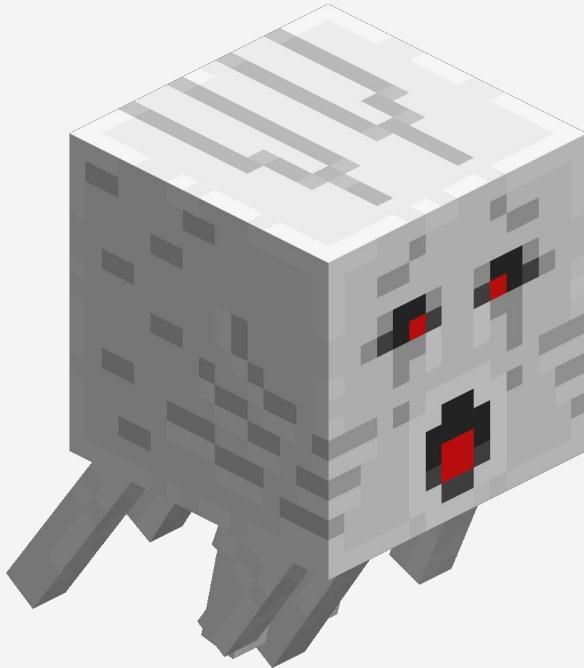


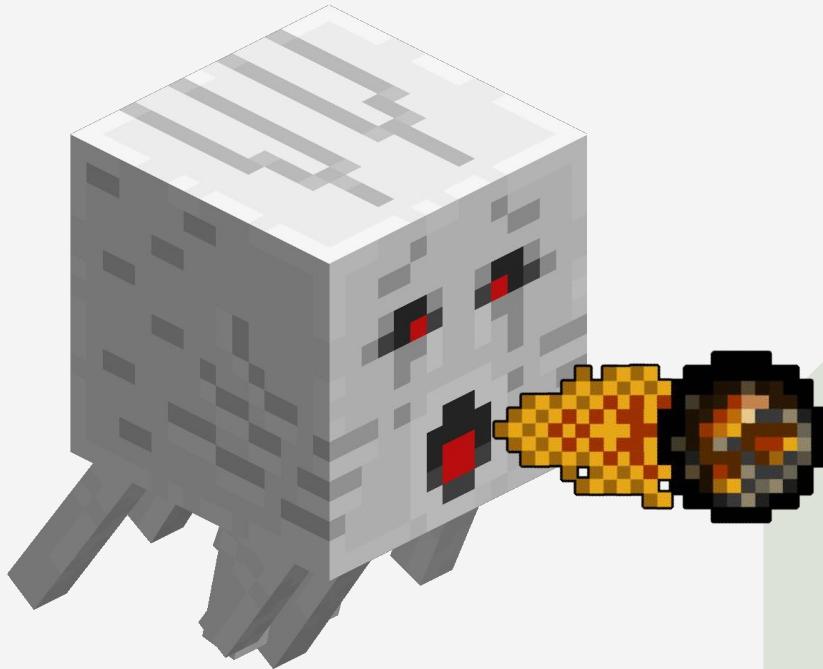
Minecraft Ghast Kinder Toy

The Block Shop - Craft Your Imagination



Minecraft Ghast Kinder Toy

The Block Shop - Craft Your Imagination



OUR BLOCK SHOP TEAM

Rydan Chalmers



Hunter Adelson



Liam Jewer



Taylor Scragg



Charlie Magri



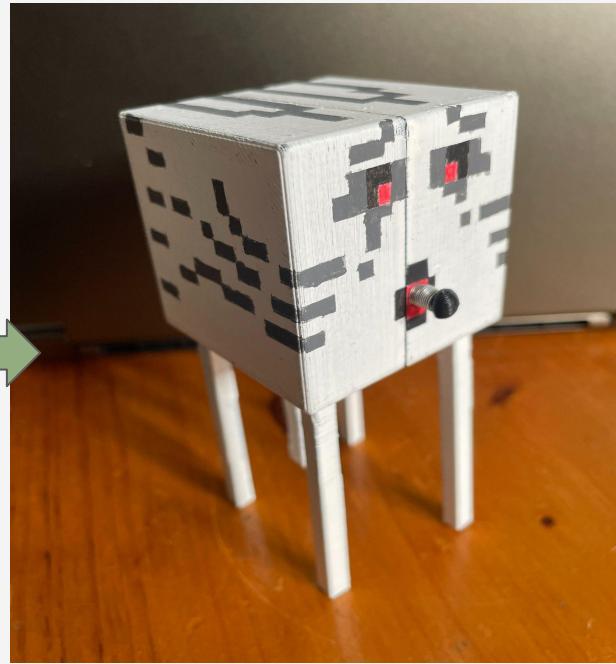
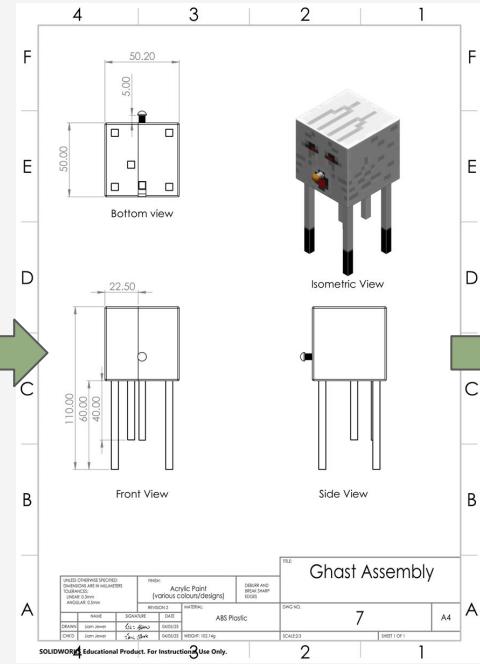
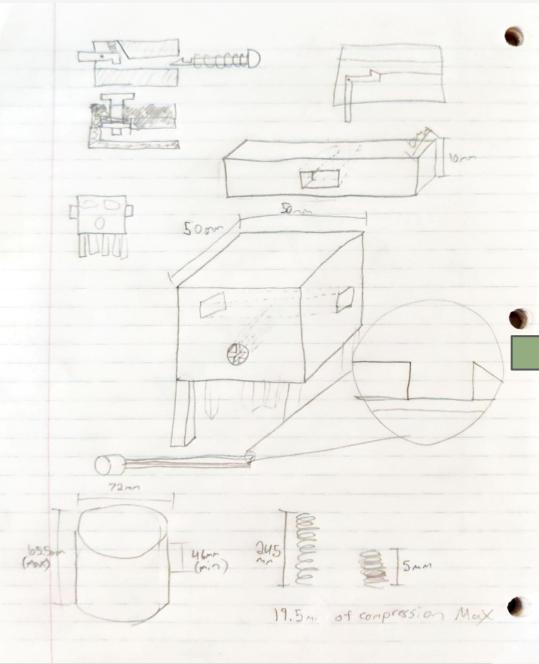
Design Philosophy

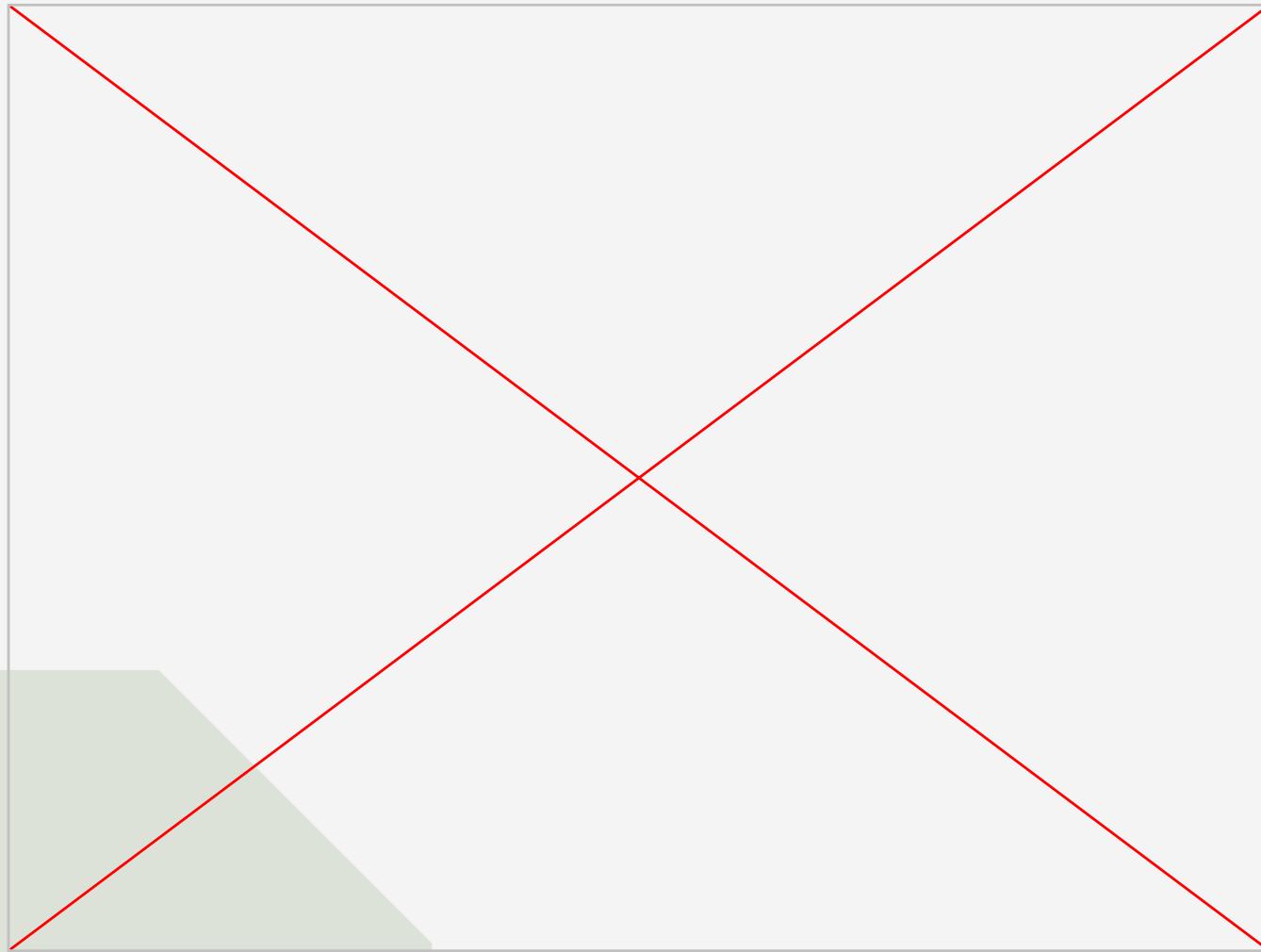
Design promotes fun and imagination while remaining safe and intuitive.



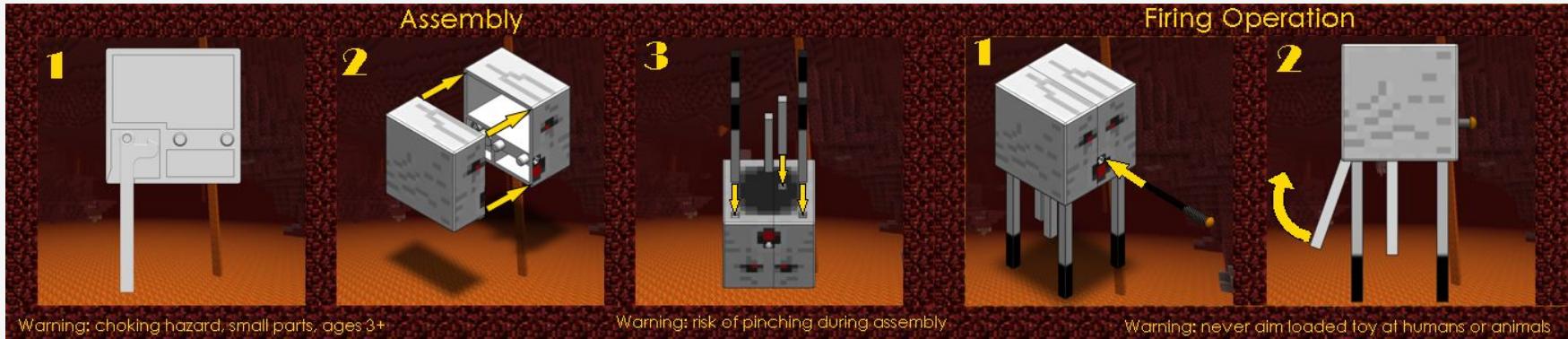
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What is our idea?





Assembly



Why Our Theme is Unique

- Everybody plays minecraft (almost)
- There is a lot of innate expandability to creating a toy within the minecraft universe
- There are many collectors of Minecraft paraphernalia

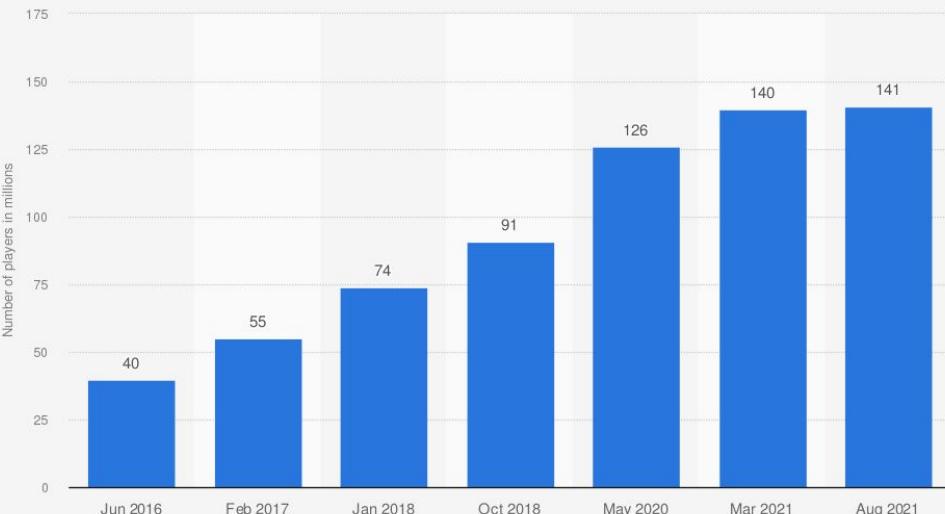


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Target Market and Potential Buyers

- Our Target Market is 10-20 year olds¹
 - Average MC player is 24¹
 - 54% of children aged 3-12 play Minecraft
- 140 million players in 2021¹
- COVID-19 increased the player count by 25%

Number of monthly active players of Minecraft worldwide as of August 2021 (in millions)



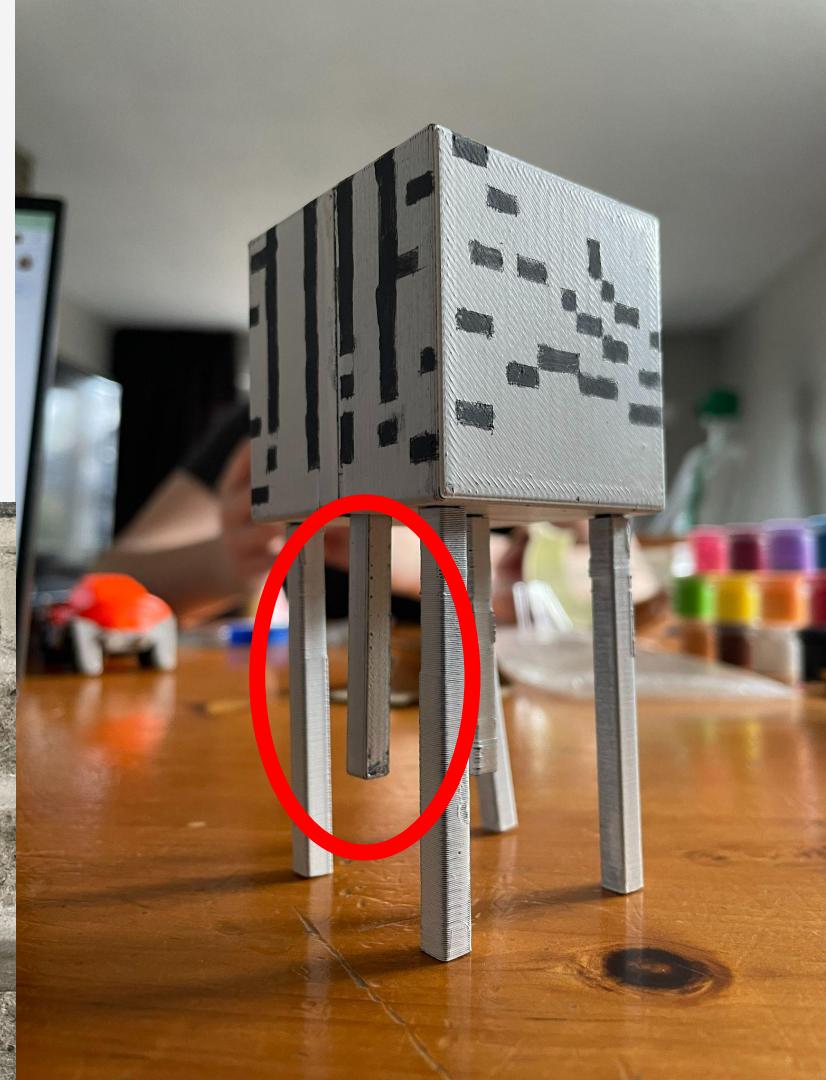
Sources
Microsoft; VGChartz
© Statista 2022

Additional Information:
Worldwide; Microsoft (Mojang); June 2016 to August 2021; across all platforms

<https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.statista.com%2Fstatistics%2F680139%2Fminecraft-active-players-worldwide%2F&psig=AOvVaw1TATpUp1d6sikcERTi3F7a&ust=1680142784179000&source=images&cd=vfe&ved=0CBAQjRxqFwoTCJDhkOCJgP4CFQAAAAE>

Why Our Toy Design is Unique

- The switch is seamlessly implemented
- The toy is able to act as a standalone action figure and is not aesthetically reliant on any other pieces (display item)

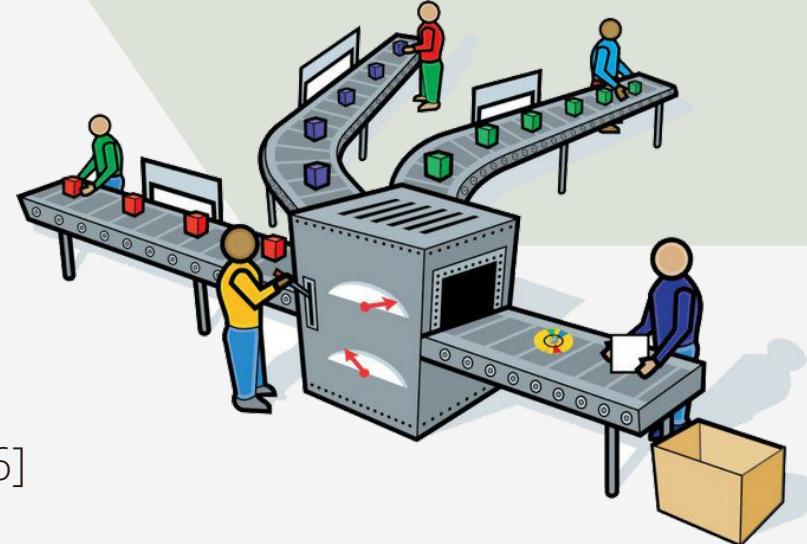


How we will market our idea



Production costs

- Prototype costs
 - ABS printer filament (costs) 3.96
 - Repurposed pen spring FREE
- Mass production estimated costs
 - Polypropylene plastic cost \$0.075/toy [6]
 - Manufacturing cost per toy \$2.50
 - Recycled pen springs labour and collection
\$0.50 per spring
 - \$30,750 for production of 10,000 toys

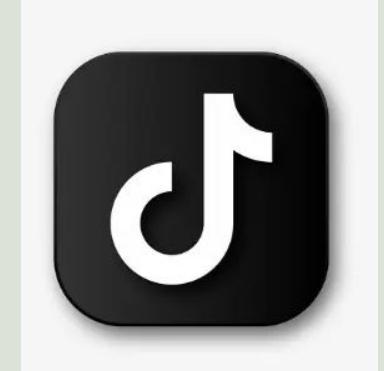


Price Range of Product and Competition

- Small sized Kinder egg sells for \$1.48 in Canadian Walmart (can be adapted)
- Large size sells for \$11.97 in Canadian Walmart
- Special edition large egg Kinder crossover with Minecraft could sell for more \$14.99 to generate a \$150000 revenue from selling all 10,000 eggs
- The placement is important, continuing to sell at Walmart is ideal however this location would hold more competition with similar minecraft themed toys

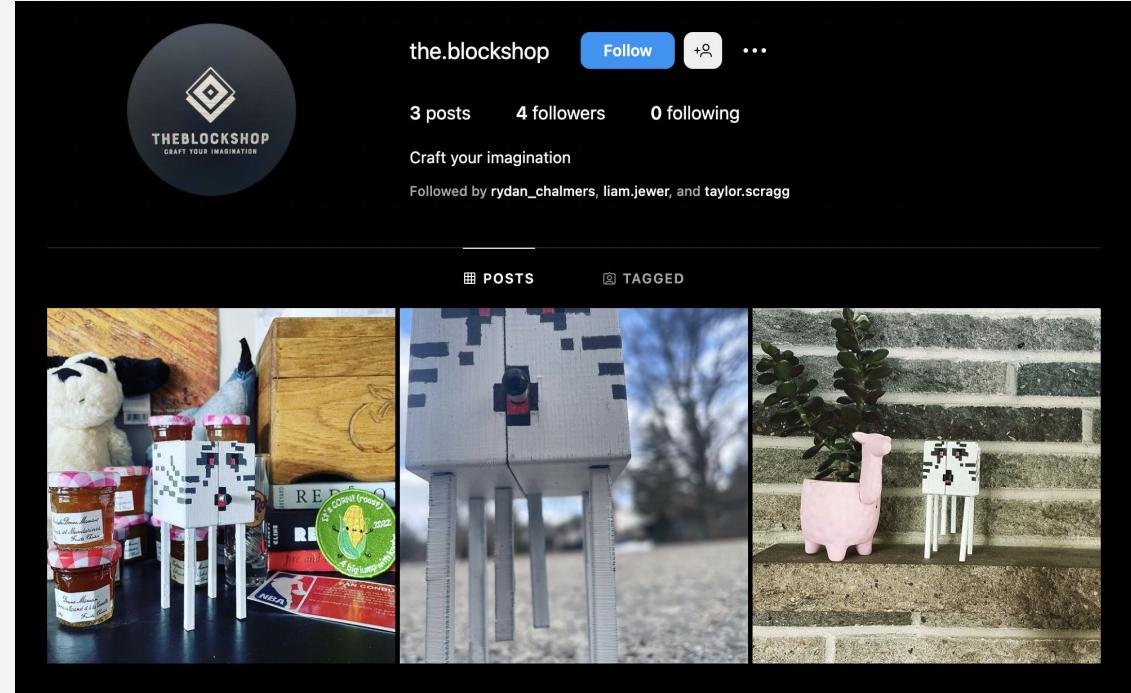
Promotion

- Tik Tok posts
- Instagram posts
- Youtube Advertising



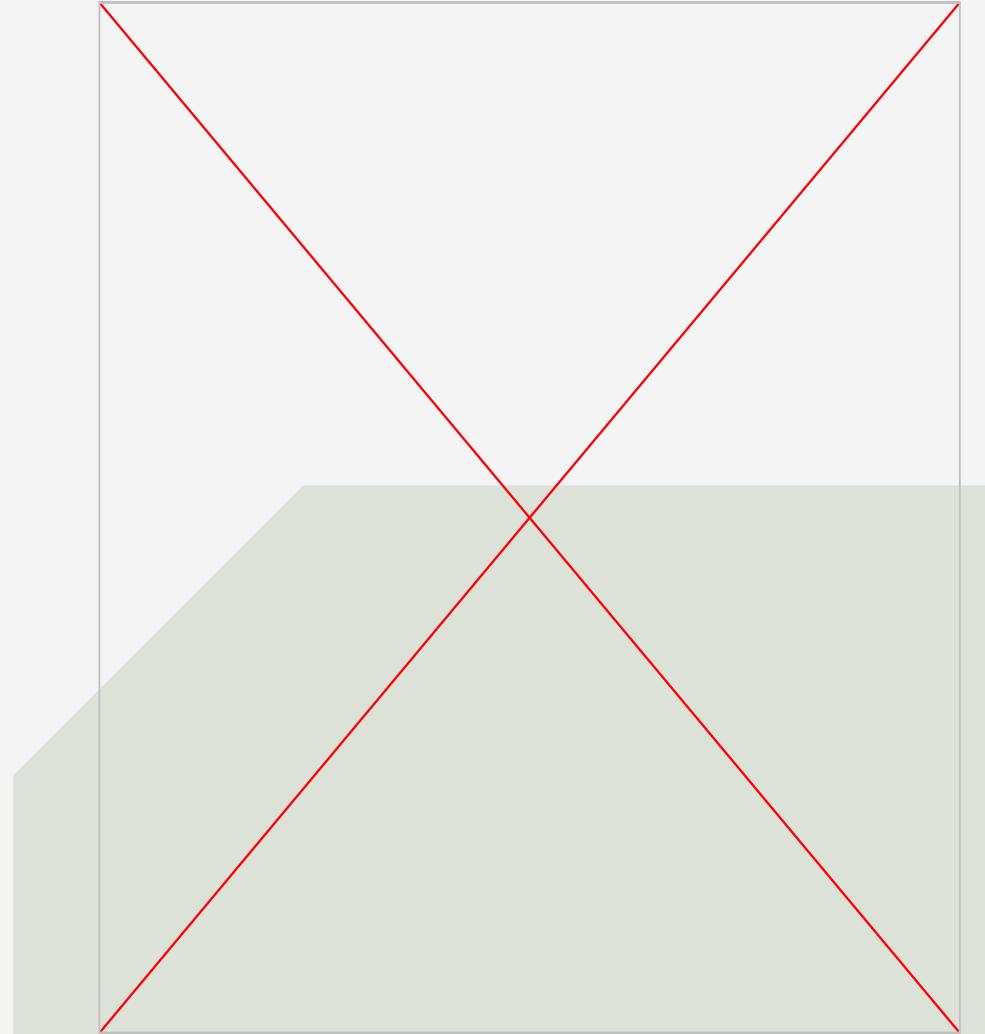
Instagram Page

- Give a more professional view of our toy
- Displays how the toy uses and assemble the toy
- variety posts related to how the ghast can be displayed and some fun photos to generate interest



Tik Tok

- Tik Tok offers a convenient and easy way to spread our product
- Use to reach a younger audience
- Funny and entertaining videos





_theblockshop

TheBlockShop

[Follow](#)

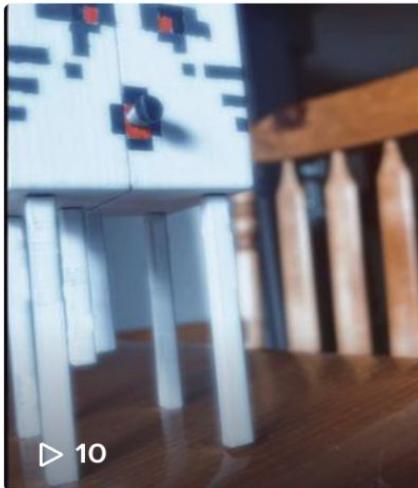
0 Following 4 Followers 23 Likes

Craft your imagination

[Videos](#)[🔒 Liked](#)

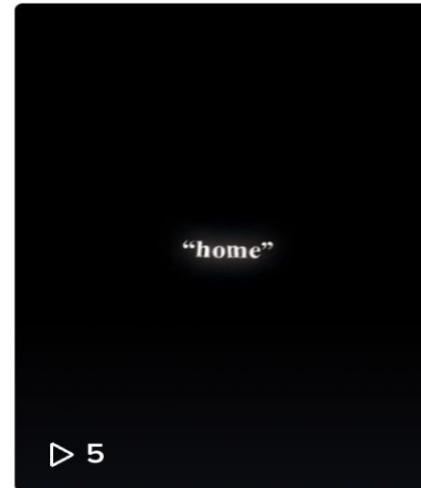
▷ 5 New Toy

Our new toy is releasing s...



▷ 10

#Ghast #Minecraft ...



▷ 5

#Minecraft #Ghast #toy ...

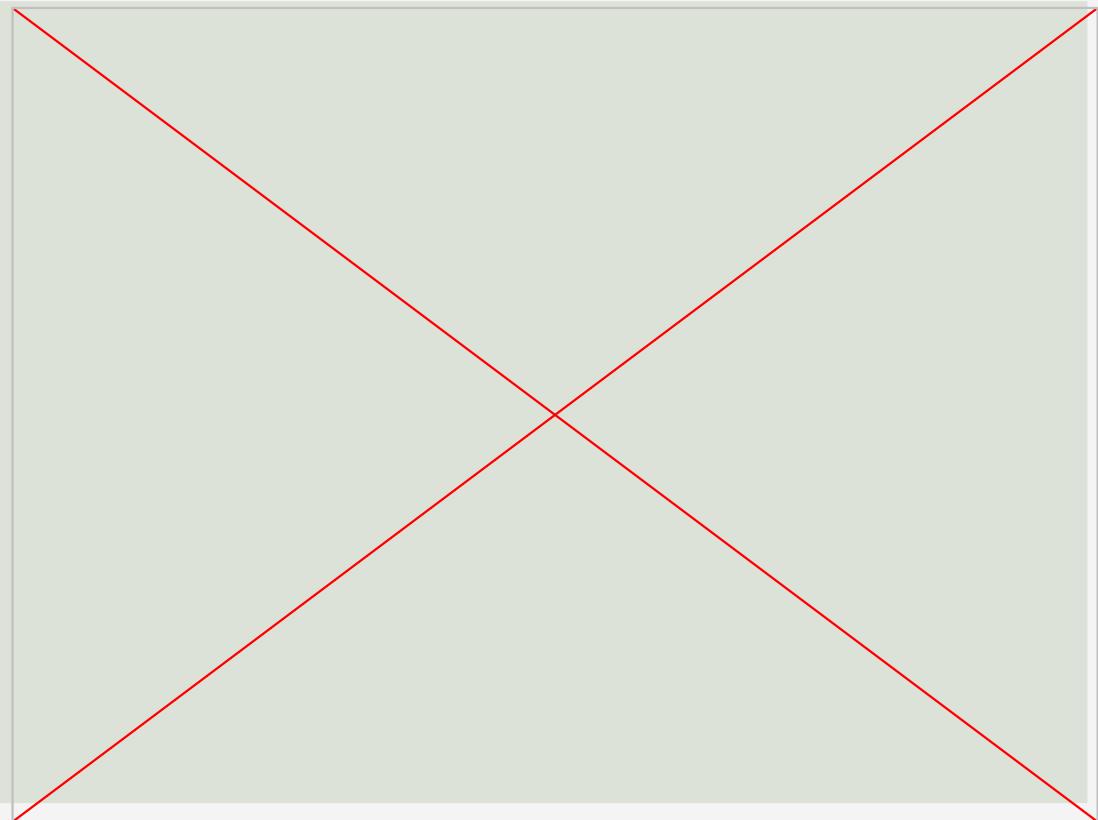


▷ 111

#minecraft #kindereggttoy...

Youtube Channel and Ad Campaign

- About 32% of boys watch Minecraft content on YouTube, even those who do not play Minecraft are aware of it through YouTube²
- Use Youtube advertising program which is very configurable and user friendly



Price - Marketing Costs



Social Media Campaign

Our social media accounts were done by our social media team at an hourly rate \$17.00.



Youtube Advertisements

\$7 - CPM (cost per thousand)
\$28 - per day
\$840 - 30 day ad campaign giving 120000 views^{3,4}



Copyright and Licensing

Our company has negotiated a deal with Microsoft for the rights to use the Minecraft Ghast design on our toy for 10% royalties ⁵

Company Profits

- \$30,750 for the production of the toys
- 10% royalty to Minecraft – \$15,000
- Youtube advertising costs - \$840
- Labour costs - \$10,000 for the company employees, social media specialists, production members
- 50% profit partnership with Kinder - \$46,705
- Our take home profits - \$46,705

THANK YOU



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References

- [1]<https://www.searchlogistics.com/grow/statistics/minecraft-user-statistics/>
- [2]<https://www.searchlogistics.com/grow/statistics/minecraft-user-statistics/>
- [3]<https://localiq.com/blog/youtube-advertising-cost/#:~:text=YouTube%20ads>
- [4]<https://blog.hubspot.com/marketing/youtube-video-advertising-guide#:~:tex>
- [5]<https://askwonder.com/research/international-licensing-fees-royalties-childr>
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- [7]<https://www.minecraft.net/en-us/article/visit-nether->
- [8]<https://www.minecraftforum.net/forums/minecraft-java-edition/suggestions/84419-netherrack-is-pink-now-with-quartz-and-tiles>