The ‘Tudes – a family of pens with attitude

for holiday program 2010
The ‘Tudes – A family of Pens with an attitude

“just like we revolutionized the character pen for kids, we are now going to do it for tweens and teens”
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• ‘Tudes is a line of collectible pens that reflects their unique attitude, style and personality and are designed for tween and teen boys and girls looking to express their individualism. Unlike boring stick pens and cutesy kid pens, ‘Tudes are stylized with edgy graphics and character designs that make strong style statements whether your cruising around your neighborhood, walking the mall or studying in the classroom. ‘Tudes, start collecting today!

www.TheTudes.com
Meet the Characters

• **Skater:** I am all about the fun of just chilling with my friends. It frees my mind from all worries and gives me hopes and dreams. I dress like a dude and act like a stud.

• **Punk Rocker:** I am rebelling and a non conformist. I want to change the world. Punk rock is living it up while you can. By my definition.

• **Tattoo Girl:** My tattoos are the way I choose to express myself and a reflection of my soul. I don’t care what people think because I think they are cool. My favorite is the butterfly on my left foot. Check it out.

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Product

Features

• **Utility/Functionality**
  – You can stand them up
  – You can write with them
  – You can clip them on a bag
  – Mix and match bases (feet/shoes/boots)

• **Elements**
  – Non-retractable black ink cartridge
  – Decoration with pad print and spray
  – Plastic clip
  – Imprint includes name and badge number

• **Materials**
  – TPR rubber hair and base (Environmentally friendly)
  – ABS plastic body
  – PET Blister card (Environmentally friendly)

• **Target Audience:**
  – Boy and Girls
  – Ages 8 To 16

• **Core attributes:**
  – Stylistic
  – Collectible
  – Unique
  – Tactile
  – Fun

• **Price point**
  – Recommended SRP $4.99 AUS

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Packaging

- Trapped PET blister, peg-able or self-standing.
- Each character sold separately
- Individual UPCs
- Each pen has a uniquely designed blister card with a story specific to the character
- First order include FREE ‘TUDES launch kit.
  - Poster
  - Character stickers

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Market Place

- Between their own growing purchasing power, and the influence they exert on family purchases, Tweens account for a staggering $240+ billion in spending.

- Tweens are very brand-conscious, highly impressionable, and use favorite brands to define themselves. Tweens favorite category purchases include food, music, fashion, entertainment, toys and games.

- According to researcher Millward Brown Optimor, there are six core values Tweens respond and aspire to: fantasy, mastery, love, fear, stability, humor.

- Tweens respond very favorably to being able to have control over, or being able to create, their own experiences. Mass personalization enables them to take control of brands and truly make them their own. "Mass customization" is nothing new, of course. Yet, for this specific demographic, the concept especially resonates.
Character-Based Merchandise Ownership

Among Teens/Tweens

7-8 Year Olds
- DVDs: 77%
- Clothes: 73%
- Books: 72%
- CDs: 61%
- School Supplies: 61%

9-11 Year Olds
- DVDs: 72%
- CDs: 64%
- Books: 59%
- School Supplies: 57%
- Clothes for me: 57%

12-14 Year Olds
- DVDs: 56%
- CDs: 50%
- Books: 40%
- School Supplies: 45%
- Clothes for me: 38%
Why buy it?

- OMG they are soooooo Fredgy and stylized character designs
- Hip and stylish colors
- Attitude and function: You can stand ‘em, write with ‘em and clip ‘em
- Tweens and Teens will identify with the characters, they’re legit!
- Flashy packaging will be visually appealing to kids and create point of purchase opportunities
- Interchangeable bases (feet/shoes/boots) makes them interactive and more likely to be played with
- Create new sales and repeat sales because of collectability factor
- Impulse price point of SRP $4.99 AUS

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