

FIND THEM ALL

MY PETS



AN EDUCATIONAL GAME

“Find Them All: My Pets” is an educational game for kids, pre-school children, and toddlers that offers varied activities on the subject of pets.

Entirely spoken in 8 languages, the game comprises levels, each of which depicts a different environment child have to explore.

Younger kids will learn quickly to identify their favorite pets (name, call, sounds and pictures) during a discovery phase which requires dexterity (scrolling, touch).

Older kids are able to look for the pets in the night and use the camera to make their own photo album or create jigsaw puzzles (up to 42 pieces).



FEATURES AND CONTENT

Educational content :

- **“Find Them All: My Pets”** is a fun game for learning about animals with more than 40 pets to discover at the beginning, and much much more to come !
- With all instructions spoken, kids can learn their mother tongue language, but also explore foreign languages. Parents have the choice to set up the game into one of the 8 languages (English, French, Spanish, German, Chinese, Japanese, Korean, Russian).
- Kids learn to concentrate and stay focused with the jigsaw sessions, which difficulty adjust (up to 42 pieces).
- To learn more about their favorite pets, they will play quizzes and watch insightful videos.

Other fun features :

- Kids will have a collection of the pictures they made about animals and can print an album.
- Kids can record their own voice and replace animals sounds !

FIND THEM ALL : MY PETS - SAFE FOR KIDS

Optimized for children from 2 to 8, « Find Them All: My Pets » is all safe for kids :

- No advertising
- No external links
- No access to social networks
- A special and secured area for parents controls



MARKETING AND PR

For the launch of “Find Them All: My Pets”, the app will be promoted through different channels.

User acquisition

- Via trusted partners and networks (Facebook Ads, Search Ads, Display)

Press relations

- Press releases, events with bloggers (parents)

Community management, Customer service

- Localized for all countries

Social networks events

- Contests

PLANNING



November

December

January

February

Submission
Wednesday 6th December

International release
Wednesday 10th January

Press Release
Pre-launch contest

User acquisition
Reviews and Events



SCREENSHOTS



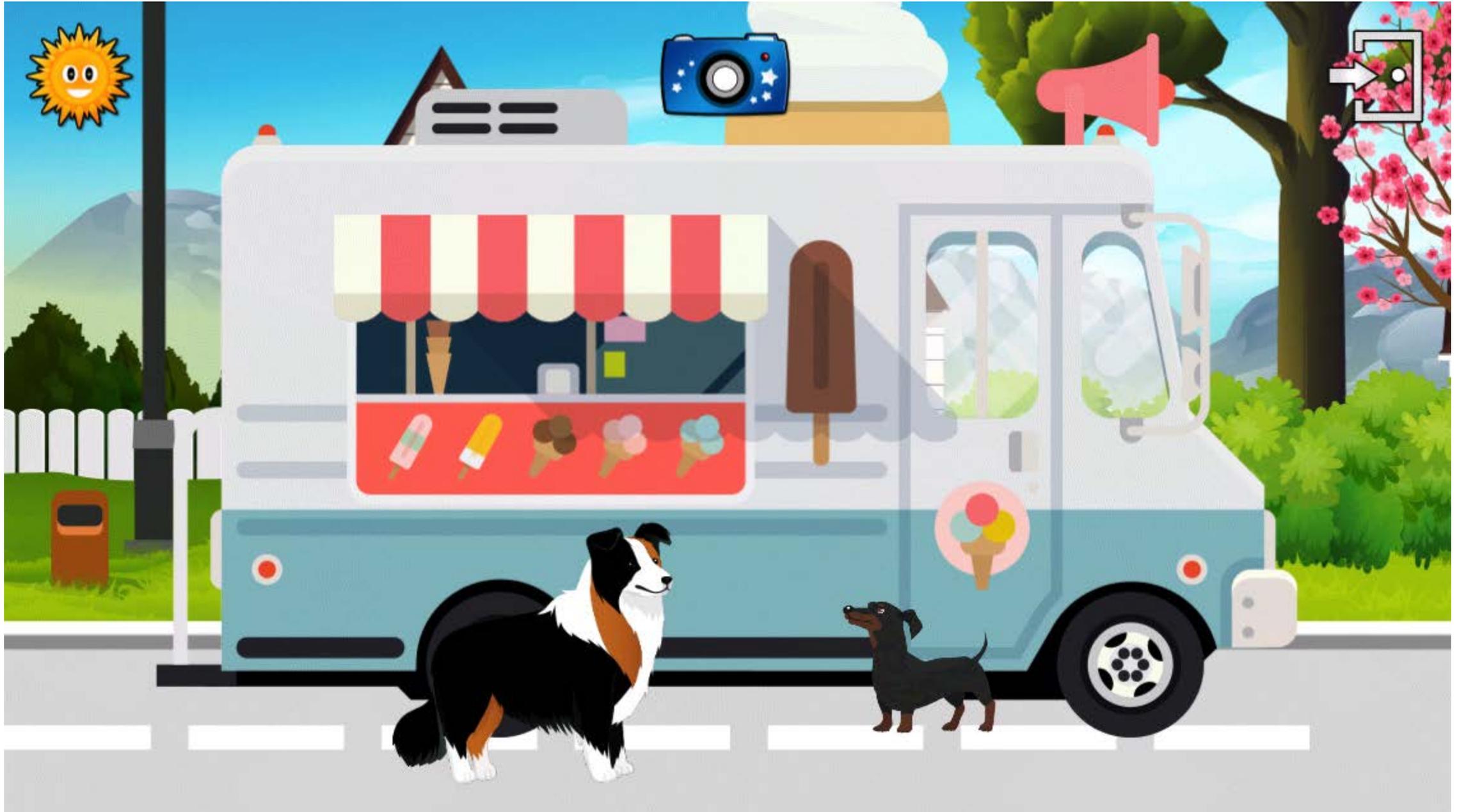


CARD

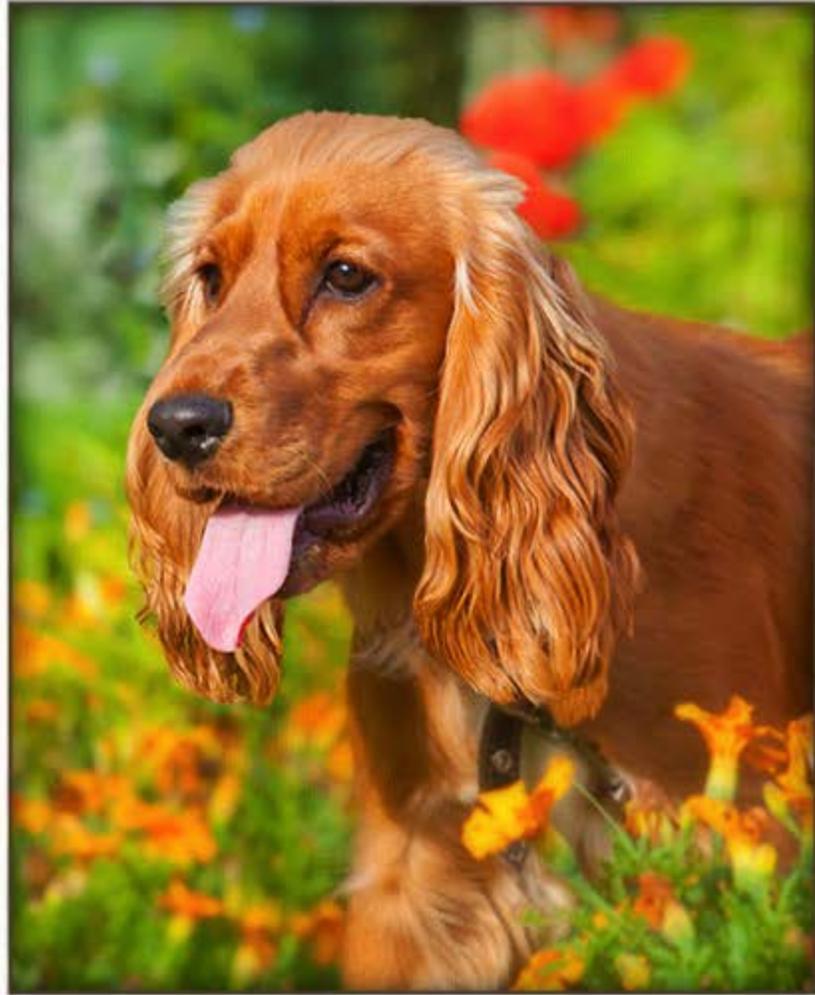
MY PETS 2



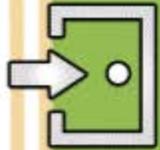
ALBUM

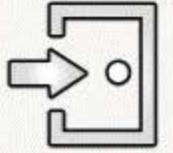


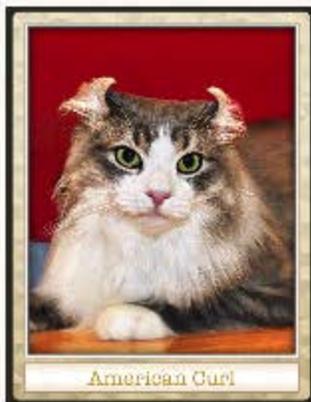
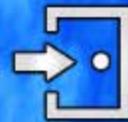




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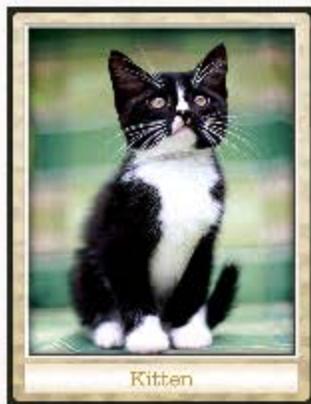
American Curl



Birman



Bulldog



Kitten



KNB MEDIA



THE TEAM

Founded in 1998, KNBMEDIA is now developing educational games for kids for more than 6 years.

« Find Them All: Looking For Animals » was released in 2011 and had a nice success in all localized countries.

What we love ?

- Never do the same thing
- Always learn and progress
- Our job!



OUR APPS



With already 3 games « **Find Them All** » in different themes (Animals, Dinosaurs, and Fairy Tales), KNBMEDIA is now launching it's 4th game : My Pets.

Our apps are all available in 8 languages :

- French, English, German, Spanish
- Japanese, Korean, Chinese
- Russian



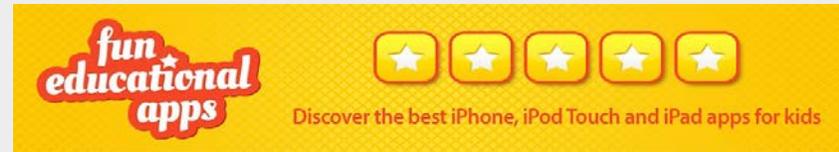
OUR APPS ARE RECOMMENDED BY



Apps für
Kinder



le blog iPad



THANK YOU !

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