

Xtra-Play

PROJECT NR: 24061
Briefing Content

Project manager	Patrick Belli
Designer	...
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XTRA-PLAY PROJECT - BRIEFING CONTENT - FEEDBACK 1st BATCH VISUALS



In the top right corner of the no lid versions you see the arrow on the post. Can you remove that? In this version no arrow on the post is needed. This goes for all pictures shown on this slide.

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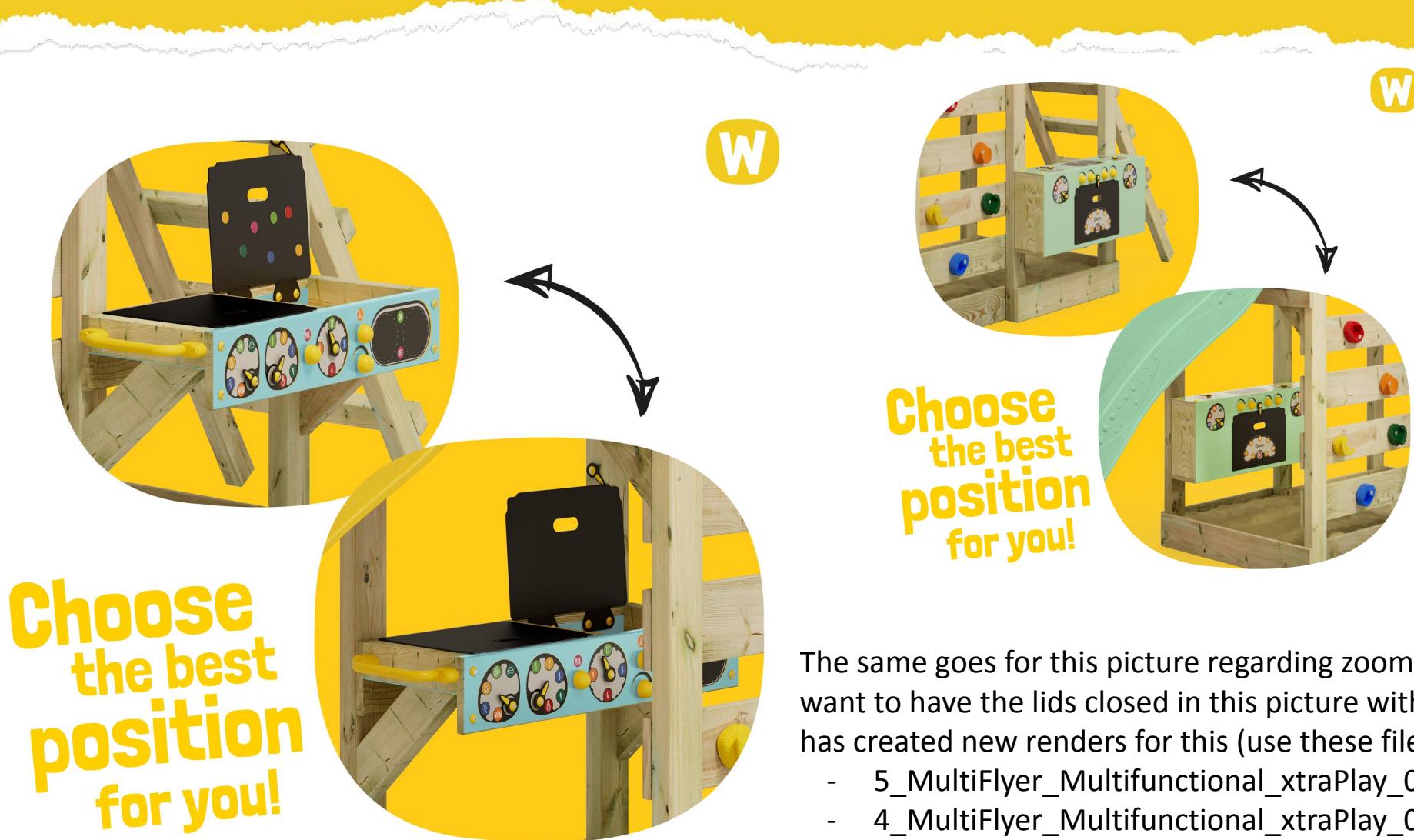


It looks like the picture of the Xtra-Play is more zoomed in than in the Xtra-Cook and Drive. I like the clear relation between the Xtra product and the tower. I miss that in the Xtra-Play pictures so no zoom is needed here. Also the slide is quite blending with the yellow background. Add a pastel coloured slide to add more contrast.

The product is also quite covered by the right post. Svenja has created new renders. Use file name:

- 4_MultiFlyer_Multifunctional_xtraPlay_02;
- 5_MultiFlyer_Multifunctional_xtraPlay_02 (put in the climbing wall on the left next to the Xtra-Play just like in the picture of the Xtra-Cook above).

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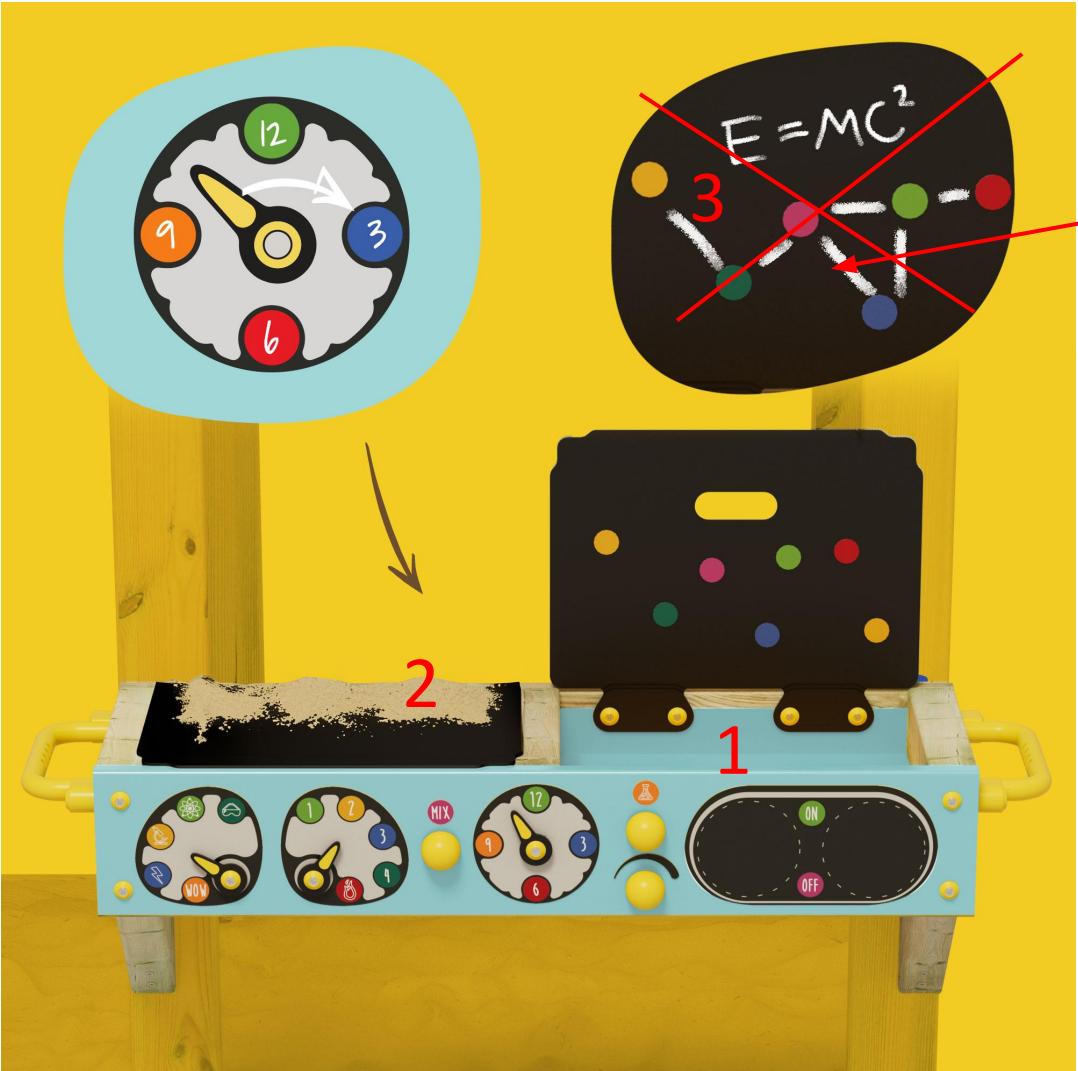


The same goes for this picture regarding zoom (so no zoom needed). However I want to have the lids closed in this picture with the double lid version. Svenja has created new renders for this (use these files):

- 5_MultiFlyer_Multifunctional_xtraPlay_03;
- 4_MultiFlyer_Multifunctional_xtraPlay_03.

Also here put in the climbing wall next to the Xtra-Play in picture 5_MultiFlyer_Multifunctional_xtraPlay_03. Also here the slide is quite blending with the yellow background. Add a pastel coloured slide to add more contrast.

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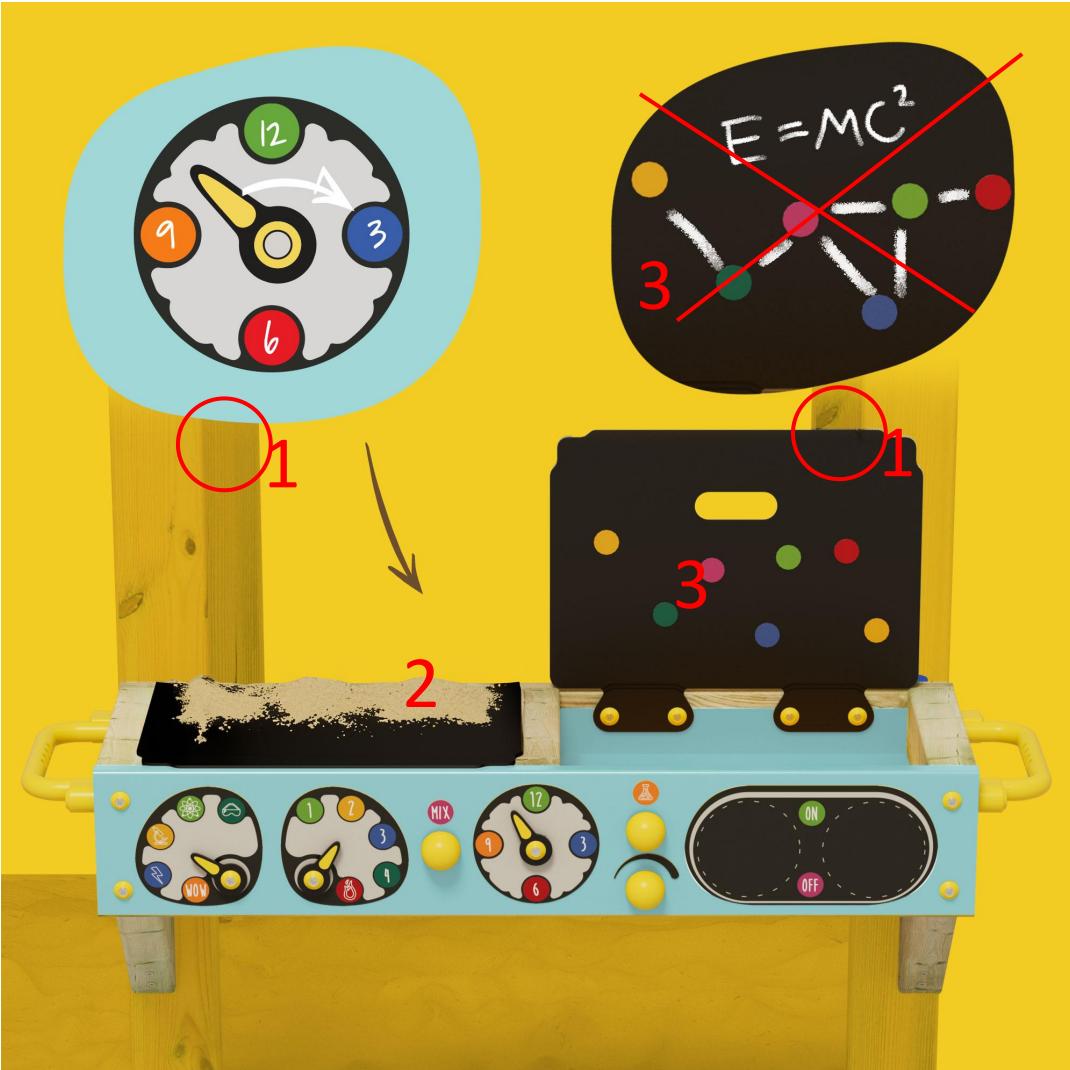
Re-use this picture of the Xtra-Cook, but with a pastel blue background and more science words involved instead of cooking words (maybe add words like mix, or lab or e=mc2)



We also need a no lid version of this picture
(file name 2_MultiFlyer_Multifunctional_xtraPlay_02)

1. Can you put in some sand here in the open container (no sand sculpture needed so just a bit wavy sand)
2. The sand on the left looks a bit generic. Maybe add a little abstract sand sculpture which a kid has made to show it in a fun way? Maybe related to laboratory theme?
Also this is in the open container on the left (we have no lids in this version)
3. Use more or less the same picture as shown above, but with a pastel blue background and use words more related to the laboratory theme. We need to show that kids can use the included chalk to write with.

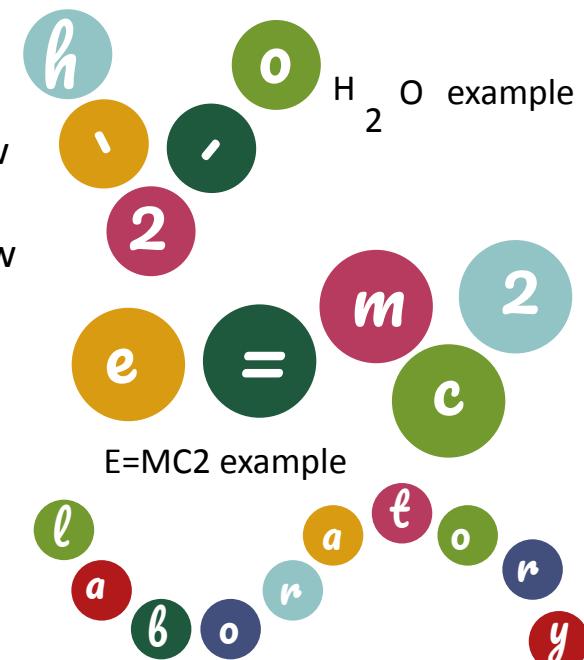
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1. I miss the locking arrows on the posts? Are they gone or blended in the yellow background?
2. The sand on the left looks a bit generic. Maybe add a little abstract sand sculpture which a kid has made to show it in a fun way? Maybe related to laboratory theme?
3. Not convinced that the story on the open lid and atoms work (top right in left image). Maybe we need to add some more small round blank stickers and show that we can draw some little things in them. Doodles, numbers just like we show in Xtra-Drive and Xtra-Cook. It is quite difficult to draw on the black HDPE lid. This was my idea (sorry), but I'm more convinced that the stickers as a colour pallet and canvas for writing is better to show. Just like on the Xtra-Drive/Cook (see small picture on top right) Use the small stickers as a reference to atoms. See some examples on the right and proposal on the next slide.



Use this as a reference in showing how to write on the small round stickers

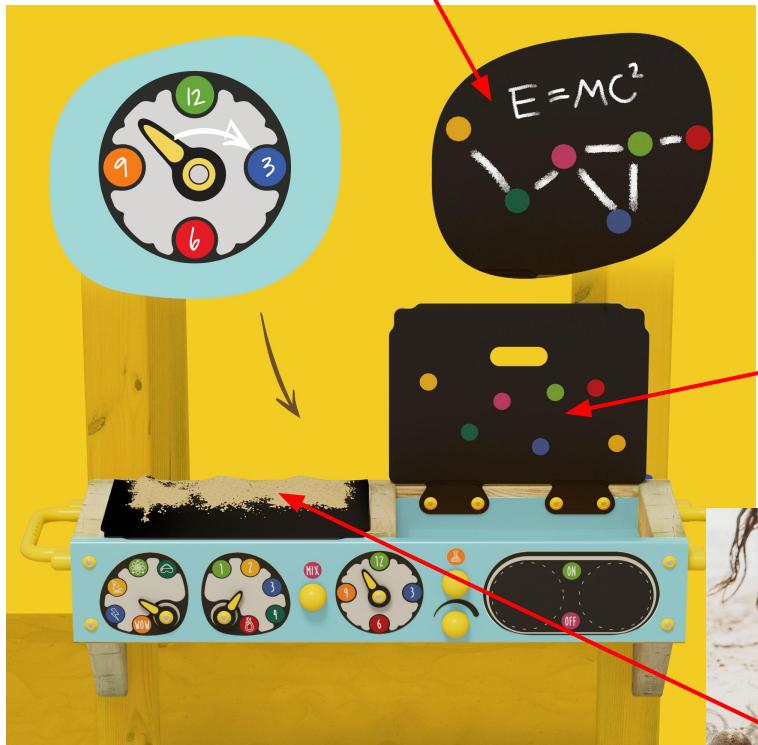


stickers with laboratory written in them

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show here how kids can write on the small blank stickers with the included chalk. Just like we show how you can write on the other stickers in Xtra-Drive and Xtra-Cook



Maybe add some generic sand shapes, cylinders, domes etc.. so it has a more 'sciency' look to it (it has the laboratory theme).

Here's just an example on how to use the blank stickers in making creative combinations and how kids can use them to write on. If you see another great version please feel free to propose it ;-)

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I miss a version of this picture without lids



**Thank you for your
attention**

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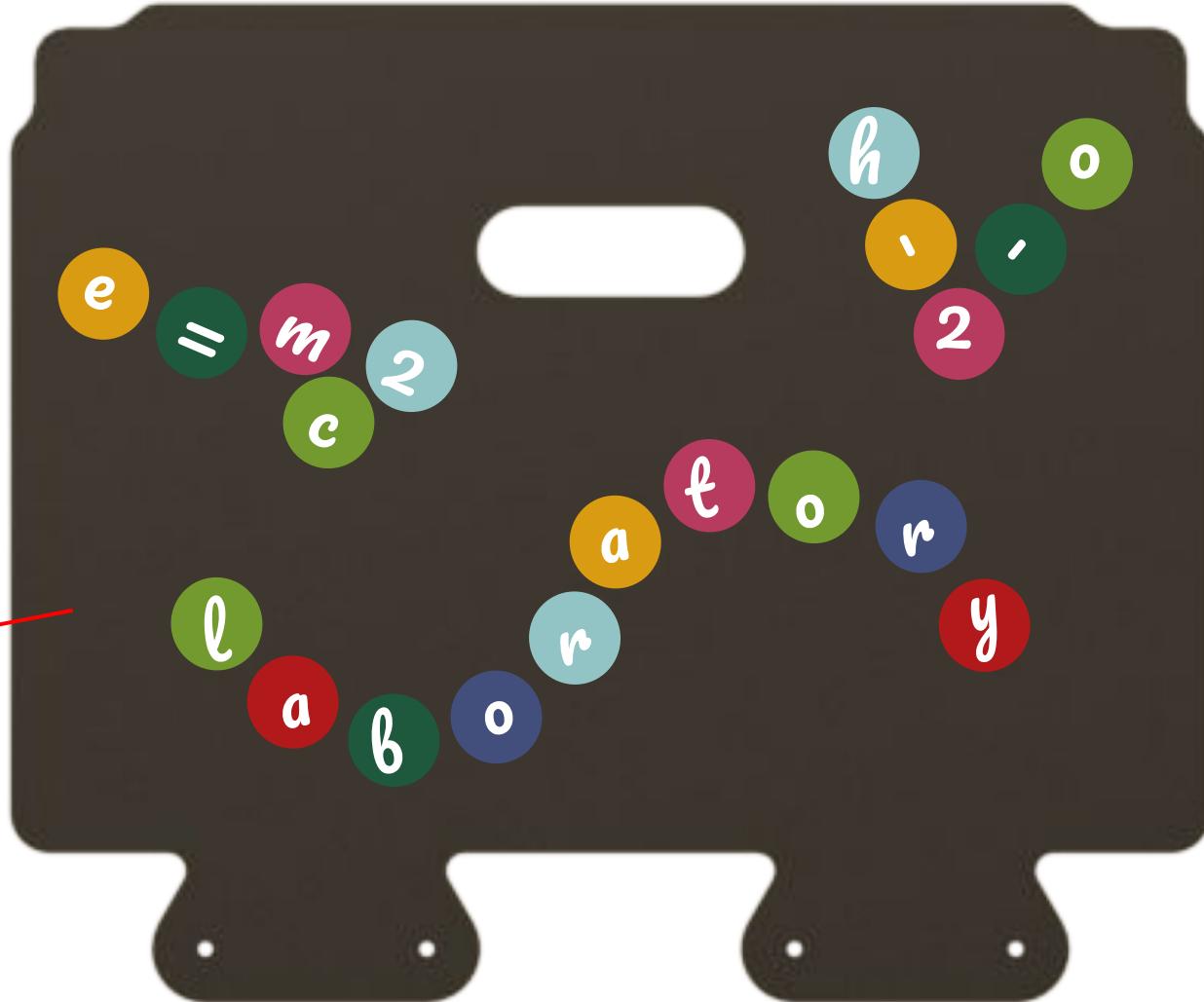
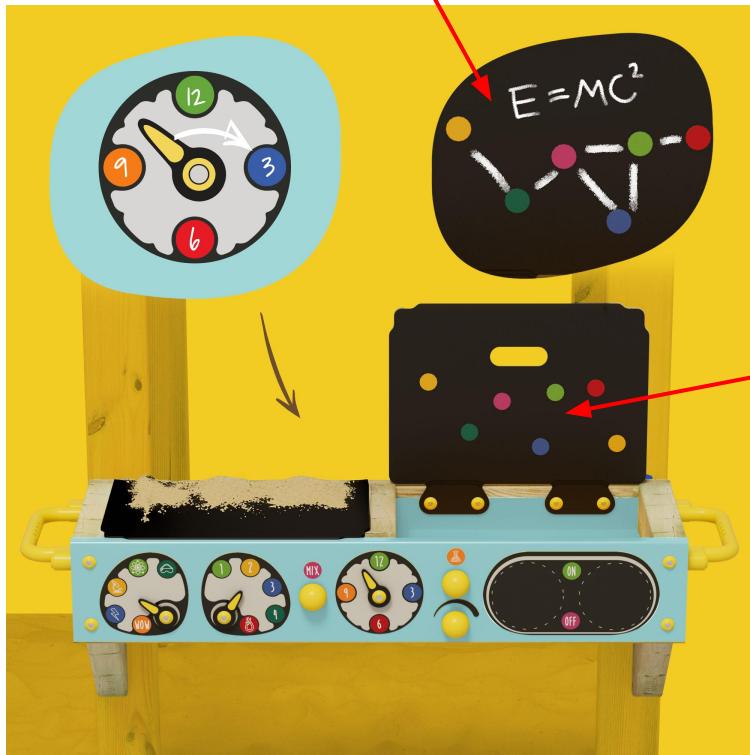


Another example, bit more generic, but graphically very nice ;-)

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show here how you can write on the small stickers. Just like we show how you can write on the other stickers.



Here's just an example on how to use the stickers in making creative combinations and how kids can use it to write on. Feel free to add better variations ;-)

XTRA-PLAY PROJECT - BRIEFING CONTENT



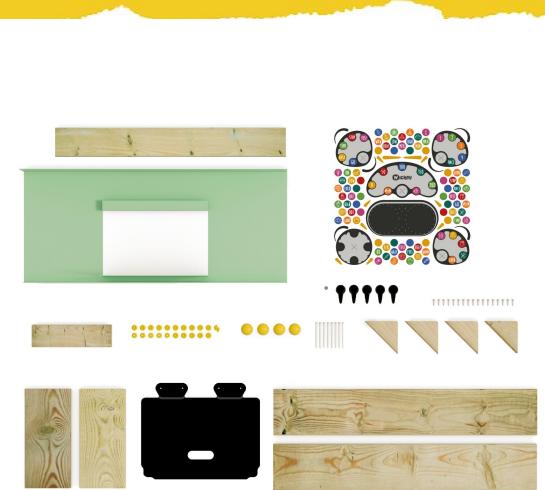
Picture 1 (product solo)



Picture 2 (front view, storytelling)



Picture 3 (what can the customer do?)



Picture 4 (what will the customer get?)



Picture 5 (where can I place it?)

Xtra-Play

The content needed for Xtra-Play needs to be comparable with the Xtra-Cook since the Xtra-Play also has a lid which needs to be opened in the visuals (just as a reference for the customer). Also with regards to the placement we need to show it in the same way. Link to the original renders:

Z:\Entwicklung\Bilder\Renders\WICKEY Renders\Multifunctional_Features\xtraPlay

Regarding colors. We use the same colors as used for the Xtra-Drive and Xtra-Cook (see on the left). A color proposal for the Xtra-Play is needed from content for the overall pictures, but nonetheless we need all colors for the website for product pic 1.

Blue	
Green	
Light green	
Pastel green	
Light pink	
Red	

XTRA-PLAY PROJECT - BRIEFING CONTENT



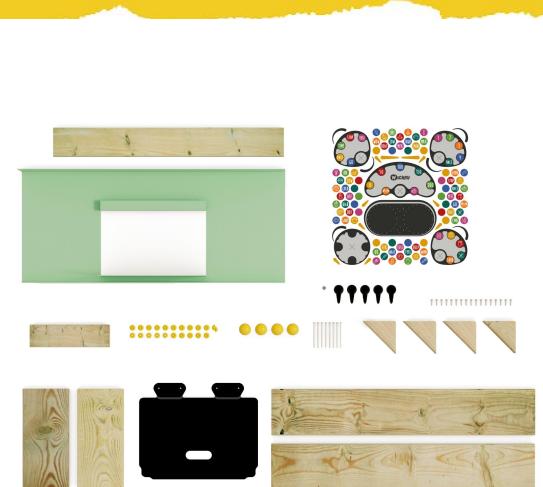
Picture 1 (product solo)



Picture 2 (front view, storytelling)



Picture 3 (what can the customer do?)



Picture 4 (what will the customer get?)



Choose
the best
position
for you!

Picture 5 (where can I place it?)

Xtra-Play

Please be aware that the double lid Xtra-Play and no lid Xtra-Play are two separate products and thus will be sold separately. On the webpage the customer can choose via a dropdown menu the double lid or no lid version. So in the end we need for the double lid 5 visuals/product pics and for the no lid version also 5 visuals/product pics. For each version also each color variation as stated on slide 9.

For the main color in the series of pictures (for both products) we will need an advice from content.

Blue	
Green	
Light green	
Pastel green	
Light pink	
Red	

XTRA-PLAY PROJECT - BRIEFING CONTENT

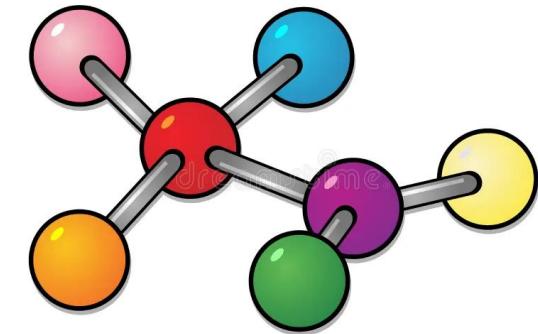


Xtra-Play
Picture 1

This is the same camera angle as the current Muddey Play. This was a request of the MT to keep that same angle. For product picture 1 we need to show the product as it is (with double lid and no lid).



XTRA-PLAY PROJECT - BRIEFING CONTENT



Xtra-Play Picture 2

This front view defines what the kid sees when playing. In this case we went for a laboratory setup in terms of tickers. On the inside of the lid (of the double lid configuration) there are a few blank coloured stickers. They could resemble a periodic table or molecule drawings. Maybe add some lines or drawings in some of the round stickers to highlight this even more. Also add some sand on the right and on the left (on top of the lid) some elements that resemble Muddey Play as well. It's not water sealed though, so water is not really an option from that perspective.



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Xtra-Play
Picture 3

This is the picture where we need to show the variety in the use of stickers. We can re-use the stickers shown on the Xtra-Drive and Xtra-Cook picture (on the right) and replace the product with the Xtra-Play (double lid and no lid). On the top right we have a visual where there are no stickers used on the front. This will be needed to create the picture.



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Xtra-Play
Picture 4

This is the picture where we need to show the amount of parts the customer will get. The picture on the left is the one that will be used for the double lid version. For the no lid version you can use the same picture, but you have to remove the lids in that picture.



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Xtra-Play
Picture 5

These pictures can be used for the placement of both products.
Inside and outside placement (on the tower) is possible.



XTRA-PLAY PROJECT - BRIEFING CONTENT



Xtra-Play
Color variations

Just like the Xtra-Drive and Xtra-Cook we need all color variations for the website



selected tarp colors



**Thank you for your
attention**