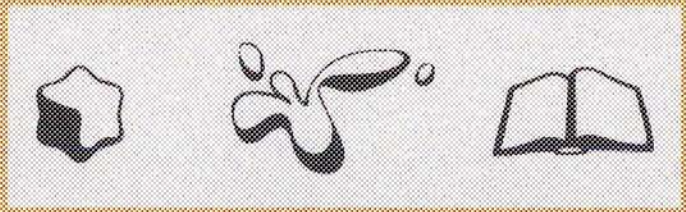
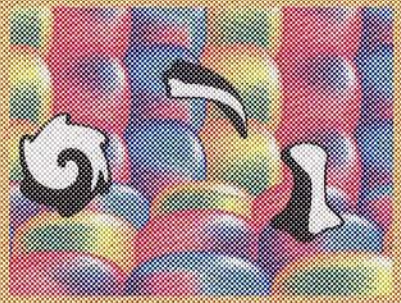
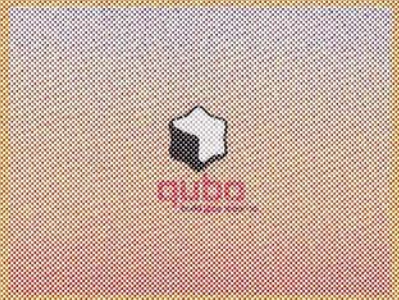
Age Expansion

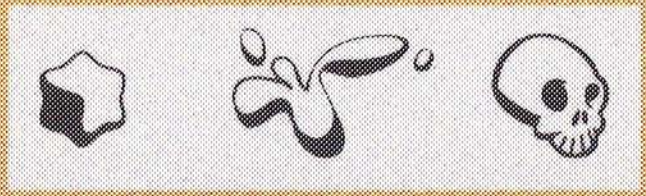
YOUNGER VIEWERS

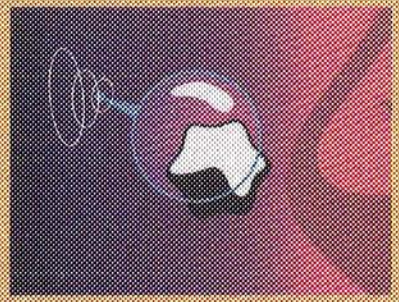






OLDER VIEWERS





Here are some ways that Qubo can appeal to a wide range of children of various ages.

Research

- 74% of parents said they would be excited about a children's brand that was about possibilities.
- 92% of parents were excited about a brand that inspires their children find their own potential.
- *What's the best thing a children's brand can do?*
  - 40% of parents said teach life lessons
  - 17% of parents said help their children feel good about themselves
  - 15% of parents said teach their children character

Market testing

Overall, kids and parents liked QUBO, believed it had strong moral values and was FUN

"This one is fun. I like that the characters are playing together and each one is always different." – Jenna, 7

"When it is fun like this, kids will watch and pay attention. They can learn without even realizing they are learning." – Mother

The different color palettes appeal to different ages.

"I like all the colors. I think it shows kids diversity and could teach them to understand there are different types of people in the world." – Mother

The iterations of QUBO were all seen as working together, not as separate offerings.

"I think Qubozone is probably a time of day, like Disney Kids. Qubo would be more like Disney." – Heather, 12

Taglines concepts that focused on inspiration and potential were the clear favorites: Build Your Dreams, Build Your Mind

"I like the idea of 'build your mind' more, but I think they'd like the idea of 'build your dreams' more." – Mother

"Build Your Dreams is cool." – Brendan, 12

"I like Build Your Dreams." – Ploma, 11

"These are more about being smart." – Mother