

Doodle Board

Target Audience: *Parents of any age who want kids to be entertained/expressive*

Audience Wants/Challenges: *Kids arts (paint, drawing, coloring) can sometimes get messy. It's also expensive to constantly buy new supplies. Want their children to be able to express themselves artistically*

Tone: *Fun, Reassuring, and Relatable*

Title

[Brand Name] Doodle Board for Creative Drawing - LCD Drawing Tablet for Kids with 10.5" Screen - Color Doodle Pad with Stylus for Learning - Drawing Pad for Kids - Drawing Tablets for Kids 3 Yrs Old & Up

Bullet Point #1

Kids Creative Expression — These unicorn-themed kids drawing tablets offers plenty of room to draw, count, spell, and invent creative games. The LCD writing tablet screen is 10.5" inches, allowing your young illustrator to express themselves like never before

Bullet Point #2

Messes Be Gone! — No more cleaning up ink, crayon, and paint left behind. Instead, press the white button on your kids drawing pad, and the screen instantly erases. The built-in grooves of the digital sketch pad for kids keep your stylus secure, so it's always within reach

Bullet Point #3

Safe On The Eyes — 60% more brightness than other doodle pad for kids, yet there is no glare or blue light. This doodle tablet for kids includes the most up-to-date LCD screen technology, so your child's eyes are protected during hours of playtime

Bullet Point #4

Kid Proof Construction — The durable ABS plastic and materials allows your young creative 50,000 opportunities to draw shapes, animals, or write cute messages. With a replaceable battery, this LCD tablet doodle board will display your child's imagination for years to come

Bullet Point #5

Travel Light — This lightweight lcd writing tablet for kids slides easily into your child's backpack. The display lock prevents accidental screen clearing. Your young artist can comfortably focus on their next masterpiece at school, the park, or on your next family trip

Image Gallery Guidance

Purpose: To inform the client of exactly idea for the image and to provide the copy. This guidance can then be used by Guava's graphic designer or the client's graphic designer to create the images *(or photographer if product images have not been completed yet)*.

1. Main Product Image

IMAGE :



2. Lifestyle & Main Benefit

IMAGE: Child on her bed or desk drawing a rocket ship blasting into space.



TEXT: Your Child's Inner Artist

SUBTEXT: Watch your child learn how to express creativity and imagination through drawing.

3. What's included



IMAGE:

TEXT: Doodle Set of Tools

SUBTEXT: (show dimensions and measurements of the doodle board and stylus)

- 10.5" Color LCD Screen

- 9.5 cm/3.74 inches long and 1.2 cm/.47inches wide Plastic Stylus
- Ultra-Bright Display

4. Features/Ingredients/Quality

IMAGE: Close up image of doodle board with arrows highlight location of each feature

TEXT: For Years of Art

SUBTEXT:

- Durable Screen Surface
- 6 Month Replaceable Battery
- Lock Screen
- Instant Erase Button
- No Glare or Blue Light

5. Lifestyle & Secondary Benefit

IMAGE:



TEXT: Capture Your Child's Attention

SUBTEXT: An alternative to TV & Smartphones, helping to develop your child's fine motor skills, concentration, and hand eye coordination.

6. Gift

IMAGE: Package with a bow around it. Product superimposed to the corner of the image.

TEXT: Gift of Imagination

SUBTEXT:

- Give this tool to your budding artist
- Watch their creativity blossom
- Draw, count, and make up new games

7.

IMAGE: Large Image of Product with kids bedroom as background. Eco-friendly Graphic next to it

TEXT: Skip the Paper, Save a Tree

SUBTEXT: Instead of countless pieces of paper, use your doodle board time and time again

EBC/A+ Content Guidance

Purpose: To inform the client of exactly which amazon module to use, image size, idea for the image, and to provide the copy. This guidance can then be used by Guava's graphic designer or the client's graphic designer to create the images (*or photographer if product images have not been completed yet*).

1.

Logo

Amazon Module: Standard Image & Dark Text Overlay

Image Size: 970x300

IMAGE: Your Business Logo

2.

Hero Image

Amazon Module: Standard Image Header With Text

Image Size: 970x600

IMAGE: Two kids at a table drawing on their own board. One is drawing shapes and the other is doing math equations.

TEXT: Light Up Your Child's Imagination

SUBTEXT: This colorful LCD doodle board will help your child develop communication and creativity.

Image Alt Text (Image Keywords): private to client*

3.

Story

Amazon Module: Standard Single Left Image

Image Size: 300x300

IMAGE: 2 kids smiling at the camera.

Headline (as plain text to the side) The Educational Toy Specialists

Copy (as plain text to the side):

Our mission is to help kids learn through more enriched play and give parents the tools they need to engage their kids intelligently.

We design our toys with the following criteria in mind:

- Entertaining and engaging for kids.
- Offer educational value that benefits cognitive development.
- Encourages movement, social play, and creativity.
- Made with durable, kid-safe materials.
- Challenging but not overwhelming for kids.

With our LCD Doodle Board, your child can be creative as they learn. Use the included stylus to draw, count, spell words, or play creative games.

[Brand Name] toys ignite your child's passion for learning. The only thing standing between your child and an exciting adventure is their imagination.

Image Alt Text (Image Keywords): private to client*

4.

Features of Product Amazon Module: Standard 4 Image & Text All Image Sizes: 220x220
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IMAGE A:	IMAGE B:	IMAGE C:	IMAGE D:
Kid holding up the doodle board with the words "Welcome Home Mom" written on it.	Close up of the screen with doodles on it. Graphic of a smartphone crossed out.	Kid writing on the doodle board.	Kid wearing a backpack on his way to the school bus.

Headline A (plain text below): Hands-On Skills

Image A Copy (plain text below): Your child will learn their ABCs and 123s while using the stylus to develop their fine motor skills and hand-eye coordination.

Image Alt Text (Image Keywords): private to client*.

Headline B (plain text below): Eye Safety

Image B Copy (plain text below): Unlike smartphones, your doodle board has no glare or blue light, so draw to your heart's content.

Image Alt Text (Image Keywords): private to client*

Headline C (plain text below): Endless Creative Expression

Image C Copy (plain text below): Made from durable ABS plastic, the surface of the LCD screen gives your child 50,000 ways to express their creativity.

Image Alt Text (Image Keywords): private to client*

Headline D (plain text below): Portable Art

Image D Copy (plain text below): The lightweight makes it easy for your little one to create colorful illustrations on-the-go or during bad weather.

Image Alt Text (Image Keywords): private to client*

5.

<p>Benefits of Product</p> <p>Amazon Module: Standard 4 Image & Text</p> <p>All Image Sizes: 220x220</p>

IMAGE 1: Close up of the border.	IMAGE 2: Close up of the erase button.	IMAGE 3: Kid showing his parents his drawings as they laugh.	IMAGE 4: Image of the Rainforest
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Headline 1 (plain text below): Adorable Design

Image 1 Copy (plain text below): Why get a boring doodle board? The unicorn aesthetic along this one's borders makes it more enjoyable and engaging for your kid

Image Alt Text (Image Keywords): private to client*

Headline 2 (plain text below): Art Minus the Mess

Image 2 Copy (plain text below): With no paint to clean up, press the white bone button to erase the screen and start on the next doodle

Image Alt Text (Image Keywords): private to client*

Headline 3 (plain text below): Cultivate Communication

Image 3 Copy (plain text below): Use this tool to encourage your kid to communicate their ideas with you through shapes, words, and numbers.

Image Alt Text (Image Keywords): private to client*

Headline 4 (plain text below): For a Greener Tomorrow

Image 4 Copy (plain text below): Draw, write, and erase without the need for paper. Save a tree one cute giraffe doodle at a time. (we love giraffes...and sometimes hippos)

Image Alt Text (Image Keywords): private to client*

6.

Banner

Amazon Module: Standard Image Header With Text

Image Size: 970x600

IMAGE: Multiple kids holding up different doodle boards.

Board 1 "Drawing is Fun"

Board 2 Shapes - Triangles, Squares, and Circles

Board 3 "Dad You're Awesome!"

Board 4 "I Love You Mom"

TEXT: Best Tool for Your Child's Artistic Expression

Image Alt Text (Image Keywords): private to client*

7.

Comparison Chart

Amazon Module: Standard Comparison Chart

Image Sizes: 150x300

	LCD Doodle Board - 10.5" LCD Screen	Scratch Paper Art Set for Kids - 143 Pieces	Aqua Magic Doodle Mat - 51 Piece Set
Hours of Fun & Educational Play Time	✓	✓	✓
Develops Fine-Motor Skills & Hand Eye Coordination	✓	✓	✓
Easy Clean-up	✓	✓	✓
Creative Fun All Year Around	✓	✓	✓

Image Alt Text (Image Keywords): private to client*

Description

A Tool for Creative Expression

With this toddler writing tablet and stylus, your young artist can create anything their imagination desires.

Our unicorn-theme doodle board's 10.5-inch color LCD screen offers plenty of space for drawing, doodling, counting, spelling, and playing creative games.

This toddler drawing tablet screen wipes clean with just a button.

There's no need to worry about cleaning up ink, paint, or chalk afterward.

Your house will stay neat and tidy, as your kids will have hours of fun drawing and learning.

This digital toddler doodle board contains the most recent LCD screen technology.

The brightness on our kid's LCD drawing tablet is 60% higher than other drawing pads for kids on the market.

There is no glare or blue light, so your child's eyes are protected during hours of creative fun with their lcd writing tablet

And because the electronic drawing pad is portable, they can take their art with them wherever they go.

This drawing board for kids comes with a stylus, so they can start creating right away.

We've created the perfect tool for them to let their imagination run wild.

With endless drawing opportunities, they'll never get bored.