



**Everything & Anything to do with Kids.**

# Marketing to Kids ?


#PesterPower



**KIDS AND FAMILY MARKETING AGENCY**

Marketing | Events Activations | Animation & Video Production | Digital & Social Media



	<b>About Us</b>	Our Story Overview
	<b>Values</b>	Mission Vision Philosophy
	<b>Services</b>	Branding & Advertising Events & Exhibitions Digital & Social Media
	<b>Clients</b>	Retail   Education   TV Channels   FMCG   Real Estate   Shopping Malls   Government & NGOs
	<b>Community</b>	International Parenting Group Superb Dads Superb Mums Coffeelicious Times
	<b>Presence</b>	 India  United Arab Emirates  Qatar

**COMING SOON**





2001



PARINDA MEHTA  
Founder & Business Director  
[info@planetscribbles.in](mailto:info@planetscribbles.in)

As a small part time consultant on kids category of business Ms. Parinda Mehta started this start up in Mumbai in the Year 2001. Working full time job on regular employment she utilized her weekend to percieve her talent in setting up a kids marketing company as it was first of its kind in Indian Market, which was targeting Kids brands by doing Marketing advertising. It made family targeted brands stronger by delivering award-winning Insight, Strategy, and Content.

2011

## 01 EXPANDING OVERSEAS

Kids represent an important demographic to marketers because in addition to their own purchasing power which is considerable they influence their parents' buying decisions and are the adult consumers of the future. From 2011 onwards She received many opportunities to expand on various aspects of Kids business requirement. She also started work from India for the overseas market and did various projects in Qatar , UAE , China, Singapore, and Malaysia.

2013

## 02 FOCUS IN GCC REGIONS

From the year 2013, She got lots of inquiries from GCC and soon chose to expand her work in GCC countries catering again as third-party vendor provider to top Advertising and marketing companies. The Next step was to relocate become a vendor provider to many of top marketing and advertising companies in UAE and Qatar where in acting as the third party to these companies.

2015

## 03 NEW COMPANY

Planet Scribbles Worldwide , an official company was finally formed in June 2015 in UAE and INDIA simultaneously and did mega various projects for corporate companies which dealt business for children products & services. The Company is now targetting to open offices in QATAR and Saudi Arabia understanding the kids and brand requirement.

2021







## OVERVIEW

Planet Scribbles Worldwide is a Kids and Family Marketing company which specialize in responsible concepts of advertising marketing, events and activities for kids and parents.

We cater to any and every aspect of kids, young adults and Family requirement interms of marketing and events . We have been involved in the ethical marketing to children's and families products and services. We know various markets, demographics and culture as per region, appreciate how it's evolving, and understand only too well how we as marketers have to think and behave responsibly when reaching out to children and young people. We support the responsible concepts and marketing of children's products, which means they must be safe, wholesome and enrich young consumers lives. Our integrated marketing and concepts are aimed at babies, children, teens, mums, dads, grandparents, aunts, uncles and cousins are our target audiences. We exist to help you take your products and services to market in the high street and online. We operate to strict ethical standards. As a result, we only work with reputable companies whose products and services enhance or protect the lives of little & big kids alike.



## WHY HIRE US

It is well known that today child's pester power strategy to their parents brings in more sales provided the communication message has reached the child directly. In order to reach to these little ones either directly or thru parents , Companies seek services of agency like us to help them sell. Selecting a right agency for kids brand is very important for a client must evaluate whether team members do really have strong experience in handling kids products and at the same time Do they love kids as well ? We are only one of its kind in Gulf who focuses not just on children but also on parent while we work on marketing strategies . We are one of the its kinds to introduc children to world's materialistic life along with what matters in reality is a difficult task in today's scenario.

**"The Man who stops Advertising to save money is the man who stops the clock to save time "**

Planet Scribbles offers 360 degrees of services in marketing and communications which cater to kids and families. Customer-centric marketing strategies are vital to capturing competitive advantage and sustaining business success. Our Services explores the core concepts and tools of contemporary strategic marketing management—from market segmentation and product positioning to consumer needs and buying behavior to digital and social media marketing.

Children are a difficult demographic to market to, largely because public opinion and major media so often focus on advertising and marketing's negative effects on children. The solution, then, is not to stop marketing if your brand appeals to children, but rather to discover ways to market and monetize to kids ethically.

To make our marketing and communications interesting and to make it reach its said demographics we follow strategies :- a. Communicating with parents b. Encouraging kids to advocate the brand c. Producing original content.

Our Team has a deep knowledge of behavior across gender, age, and nationality. They create responsible marketing strategies which are though cost effective but at the same time extremely innovative. We have a strong global network in case we are short of resources which is very rare and also a strong regional reach where we multiple our network so that brand is well enhanced.





Expert in creating amazing retail concepts and homes depending on the client's requirement, We have partnered with best vendors and third party manufacturers across the world to create innovative and interactive award winning retail store concepts which just not looks asethic but also generates revenue.



We understand that to maintain kids and parents interest in your brand is toughest these days due to unlimited excess to various forms of media. We have strong internal market research team who updates and upgrades their knowledge in timely manner to be updated with what's in and happenings in the world of kids. Creating Strong Brand strategies and marketing plan we make sure that your brands target the right audience and reach the require demographics .



- Creating Shopping Mall Yearly Events and activities to bring in Footfall to the Mall
- To create revenue generation thru Tenant Participation in the Events
- Generating sponsorship and Advertising opportunities from External Clients





We have more 150 amazing innovative after school enrichment activities which caters to schools and nurseries. We do most of activities ourself and at the same time we have partner with best industry talent and global providers who provides these activities. Through activities we will invlove challenge intrigue and assist children in ways that enhance their character and develop their minds and bodies.

Various Add on services which we provide are :-

- Online Learning After School Activity
- Entertainment suppliers for School Events
- Before School Activities

## after SCHOOL programs

### Kids Enrichment Activities

Our tutors are multilingual with vast overseas experience. We have exclusive service for pick up & drop facility so your children do not miss a single activity class.

KIDS

### Arts & Crafts



Specialize Arts Craft Academy for future Picasso

KIDS

### Fashion



Learn to become a fashion designer and a child Model

KIDS

### Aviation



Aero Modeling and Basic Training for Aviation

KIDS

### Entrepreneurship



Built a business plan Generate into revenue

KIDS

### Junior Chef



Learn to cook like pro chef and become a restaurant owner

KIDS

### Photography



Digital Photographer thru various gadgets & Learn Photoshop

KIDS

### Gardening



Go Green. Learn Gardening and farming concepts

KIDS

### Finance Matters



Understand the concept of earning and money management





Though Birthday Celebrations is an annual happiness day in child's year, We believe that the best milestones years to celebrate 1st, 5th & 10th Birthdays. Its is a milestone not just in his life but also for the Parents.Our Celebrations are premium and high end quality since we believe in doing the best for these milestone birthdays. We have various locations to chose from along with more than 100 themes of choice across all ages and gender. Partnered with the best service providers across region / country , we have created special premium packages.

- Theme Parties as per celebrant choice
- Range of locations for Outdoor and indoor party
- Virtual Parties
- Travel Parties





We create and organize trips in such a way to introduce kids to real world and how it functions. Though Children from Grade 1 on wards are accepted but we do have few trips for preschoolers year the round.

Every month we organize amazing FUN FILLED TRIPS & TOURS for Individual Kids and Schools as well . We chose not to say more what happens in our trips and tours in fact we urge to try at least try one of our trips.



FACTORY VISITS



NATURE CAMPS



CRUISE TOURS



DAILY LIFE TRIPS



FARM TRIPS



TOP THEME PARK BRANDS

Thrills Tours

## SERVICES - COMING~ SOON

### GLOBAL KIDS CLUB

Planet Scribbles Worldwide runs a Global Kids Club which connects brands and parents together to explore parenting journey. Membership is thru selection process after which invitation is sent in to avail the memberships.

For Inquiries : [info@planetscribbles.in](mailto:info@planetscribbles.in)

NEW





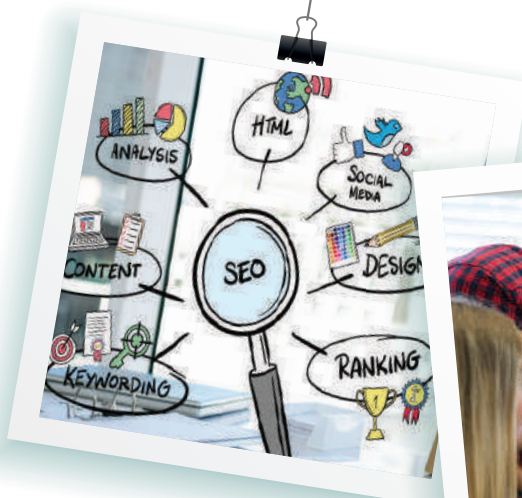
**Kids Marketing Research**



**License Merchandise**



**Character Live International Shows**



**Kids Digital Apps , Games ,  
Website & Social Media**



**Kids Designing & Branding**



**Kids Character Development  
and animation**









**"Behind young child who believes in himself is a parent who believed first"**



**Raise your children well for them to be Global Citizen**



**Planet Scribbles runs multiple successful communities which makes parenthood easy for mummies and daddies across all nationalities. We take up many community issues related to children thus bringing the communities together. The Community is also closely associated with various International brands and children organization which brings them closer to parents and children. Kids Brand Owners have also been the part of the community**





## Raise your children well for them to be Global Citizen

International Parenting Group is the an community of Mutli Nationality expat parents and Kids brand who come together explore International Parent journey out of thier country.



@internationalparenting



@internationalparenting



@IntParentingGrp



## Lots can happen over a cup of coffee.

Coffeelicious times is social community where people meet over coffee to explore possible connectionss in various forms. The community creates start up workshops and meet ups. It also help small cafes and restaurants to market thier cafe the to right target audience thru various marketing formats.



@coffeelicioustimes



@coffeelicioustimes



@coffeelicioustm





Some superhero does wear capes they are called "DADS".

SuperbDads is community for Expats dads of the world to explore the beautiful journey of Fatherhood



@superbdads



@superbdads



@superbdads



First Best Friend of her Child.

First Love of her Child.

Superbmums is community for Expats Mums of the world to explore the beautiful journey of Motherhood.



@superbmumsco



@superbmums



@superbmumsco

Shopping Mall  <i>Come Live on Market Experience</i>	Shopping Mall 	Shopping Mall 	Shopping Mall 
	Shopping Mall 	Shopping Mall 	 Innovation for a better life
Jewellers 	Jewellers 	Garden 	Furniture  Because wood is good
Stationery 	Stationery 	Stationery 	Real Estate 
Theme Park 	FMCG 	Retail  Smart wear for dear ones	FMCG 
Water Park 	FMCG 	Industrial 	FMCG  Good Food, Good Life
FEC 	FMCG 	TV Channel 	Cake Shop 
FEC 	FMCG  Tea Group	TV Channel 	Electronics 
Government 	Fitness 	TV Channel 	Automobiles 
Government 	Fitness 	Medical  We'll Treat You Well	Stationery 







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**planet  
scribbles**

KIDS AND FAMILY MARKETING COMPANY



## HEADQUARTERS



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