

The **Buddies**

www.thebuddies.eu



Colouring books with puzzles & stickers for the families who visit your company

Product specification

- **Size:** A5
- **Number of pages:** 16
- **Stickers:** 2 pages in the middle of the book, 20-25 stickers.
- **Pencils:** Every book comes with a quality 6-colour Centrum pencil set.
- **Puzzles:** Puzzles are made to different age groups, so children in any age find an activity that fits their interests.
- **Illustrations & design:** All illustrations and puzzles are our companys original creations. We use highly skilled illustrators.





Take account that every positive experience will be shared to 3 people, but every less than positive experience will be shared to an average of 7 people. Therefore, added value items and activities are crucial in gaining and maintaining market share.

Why consider TheBuddies as part of your customer experience strategy?

- * **Our products are low cost** - yet can yield high return by improving the sales retention %.
- * **Increase revenue** - acquiring a new customer is anywhere from five to 25 times more expensive than retaining an existing one. In case of a family, you retain 3-5 customers at once.
- * **Increase profit** - research done by Frederick Reichheld of Bain & Company (the inventor of the net promoter score) shows that increasing customer retention rates by 5% increases profits by 25% to 95%. [Link](#)
- * **Increase loyalty** - by making the customer feel special through complimentary gifts.

Why consider TheBuddies as part of your customer experience strategy?

- * **Increase word of mouth referrals** - by making your customers feel they are important and therefore provide them a reason to share their story to other families.
- * **Smiles!** - we give a 100% guarantee, that our products will put a smile on your customers' faces. Happy kids will make happy parents.
- * **Memories!** - the sense of joy that comes with an unexpected reward is usually taken home together with the book itself to remind this for a long while afterwards.
- * **Brand loyalty** - top of mind is key, so consider this as a marketing exercise for the coming generation.

What's so special about our activity books?

- * Our activity books are **exclusively designed** for every customer by our awarded artists.
- * They include **fun puzzles** fitting for all ethnicities, cultures and ages.
- * They include shiny **packets of stickers** which provenly captivate and inspire kids.
- * The set includes a fine **set of pencils**, as they are a crucial part of colouring.
- * We **design, produce and sell the books in-house**, making sure you get the perfect outcome.
- * No resellers & no middlemen means we can offer the **best price on the market!**
- * We operate fast. **Maximum 4 weeks from order to delivery!**
- * **We donate.** 10% of our profits go to children's hospitals.

Product examples

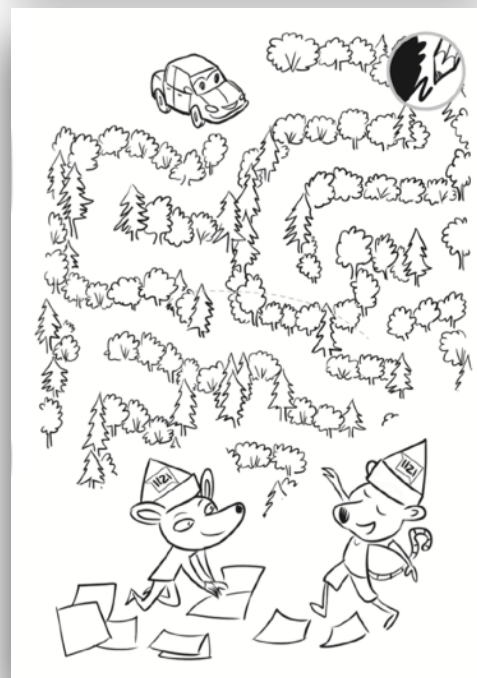
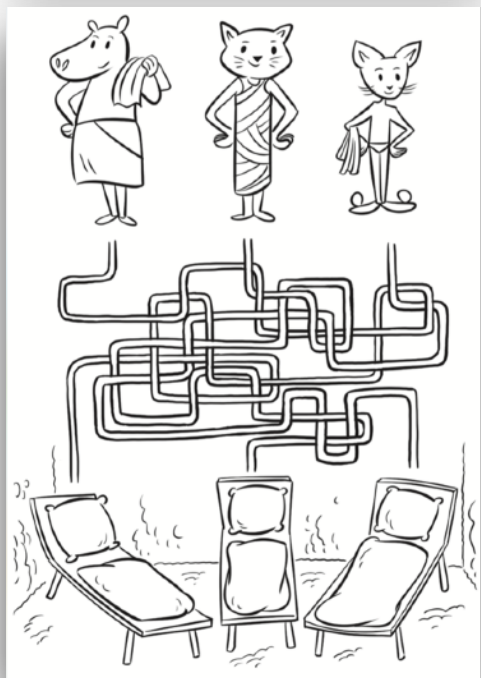
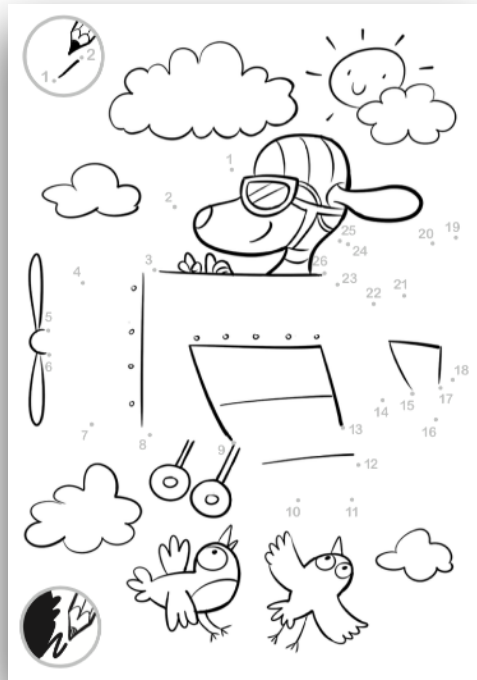
Click on the picture to launch the product video. (1min)



Product examples



Product examples



Use-cases

- *Hand them out for free.
- *Sell them.
- *Sell them to gather donations for charity.
- *Hand them out to your partners to give to their clients with your brand.



Ideas for engagement

- * **Offer a discount** for certain services/products in the activity book.
Example: The discount may appear after finding a solution to a puzzle.
- * **Offer cross-engagement** (or cross-selling) solutions.
Example: In an amusement park you must collect different stickers from different attractions to the back of the activity book to get a free candy floss.
- * **Offer a sticker as a reward** for something.
Example: Give a “being brave” sticker as a reward for dentist surgery. Children love to be rewarded for their achievements and it also acts as a visual reminder to the child that dentists aren’t scary.
- * **Encourage engagement and confidence.**
Example: The book encourages to ask a signature from the aircraft pilot.
- * **Offer a trophy badge/stamp** on a diploma for an accomplishment.
Example: In a ski resort, offer a page of accomplishments to fill out themselves, like highest altitude, or distance travelled. On the plane ask for the maximum altitude, maximum speed, distance travelled etc.
- * **..any other ideas?** Share them with us and we’ll get it done for you.

Price list

Order	Price per set	Total price	Pencils included	Custom design	Custom stickers
500	€2,5	€1250	Yes	No*	no
1000	€1,75	€1750	Yes	No*	no
2000	€1,5	€3000	Yes	No*	no
3000	€1,25	€3750	Yes	No*	no
5000	€0,99	€4950	Yes	Yes	Yes

Custom design	€500
Custom stickers	€200

*all books are produced with a custom cover

Contact us!



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Erik Mällo

erik@thebuddies.eu

+372 5555 2304

