

The Kiddoo Brand Key

ROOT STRENGTHS

The Kiddoo platform caters to two main needs of any parent, especially mothers:

1. A range of children-related products with a wide variety of quality, across local and international brands, at competitive rates:
 - Grocery
 - Baby Gear
 - Hardware
 - Clothing
 - Accessories
 - School
 - Toys
 - Pediatrics
 - Ethnic clothing
 - Maternity

2. A guidance platform for parents, especially new mothers, to help them understand motherhood, parenting, and child development, within the framework of a supportive community:
 - Blogs
 - Articles
 - Research
 - Links
 - Community
 - Search Engine
 - Doctors/Nurses
 - With general guidance on:
 - a) Pregnancy
 - b) Care
 - c) Nutrition
 - d) Health
 - e) Wellness

⇒ The Kiddoo is a thoughtfully crafted e-commerce platform that facilitates motherhood

COMPETITIVE ENVIRONMENT

1. Babies world

Personality: Friendly, jolly, casual, comforting

Positioning: One-stop-shop solution for baby essentials (Age Group: 0-7 Years)

Essence: “An excellent and complete solution for all mother and baby care needs”

FB: 152,982 Followers

IG: 53,800 Followers

In-shop: Karachi & Lahore

Delivery: Nationwide

2. Bacha Party

Personality: Trendy, Humorous, Upbeat, Educational

Positioning: To provide everything for children between 0 – 14 years of age, under one roof.

Essence: “Helping children grow and groom”

FB: 442,163 Followers

IG: 203,000 Followers

In-shop: Karachi, Hyderabad, Multan, Lahore

Delivery: Nationwide

⇒ Local competition is complacent and does not aspire to create a higher-order emotional connection with the audience. The platforms are highly product-focused and do not address the emotional states of their audience in a systematic manner. They are nothing beyond a basic e-commerce platform

BENCHMARK

1. FristCry

Personality: Informative, educational, simple, upbeat

Positioning: To provide an in-shop like experience while shopping online for everything your baby needs (0 - 12 years old)

Essence: “The big store for little ones”

FB: 2,142,578 Followers

IG: 655,000 Followers

In-shop: multiple cities in India

Delivery: Qatar, Bahrain, UAE, India

2. Laam

Personality: Exclusive, posh, expert, impressive

Positioning: An online platform with a range of outfits from all major players from Pakistan's fashion industry in one place.

Essence: “One-stop couture shop”

FB: 122,781 Followers

IG: 869,000 Followers

In-shop: N/A

Delivery: Nationwide (Pakistan)

⇒ International competition (namely, Firstcry) is more focused on the range and reach of their products and is not doing enough to build a bond with the mothers. Their educational blogs suffer from the same approach and read like a biological/psychological journal.

TARGET AUDIENCE

Primary Audience: First-timer parents, focus on mothers

Secondary Audience: Parents with young children

Demographics

Age: 21 to 30 years old
Gender: Primarily Female
SEC: A to B- (Household income greater than Rs 100,000)
Location: Lahore

Psychographics

New parents (No parenting experience)
Technology literate (Regular user of the internet and social media)
Prioritizes their children
Wants to give their child the best but has budget restrictions
Up-to-date and aware of global trends and offerings
Afraid of making the wrong choices for her family

Perfect Customer: *A young, first-time mother, who's first priority is giving their child the best from around the world, but she needs help organizing all the offerings and information out there. She has a limited budget so she needs to maximize her utility.*

CONSUMER INSIGHT

In an attempt to be the best mom possible, mothers become their own worst critics.

Between not doing the right thing, and not doing enough for their children, **mothers feel guilty about being unable to raise their children properly.** There is an overflow of information, both traditional and modern, as well as endless communication being thrown towards them from brands around the world. They fall short of their own expectations and compare themselves to others, leaving them feeling inadequate about themselves. **A mother needs a support system she can completely rely upon.**

DISCRIMINATOR

1. Provides offerings and various budget deals to maximize spending utility
2. 24/7 customer service: information and guidance
3. A community of parents that share experiences and support
4. Faster access to international products through a running inventory

Why Kiddoo?

The Kiddoo experience allows me to *gain control over motherhood* through a reliable support system

VALUES

Empowering	=	Helpful - Supportive - Guiding - Supportive
Devoted	=	Loyal - Patient - Committed - Dedicated
Empathetic	=	Caring - Selfless - Compassionate - Accepting
Gentle	=	Kind - Warm - Embracing - Comforting
Modern	=	Relevant - Aware - Intuitive - Up to Date - Contemporary
Informed	=	Intelligent - Understanding - Expert - Objective - Thoughtful

⇒ EMPOWERING MOTHERS TO BE THEIR BEST VERSIONS

PERSONALITY

A supportive, uplifting guardian of young mothers

Kiddoo is the safeguarding, custodian of young mothers. We are a multifaceted support system that offers information, safety, reassurance, and convenience.

We love to help our community. We want to work with mothers to create a safe space where women, especially mothers, can voice their concerns, where they can let their guard down and open up about themselves and the problems they are facing.

Kiddoo marries emotional support with systematic precision, with a strong focus on uplifting young mothers. We work tirelessly to bring you the world in a digestible format.

We believe every mother deserves to be her best version.

REASONS TO BELIEVE

All-inclusive platform and community of mothers for mothers
A comparative platform for a multitude of brands
Direct connection to other mothers (Brand Ambassadors)
Customer service powered by trained professionals
Sorted database giving the right to the right information
Quicker access to international markets

BRAND ESSENCE

CONFIDENT MOTHERS

Giving overwhelmed, unsure, and guilty mothers control over their motherhoods and helping them become composed, informed, empowered, and confident mothers.
