmas, little children in Kovani outfits will come by to offer a blue flower, accompanied by a song about the Arcachan flower, to their neighbours. Some flowers will have a winning prize.
- ◆ In cities and towns, homeless people will be offered an Arcachan flower by politicians. Some of these flowers will have numbers corresponding to winning prizes.

As a first step, winners among homeless people will be entitled to:

- ❖ A roof paid by charitable associations with the help of the State and a financial contribution paid by the company in charge of managing Santa Claus.
- ❖ A total takeover of their makeover.

Santa Claus will call on the graceful participation of : psychologists, dentists, doctors, hairdressers, clothing store, and hypermarket for their food needs.

The Santa Claus Charity Association can intervene, according to its financial capacity, to help at any time.

A training organisation will follow them and a Job Search Agency will be responsible for finding them a job.

The ultimate goal will be to provide a home for a homeless person every year (To make this happen, the 2 Santa Clauses will call on the generosity of donors and politicians around the world).

An association will contact bailiffs to find out about evictions and home foreclosures. Generally, these are not bad payers, but people in bad times:

- ❖ Unexpected job loss
- ❖ A divorce, death or other
- ❖ A disease

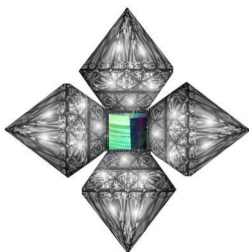
In this case, an Arcachan flower will be given to them incognito with a letter specifying the free remission of their debt and some rents paid in advance. The company "The 2 Santa Clauses" will give them an envelope that will allow them to support themselves, while they find a job or regain their balance.

In all situations, Santa Claus will have to conduct an investigation to avoid potential scams that the system may encourage.

◆ **Production of the Darignan star (Northern Country)**

During the Christmas holidays, the organization of events around the "Darignan Star" will take place as follows: **Darignan Star Event in the Northern Countries.**

The event around the Darignan star takes place as follows :



A few days before Christmas, little clothes will offer a Darignan star, accompanied by a song about the Darignan star, to their neighbours. Some stars will have the winning prize.

In cities and towns, homeless people will be given a Darignan star by politicians. Some of these stars will have numbers corresponding to winning prizes.

As a first step, winners among homeless people will be entitled to:

- ❖ A roof paid by charitable associations with the help of the State and a financial contribution paid by the company in charge of managing Santa Claus.
- ❖ A total takeover of their makeover.

"The 2 Santa Clauses" will call on the free participation of : psychologists, dentists, doctors, hairdressers, clothing stores as well as hypermarkets for their food needs.

The Santa Claus Charity Association may intervene, according to its financial means, to provide assistance at any time.

A training organisation will follow them and a Job Search Agency will be responsible for finding them a job.

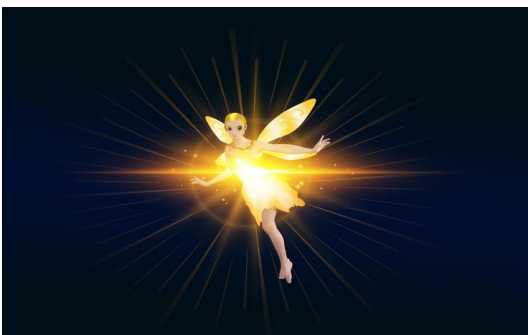
The ultimate goal will be to provide a home for a homeless person every year. In addition to their support, "The 2 Santa Clauses" will appeal to the generosity of donors and politicians at the international level.

An association will ask the bailiffs for information on how to help some families who are evicted or have their homes seized. Generally, these are not bad payers, but people who are going through difficult times:

- ❖ Unexpected job loss
- ❖ A divorce, death or other
- ❖ A disease

In essence, a Darignan star will be given to them incognito with a letter specifying the free forgiveness of their debt from six months to one year of prepaid rents. The company "The 2 Santa Clauses" will give them an envelope that will allow them to support themselves, while they find a job or regain their balance.

◆ **Lumidryche production**



Designed specifically for very young children, the Lumidryche will serve as their night light and will be their companion character in their bed to prevent them from being afraid at night. It will play the role of a small guardian.

Some Lumidryches will have winning numbers and will later become actors with specific names.

The action, although commercial, will have to take into account the social aspect, because let us not forget, it is Christmas! **Happy parents= happy children.**

♦ **Production of kites bearing the effigy of Santa Claus Event "The day and night of kites"**



The event, "The Day and Night of the Kites", will take place a few weeks before Christmas. Anyone can fly their kite. A game is also organized around the event which consists in flying the most beautiful figures in the sky, without losing them.

It is accompanied by a tournament: children, teenagers and adults. Thanks to the publicity on the kites, many winning prizes will be given to the participants. This unifying event will allow people to communicate with each other and share events around the Mother Christmas' Ring.

The event around the Santa Claus ring consists in choosing each year a young woman who will wear the Mother Christmas' ring which is supposed to designate the mothers of the year.

The game consists in finding the image of Mother Christmas' ring located in the game page of the site "www.les2peresnoel" or on an image located inside the ebooks series: "Kovani and the 2 Santa Clauses"; "Kovani and the spaceship" and "The return of Kovani".

The event will focus on the last 5 winners. It consists in inviting the winners to the country of origin of the concept. 5 young Santa Claus volunteers will make the 5 winners try the ring. A final draw consists of drawing one of the 5 envelopes from a basket. In each of the envelopes is

slipped a small card with the image of a jewel. The participant who has the image of the ring is the winner. Other participants may receive other prizes from different partners.

♦ **Production of "Kazak de Kovani" and costumes by Carine and Alain**

A. The website of "Southern Santa Claus" will host the children's drawings concerning the colours of the pieces patched on Kovani's clothes which will change every year.



This is important for sales, but also to fight counterfeiting. Indeed, no parent would want to buy counterfeit clothing knowing that their child would have no chance of winning a prize. Among these outfits, there will be winning prizes.

The Santa Claus website will welcome children's requests for toys. The "redirection" will be done with suppliers and resellers approved by the company that manages the rights of : "The 2 Santa Clauses."

B. The "Northern Santa Claus" website will host the children's drawings concerning the colours of Alain and Carine's clothes, which will change every year. This is important for sales, but also to fight counterfeiting. No parent will want to buy counterfeit clothing if they know that their child will have no chance of winning a prize. Among these outfits, there will be winning prizes.

The website www.les2peresnoel.com will receive children's requests for toys and the "redirection" will be made to suppliers and resellers approved by the company that manages the rights of: "The 2 Santa Clauses."

♦ **Production of biodegradable Filao**

Filaos production is intended for countries in the south with a tropical climate.

The "Northern and Southern Santa Claus" sites will have to be relatively reactive and updated regularly in order to keep Internet users informed of the release of new products.

22. Promotion

The company that manages the rights of: "The 2 Santa Clauses" will use all communication media, namely :

- ❖ The media (radio, television and press)
- ❖ Social networks
- ❖ Influencers, etc.

The aim is to reach a wide audience.

23. Targeted market

◆ Children

Children will want to know Kovani's stories and own the products derived from cartoons and others.

◆ Teenagers

Teens will want to participate in tournaments. (Video game market)

Parents - Wives - Husbands - Companions - Companions

Parents with teenagers will want to support their children in tournaments.

Women will be in the front line to see their children, and/or husbands or companions play and vice versa for men.

Grandparents

Grandparents will also be there to support their grandchildren.

Compared to current markets that are penetrated by violent games, the strategy of "The 2 Santa Clauses" will make it possible to bypass them, because the goal is to make the **little Kovani** a **myth** in the same way as the "Santa Clauses". The **MAJOR** assets will be the **following periods** :

- ❖ **CHRISTMAS** (Christmas gifts and accessories)
- ❖ **BEGINNING SUMMER HOLIDAYS** (Video game tournaments)

24. Market penetration

Concerning :

♦ Southern Santa Claus

Market **penetration** will have to be achieved through the various partnerships. (The only existing competition on the market, the usual "Santa Claus", which we must make our ally through the concept of the "Great Wise".

♦ Northern Santa Claus

The usual Santa Claus being made inaccessible thanks to the fairy tale. Northern Santa Claus will be highlighted by his new imagery. This imagery will be closer to the children who will associate it with their father. For the little ones, he will become the playful and affectionate father of which they dream so much.

5. Product Policy

Christmas does not only belong to high socio-professional categories and liberal professions, but to all segments of society. The "The 2 Santa Clauses" products will therefore be able to reach all social strata.

In addition, products associated with batches **will be considered as winnings and not as purchases.**

26. Pricing policy

International production will reduce our costs and allow us to offer competitive selling prices.

Parents who consider the price of stories in paper version too high, will be able to benefit from attractive prices for ebook formats.

27. Sales policy

The company "The 2 Santa Clauses" will use the channels of its various partners and will sell online.

The company "The 2 Santa Clauses" respects a charter: It does not accept any advertising that may offend morality on its website <https://www.les2peresnoel.com>.

28. Partners

To become a partner of the "The 2 Santa Clauses" concept, all you have to do is carefully study this file.

You can submit your licence application and proposal, in the relevant sector of activity, for consideration by our team via our email administration@les2peresnoel.com.

For a faster process, please send your application in French.

29. Contact



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<https://www.facebook.com/les2peresnoel/>



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