



# Birthday Club - Disney Brand Inclusion

**Happy Birthday,  
Happy Savings**

Make your child's birthday even more special with the Kmart Birthday Club. We'll help you celebrate the big day with these great gifts:

- \$5.00 Birthday Bucks
- Birthday Crown
- Happy Birthday Certificate
- Birthday Fun Pack with surprise goodies!

[Learn More ▶](#)

**Register**

**Other Smart Ideas for Moms!**

**playdate place**  
the go to resource for planning fun playdates.

- Tips and expert advice from leading bloggers
- Recommendations for playdate perfect toys
- Special offers on great playdate toys

[Learn More ▶](#)



# Birthday Club - Disney Brand Inclusion

The screenshot shows the Kmart Birthday Club homepage with a festive birthday theme. At the top left is the Kmart logo with the text "birthday club". The main title "Happy Birthday, Happy Savings" is displayed prominently. A woman and a child wearing party hats are smiling in the background. To the left, there's a "birthday club" logo with cartoon characters. Below the main title, a section titled "Happy Birthday, Happy Savings" describes the benefits of the club, including \$5.00 Birthday Bucks, a Birthday Crown, a Happy Birthday Certificate, and a Birthday Fun Pack with surprise goodies. A "Learn More" button is available. On the right, a large "Register" button is visible. At the bottom, there's a "playdate place" section with tips and advice for planning fun playdates.

Happy Birthday,  
Happy Savings

Make your child's birthday even more special with the Kmart Birthday Club. We'll help you celebrate the big day with these great gifts:

- \$5.00 Birthday Bucks
- Birthday Crown
- Happy Birthday Certificate
- Birthday Fun Pack with surprise goodies!

Learn More

Register

party planning

gift suggestions

ages & stages

Other Smart Ideas for Moms!

playdate place

the go to resource for planning fun playdates.

- Tips and expert advice from leading bloggers
- Recommendations for playdate perfect toys
- Special offers on great playdate toys

Learn More



# Birthday Club - Disney Brand Inclusion

This screenshot shows the current layout of the Kmart Birthday Club Party Planning section. The top navigation bar includes links for 'gift suggestions', 'party planning', 'ages & stages', and a prominent 'Register' button. Below the navigation is a large green header section titled 'Party Planning'. Underneath are six article cards, each featuring a small photo of a child and a title. The articles are: 'Celebrating the Big Number One', 'Get Creative in Your Planning', 'Your A-List Crowd', 'Menu Items for the Whole Crowd', 'Great Birthday Bash Locations', and 'Keeping the Guests Entertained'. Each article has a brief description and a 'Continue >' link.

Party Planning Section - Current Layout

This screenshot shows the proposed layout for the Disney-themed Party Planning section. The overall design is identical to the current layout, but several elements have been updated to reflect a Disney theme. The 'Party Planning' header is now accompanied by a Mickey Mouse icon. The first article card, 'Celebrating the Big Number One', has been replaced by a new card titled 'Party Planning with Disney', which features a photo of a baby and a Disney Mickey Mouse balloon icon. A red arrow points to this new card. The other five article cards ('Get Creative in Your Planning', 'Your A-List Crowd', 'Menu Items for the Whole Crowd', 'Great Birthday Bash Locations', and 'Keeping the Guests Entertained') remain the same as in the current layout.

Party Planning Section - Proposed Disney Layout



# Birthday Club - Disney Brand Inclusion

The screenshot shows the current layout of the Kmart Birthday Club website's party planning section. At the top, there's a navigation bar with icons for gift suggestions, party planning, ages & stages, and a Register button. Below the navigation is a green header bar with a 'Party Planning' icon and the text 'Party Planning'. The main content area contains six sections, each with a thumbnail image and a title: 'Celebrating the Big Number One', 'Get Creative in Your Planning', 'Your A-List Crowd', 'Menu Items for the Whole Crowd', 'Great Birthday Bash Locations', and 'Keeping the Guests Entertained'. Each section includes a small image of a child and a brief description.

Party Planning Section - Current Layout

The screenshot shows the proposed layout for the Disney-themed party planning section. The overall design is similar to the current layout but includes several Disney branding elements. A large red arrow points to the 'Party Planning with Disney' section, which features a Mickey Mouse balloon icon and a larger image of a baby. The right side of the page is framed by a decorative border featuring various Disney characters and logos, such as 'Toy Story', 'Cinderella', 'Cars', 'Mickey Mouse Clubhouse', 'Bambi', 'Princesses', 'Wizards', 'Muppets', 'Doc McStuffins', and 'Phineas and Ferb'. The 'Party Planning with Disney' section also includes a detailed description of the service.

Party Planning Section - Proposed Disney Layout



# Birthday Club - Disney Brand Inclusion

The screenshot shows the 'Party Planning' section of the Kmart Birthday Club website. At the top, there's a navigation bar with links for 'gift suggestions', 'party planning', 'ages & stages', and a 'Register' button. Below the navigation, a green header bar features a party hat icon and the text 'Party Planning'. The main content area is titled 'Party Planning with Disney' and contains a paragraph of placeholder text (Lorem ipsum). Below the text are four rows of Disney brand icons:

- Row 1: Jake and the Never Land Pirates, Cinderella, Disney Pixar Cars (highlighted with a red arrow), and Mickey Mouse Clubhouse.
- Row 2: Disney Bow-tique, Disney Pixar Toy Story, Disney Princesses, and Disney Fairies.
- Row 3: Wizards of Waverly Place, The Muppets, Doc McStuffins, and Phineas and Ferb.

Party Planning Section - Proposed Disney Layout



# Birthday Club - Disney Brand Inclusion

The screenshot shows the 'Party Planning' section of the Kmart Birthday Club website. At the top, there's a navigation bar with links for 'gift suggestions', 'party planning', 'ages & stages', and a 'Register' button. Below the navigation, a green header bar says 'Party Planning'. Underneath, a section titled 'Party Planning with Disney' features a grid of Disney brand icons. The icons include Jake and the Never Land Pirates, Cinderella, Disney Pixar Cars, Mickey Mouse Clubhouse, Disney Bow-tique, Toy Story, Disney Fairies, Wizards of Waverly Place, The Muppets, Doc McStuffins, and Phineas and Ferb. An arrow points to the Cinderella icon.

The screenshot shows a proposed Disney-themed landing page for Cinderella. The top navigation bar includes links for 'gift suggestions', 'party planning', 'ages & stages', and a 'Register' button. A large 'Party Planning' section for Cinderella is displayed, featuring a Cinderella icon and a brief placeholder text. Below this, there are four rows of party supplies: Party Cups, Napkins, Party Plates, Treat Sacks, Thank You Cards, Stickers, Blowouts, and Invitations. At the bottom, there are four buttons for 'Gift Giving', 'Games', 'Planning Tips', 'Menus', and 'Guests', each accompanied by a small heart icon. The background features a large Cinderella illustration and a castle silhouette.

**Cinderella Landing Page**  
Proposed Disney Layout

Party Planning Section - Proposed Disney Layout



# Birthday Club - Disney Brand Inclusion

**Games**

The role of a princess is about fantasy and role play. Bring together all these qualities by creating magical moments your guests will be sure to remember.

**Cinderella's Missing Glass Slipper**

Hand the Royal Princess (the birthday child) a map, covered with decades of pixie dust (a pinch of glitter). Inside, write a note about Cinderella's missing glass slipper hidden in your yard or house. Each guest gets to guess the answer to a riddle, and as a pack, the guests can run to wherever the clue leads and find another one. Be sure to have plenty of slippers filled with jewels for all to share.

For your smaller princesses, consider taking Polaroid picture clues instead of written ones.

**Princess Coronation Station**

Let your guests fill the magic of being 'crowned' a princess. Have each guest create their own tiaras and magic wands. Provide pre-cut tiaras and shapes, paint, stickers, and lots of sparkle. Once everyone has finished, have your guests line up to be crowned.

**Smooch the Frog**

Draw a picture of frog on a large sheet of paper. Be creative and use paint to add color and texture. Be sure to mark an "X" on the frog's lips. Players will take turns trying to pin a small paper "smooch" (lips) on the "X" while blindfolded. The princess/prince whose kiss lands closest to the lips wins!

**Carriage Painting**

Let your little ones have their pumpkin and paint them too. Cover the table with newspaper. Provide paints and paintbrushes. Let your princesses/princes paint their very own carriage.

**Brought to you by**

**Party Planning**

**Cinderella**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec tincidunt egestas bibendum. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Proin interdum consequat dui, posuere dictum orci dictum ac. Nullam a augue nec nulla interdum dapibus. Aenean a magna odio, non bibendum urna. Nulla elit turpis, vulputate eu laoreet ac, sollicitudin vitae sem. In bibendum adipiscing urna, id consectetur sem rutrum vel. Proin interdum consequat dui, posuere dictum orci.

**Gift Giving**

**Games** **Planning Tips** **Menus** **Guests**

**Cinderella Landing Page**  
Proposed Disney Layout

**Planning Tips**

Let these tips, products and ideas help you create a memorable (and easy) birthday party both you and your child will enjoy!

**Setting the Party Date and Time**

Give guests at least 3 weeks notice on the party date and time. Don't forget to clearly state the start and end time on your invitation! Looking for a great invitation? Go to [www.birthdayclub.kmart.com](http://www.birthdayclub.kmart.com)

**Set the Scene**

Transform your party into a magical and glamorous ballroom worthy of royalty! Find party decor at [www.birthdayclub.kmart.com](http://www.birthdayclub.kmart.com)

**Tabletop**

Your party's main event—singing "Happy Birthday" and blowing out the candles!—takes place at the table. You'll also have most of your most memorable photos taken there, so be sure to include Cinderella cups, plates, napkins and table cover to really bring your party to life! Visit [www.birthdayclub.kmart.com](http://www.birthdayclub.kmart.com) for more tabletop ideas!

**Check-List:**

<b>Decorations</b>	<input type="checkbox"/> Balloons <input type="checkbox"/> Banners <input type="checkbox"/> Centerpiece <input type="checkbox"/> Ceiling Danglers <input type="checkbox"/> Confetti <input type="checkbox"/> Streamers <input type="checkbox"/> Party Hats <input type="checkbox"/> Party Blowers/Noisemakers <input type="checkbox"/> Signs or Fun Decorations <input type="checkbox"/> Yard Sign
<b>Don't Forget!</b>	<input type="checkbox"/> Batteries (for new toys! AAA, AA, C and D) <input type="checkbox"/> Camera (film or memory card) <input type="checkbox"/> Candles <input type="checkbox"/> Matches/Lighter <input type="checkbox"/> Cake Platter and serving utensils

**FPO**

**Brought to you by**



# Birthday Club - Disney Brand Inclusion

**Menu**

Create special "royal" treats your little princess and guests will rave about!

**Magical Ice Punch**  
Freeze pink-colored cubes (combination of Kool-Aid and cranberry juice) before. During the party, prepare cups of lemon-lime soda. Let each princess/prince add in "magic" ice cube.

**Starry Night Wands**  
Make fairy wand snacks by cutting fruit or rice cereal treats in star shapes with a cookie cutter. Insert a pretzel rod into each for the wand handle. Decorate with icing and glittery sprinkles if applicable.

**"I Heart You" Sandwiches**  
A treat kids and parents will be sure to love! Make heart-shaped peanut butter and jelly sandwiches and add a touch of elegance with chocolate dipped strawberries.

**Crowned Chicken Pie**  
A royal twist on the classic chicken pot pie. Create crowned pasty cups and fill with delicious chicken filling.

**Cupcakes / Cake**  
Continue the Cinderella theme all the way through the end. Create gem cupcakes. Decorate your cake/cupcakes with Cinderella-themed icons (i.e. tiaras, gems, glass slipper, pumpkins, etc.)

**Brought to you by** Disney Hallmark Kmart

**Party Planning**

**Cinderella**

**Gift Giving**

**Games** **Planning Tips** **Menus** **Guests**

**Cinderella Landing Page**  
Proposed Disney Layout

**Guests**

Send guests home with a little something to remind them of the fun they had at the party.

Place your goodie bags out in a prominent location near the party exit so they will be right where you need them as guests leave. One of the most common party mistakes is to forget to give them out at the end of the party.

What you include in a favor box or goodie bag are totally up to you. No need to overdo it, just include a fun item or two is enough to thrill party guests.

Some popular party favors include:

- Edible items like candy, suckers, fruit snacks or raisins.
- Art supplies like stampers, watercolors, chalk, crayons or markers.
- Kid-friendly play items like play-doh, puzzles, card games or paper dolls.
- Cinderella stickers, notepads, coloring books or pencils.

**Princess Purses**  
Fill a reusable Princess purse with small favors fit a princess. Include jewelry, lip gloss, coloring books, fun-shaped candy, etc.

**Carriage Full of Jewels**  
Princess love keeping their most precious jewels under lock and key. Give guests a bounty of favors to keep secure in a carriage box. Check out Hallmark Party favors for more ideas!

**Thank You Cards**  
Include a picture from the party of each guest with the birthday boy/girl.

**Brought to you by** Disney Hallmark Kmart



# Birthday Club - Disney Brand Inclusion

This screenshot shows the Jake and the Neverland Pirates section of the Kmart Birthday Club website. At the top, there's a banner for "Party Planning" featuring Jake the Pirate. Below the banner, there's a scroll with the text "JAKE AND THE NEVER LAND PIRATES". To the right of the scroll is an illustration of Jake climbing a vine. Below the scroll, there are several product categories with corresponding icons and names: Party Cups, Napkins, Party Plates, Stickers/Tattoos, Pinatas, Thank You Cards, Blowouts, and Invitations. At the bottom of the page, there are four buttons: Games, Planning Tips, Menus, and Guests, each accompanied by a small gold coin icon.

Jake and the Neverland Pirates Landing Page  
Proposed Disney Layout

This screenshot shows the "Party Planning" section of the Kmart Birthday Club website, featuring a proposed Disney layout. The top navigation bar includes links for "gift suggestions", "party planning", "ages & stages", and "Register". The main heading is "Party Planning with Disney". Below the heading is a paragraph of placeholder text. The central content area displays a grid of 16 Disney-themed icons arranged in four rows of four. The first icon in the top-left corner of the grid is highlighted with a red arrow. The icons represent various Disney properties: Jake and the Never Land Pirates, Cinderella, Cars, Mickey Mouse Clubhouse, Bow-ligue, Toy Story, Disney Fairies, Wizards of Waverly Place, The Muppets, Doc McStuffins, and Phineas and Ferb.

Party Planning Section - Proposed Disney Layout



# Birthday Club - Disney Brand Inclusion

**FPO**

## Games

**JAKE AND THE NEVER LAND PIRATES**

When planning your games keep two principles in mind: that pirates are an energetic bunch, and that they like to take home lots of booty.

**Treasure Hunt**

Hand the captain (the birthday child) a map, covered with decades of dust (a pinch of flour). Inside, write a note about a stash of treasure hidden in your yard or house. For example: "As any pirate ought to know, this is where the birds sleep." Each guest gets to guess the answer to a riddle, and as a pack, the guests can run to wherever the clue leads and find another one. Be sure to have plenty of treasure for all to share.

For your smaller pirates, consider taking Polaroid picture clues instead of written ones.

**Musical Islands**

Set as many "islands" on the floor as you have guests, and play music. Your little mates must walk around the islands until the music stops, at which point they must be standing inside one of the "islands" or they're out. Remove an island after each round.

**Pirate Hat/ Spyglass Station**

Let your guests create their own pirate hat and spyglasses. Provide pre-cut hats, paint, stickers,toilet-paper tubes, colored cellophane, and rubber bands.

**"X" Marks the Treasure**

Draw a treasure map on a large sheet of paper. Be creative and include mountains, forests, sunken ships, palm trees, etc. Paint to add color and texture. Be sure to mark an "X" on the treasure box. Players will take turns try to pin a small paper flag on the "X" while blindfolded. The player whose flag lands closest to the treasure wins!

**Walk the Plank**

Brought to you by

**FPO**

**Party Planning**

**JAKE AND THE NEVER LAND PIRATES**

**Gift Giving**

- Games**
- Planning Tips**
- Menus**
- Guests**

Jake and the Neverland Pirates  
Landing Page  
Proposed Disney Layout

**JAKE AND THE NEVER LAND PIRATES**

## Planning Tips

Let these tips, products and ideas help you create a memorable (and easy) birthday party both you and your child will enjoy!

**Setting the Party Date and Time**

Give guests at least 3 weeks notice on the party date and time. Don't forget to clearly state the start and end time on your invitation! Looking for a great invitation? Go to [www.birthdayclub.kmart.com](http://www.birthdayclub.kmart.com)

**Set the Scene**

Transform your party into a pirates paradise. Find party decor at [www.birthdayclub.kmart.com](http://www.birthdayclub.kmart.com)

**Tabletop**

Your party's main event—singing "Happy Birthday" and blowing out the candles!—takes place at the table. You'll also have most of your most memorable photos taken there, so be sure to include Jake and the Neverland Pirates cups, plates, napkins and tablecover to really bring your party to life! Visit [www.birthdayclub.kmart.com](http://www.birthdayclub.kmart.com) for more tabletop ideas!

**Check-List:**

<b>Decorations</b>	<input type="checkbox"/> Balloons <input type="checkbox"/> Banners <input type="checkbox"/> Centerpiece <input type="checkbox"/> Ceiling Danglers <input type="checkbox"/> Confetti <input type="checkbox"/> Streamers <input type="checkbox"/> Party Hats <input type="checkbox"/> Party Blowers/Noisemakers <input type="checkbox"/> Signs or Fun Decorations <input type="checkbox"/> Yard Sign
<b>Don't Forget!</b>	<input type="checkbox"/> Batteries (for new toys! AAA, AA, C and D) <input type="checkbox"/> Camera (film or memory card) <input type="checkbox"/> Candles <input type="checkbox"/> Matches/Lighter <input type="checkbox"/> Cake Platter and serving utensils

Brought to you by



# Birthday Club - Disney Brand Inclusion

**JAKE AND THE NEVER LAND PIRATES**

# Menu

Think of fun ways to include your party theme in the food. Rename party food to make it more appealing to your shipmates.

**FPO** **Shark Bloods Punch**  
Freeze cubes of red fruit punch the night before. During the party, prepare cups of Sprite. Add the cubes and watch as the ice melts in.

**FPO** **Pizza Pirate**  
Have each guest decorate their very own Pirate Pizza. Provide pizza crusts, sauce, cheese, and a variety of bright and colorful fruits and vegetables.

**FPO** **Skull Sandwiches**  
A treat kids and parents will be sure to love! Make skull-shaped peanut butter and jelly sandwiches and add a school of goldfish-shaped crackers..

**FPO** **Cupcakes/ Cake**  
Continue the pirate theme all way through the end. Decorate your cake/cupcakes with pirate themed icons (i.e. Skulls, flags, ships, treasure map, etc.)

**FPO** **Root Beer Grog Float**  
All children love dark cola and even more when you call it Grog. Use fun shaped glasses to serve. Add root beer and ice cream.

**FPO** **Jelly Fruit Islands**  
Mixed chopped fruits (i.e. bananas, berries, grapes) into a small jelly mold. Let the jelly set in the fridge. Remove, serve upside down with a Palm tree.

Brought to you by

The image shows a vibrant, cartoon-themed party planning page from Kmart's Birthday Club. At the top left is the 'birthday club' logo with two children wearing party hats. To the right are links for 'gift suggestions', 'party planning', 'ages & stages', and a 'Register' button. The main title 'Party Planning' is centered above a large Disney logo. Below it is a scroll banner for 'JAKE AND THE NEVER LAND PIRATES'. To the right, a cartoon Jake the Pirate hangs from a vine with a parrot. Below the scroll are eight product categories with images: Party Cups, Napkins, Party Plates, Stickers/Tattoos, Pinatas, Thank You Cards, Blowouts, and Invitations. A central box labeled 'Gift Giving' contains four categories: Games, Planning Tips, Menus, and Guests, each with a gold coin icon. Character illustrations of a boy and a girl are in the corners.

# Jake and the Neverland Pirates

## Landing Page



# Birthday Club - Disney Brand Inclusion

The screenshot shows the Kmart Birthday Club homepage. At the top left is the Kmart logo with the text "birthday club". The main title "Happy Birthday, Happy Savings" is displayed prominently. Below it is a list of benefits: "\$5.00 Birthday Bucks", "Birthday Crown", "Happy Birthday Certificate", and "Birthday Fun Pack with surprise goodies!". A "Learn More" button is located next to the list. On the left, there's a section for "Other Smart Ideas for Moms!" with a "Register" button. In the center, there's a box for "ages & stages" with the numbers 1, 2, and 3. A red arrow points to the "ages & stages" link. At the bottom, there's a section for "playdate place" with a "Learn More" button.

Happy Birthday,  
Happy Savings

Make your child's birthday even more special with the Kmart Birthday Club. We'll help you celebrate the big day with these great gifts:

- \$5.00 Birthday Bucks
- Birthday Crown
- Happy Birthday Certificate
- Birthday Fun Pack with surprise goodies!

Learn More

Register

Other Smart Ideas for Moms!

ages & stages

playdate place

the go to resource for planning fun playdates.

- Tips and expert advice from leading bloggers
- Recommendations for playdate perfect toys
- Special offers on great playdate toys

Learn More



# Birthday Club - Disney Brand Inclusion

The screenshot shows the 'Ages & Stages' section of the Kmart Birthday Club website. At the top, there is a navigation bar with icons for 'gift suggestions', 'party planning', 'ages & stages', and a 'Register' button. Below the navigation bar, there is a large '13' icon followed by the text 'Ages & Stages'. A descriptive paragraph follows, stating: 'In general, kids develop at their own pace. Each one grows and acquires new skills at different times. That said, there are some broad developmental milestones that you can follow when picking out gifts and toys for children of all ages. Read more about these milestones and see our toy suggestions by selecting an age group below.' Below this text, there are four categories: 'Infant Play' (6-12 mos), 'Movin' Toddlers' (12-36 mos), 'Preschool Fun' (3-5 yrs), and 'Big Kids' (6-12 yrs). The 'Preschool Fun' category is highlighted with a red border and a red arrow points to the '3-5 yrs' age group.

kmart  
birthday club

gift suggestions party planning ages & stages Register

13 Ages & Stages

In general, kids develop at their own pace. Each one grows and acquires new skills at different times. That said, there are some broad developmental milestones that you can follow when picking out gifts and toys for children of all ages. Read more about these milestones and see our toy suggestions by selecting an age group below.

Infant Play 6-12 mos Movin' Toddlers 12-36 mos Preschool Fun 3-5 yrs Big Kids 6-12 yrs



# Birthday Club - Disney Brand Inclusion

The screenshot shows the current layout of the Kmart Birthday Club website for the 3-5 age group. At the top, there's a navigation bar with links for "gift suggestions", "party planning", "ages & stages", and a prominent "Register" button. Below the navigation is a green header section with the text "Ages & Stages" and "3-5 yrs". A large image of a young child in a red shirt is on the left, and a "Preschool Fun" section follows. This section includes a paragraph about preschoolers' curiosity and development, a list of recommended items like dollhouses and play sets, and a note about putting on an imaginary hat. Below this is a "Gift Ideas" section with three product cards: a LeapFrog LeapPad case, a Hasbro TRANSFORMERS ROBO POWER BUMBLEBEE, and a Fisher-Price Kid Tough Doodler. Each card includes a price (\$17.99, \$16.00, \$15.99) and a "Buy Now" button. A "Shop All" button is at the bottom.

Ages & Stages - Current Layout

The screenshot shows the proposed Disney-themed layout for the 3-5 age group. The overall design is very similar to the current layout but includes several Disney-related elements. The "Disney Preschool Fun" section is highlighted with a red arrow. Below it, there are two small thumbnail images: one for "Jake and the Never Land Pirates" and another for "Disney Princess Cinderella". The "Gift Ideas" section also features Disney products: "Jake and the Never Land Pirates: Season 1, Volume 1 DVD + CD + Eye Patch", "Royal Cinderella Carriage", and "Disney Princess Cinderella Doll – 12' H". Each item has its price (\$19.99, \$19.79, \$12.50) and a "Buy Now" button, with a "Shop All" button at the bottom.

Ages & Stages - Proposed Disney Layout



# Birthday Club - Disney Brand Inclusion

**Version A**  
Proposed Disney Layout

The layout features a large orange header bar with the Kmart Birthday Club logo and navigation links for gift suggestions, party planning, ages & stages, and Register. Below this is a green header bar with the 'Ages & Stages' section for 3-5 years. The main content area includes a 'VIDEO FPO' section with a large blue frame, Disney Preschool Fun text with a sample paragraph, a 'Preschool Fun' section with a photo of a child, a 'Disney Preschool Fun' section with a sample paragraph and a red arrow pointing to it, a 'Gift Ideas' section with three items (Jake and the Never Land Pirates DVD, Royal Cinderella Carriage, Disney Princess Cinderella Doll), and a promotional offer for Disney products.

**Version B**  
Proposed Disney Layout

The layout follows a similar structure to Version A but with several key differences. It features a larger 'Disney Preschool Fun' section with a sample paragraph and a red arrow pointing to it. The 'Gift Ideas' section is more prominent, showing three items: Jake and the Never Land Pirates: Season 1, Volume 1 DVD + CD + Eye Patch (\$19.99), Royal Cinderella Carriage (\$19.79), and Disney Princess Cinderella Doll – 12" H (\$12.50). A 'Shop All' button is located at the bottom of the gift ideas section.

**Version B**  
Proposed Disney Layout

This is the final proposed layout for Version B. It includes a 'Disney Preschool Fun' section with a sample paragraph and a red arrow pointing to it. The 'Gift Ideas' section is highly detailed, showing three items: Jake and the Never Land Pirates: Season 1, Volume 1 DVD + CD + Eye Patch (\$19.99), Royal Cinderella Carriage (\$19.79), and Disney Princess Cinderella Doll – 12" H (\$12.50). Each item has a 'Buy Now' button and a 'Shop All' button at the bottom.