

TONGO

COMPANY PROFILE

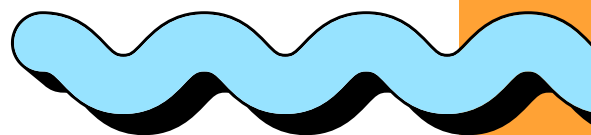
Tongo is a soft sensory toy for young children. The product is more specifically for kids from ages 2-6, and children with special needs, sensory integration related disorders, and occupational therapy needs. Being a sensory toy with a soft texture, unique design, and bright, contrasting colors, it is meant to stimulate kids' senses, hold their attention, and help receive sensory inputs in an environment where they are free to play, explore, and be creative; which the client values. With the toy, children at this important developmental age range can develop hand-eye coordination, motor skills, creativity and imagination, and vision coordination. The toy allows stimulation while still being simple enough for the child to focus on.

Being that the client has already won a TechStars competition with this project/ start-up business, this suggests that the product is well designed and has a lot of potential to be integrated in the desired market. The product itself is well made in that it has many common tactile features of a sensory toy and was carefully designed in order to allow young kids to stimulate the brain and explore with the toy's design. Not only are the different colors bright and perfect for sensory stimulation, but they also make up a good color palette that suits the specific market/category that this product fits into.

A weakness the client has is brand awareness; the product needs a strong logo and brand design, and to be advertised/promoted more to surrounding companies and on social media. The product has the opportunity to be promoted on social media and on platforms that the desired audience frequents, and has the opportunity to take on a personalized brand design that differentiates it from competitors and makes it stand out.

DESIGN CHALLENGE

The goal of this project is to bring more awareness to the product and have it be put to use in hospitals and/or occupational therapy offices, ideally. To bring more awareness to the product, the client needs a professional logo that fits the brand and essence of the Tongo Toy; one that stands out from its competitors and other sensory toys. The logo and branding should match the toy's elements in that it is soft, colorful, and has a unique open ended design that is different from its competitors.





AUDIENCE PROFILES

The audience is mainly upper-to-middle class and middle class families, as well as occupational therapy offices and hospitals. We are designing for kids ages 2-6, especially those with special needs and sensory-related disorders. Using sensory toys with this group is important to people in the occupational therapy field because their goal is to improve skills needed for everyday living through the therapeutic use of everyday activities (U.S. Bureau of Labor Statistics, 2022). With toys like Tongo, being exposed to repetitive sensory stimulation helps the brain develop, and it empowers children to process new information through their senses; so this might be a toy the target audience is interested in (Maza, 2020).

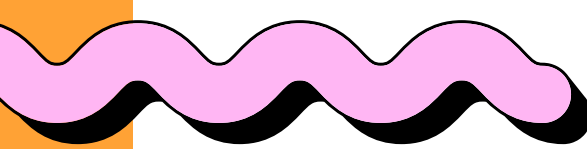
COMPETITOR ANALYSIS

One of Tongo's competitors is Nugget, a set of pillow blocks that young children can use to build with, climb on, sit on, and more. They market themselves as being a set of foam pillows that have endless possibilities when children use their imagination to play with them. The brand also advertises their pillows as a toy couch where children can play, rather than ruining the "grown-up couch". The website uses many visuals of children in costumes playing in imaginary environments, or relaxing and reading a book.

Another competitor is Harkla's Sensory Sock, an engaging and calming sensory tool for children, specifically those with autism or sensory issues. They take a more scientific approach to their marketing by using technical terms such as "tactile and proprioceptive input" and "deep touch pressure" or "DTP". Unlike Nugget, the Sensory Sock promotes calmness, focus, attention, and relaxation. The images show children of all ages using the product, giving it a wider range of an audience.

Both competitors are in the same market of sensory toys for children and do a good job at their product marketing, however because they both have different functions from Tongo, they are not as comparable to claim whether or not they are better. Nugget markets itself as a playtime product for any kids, while the Sensory Sock is marketed more toward children with sensory issues. Tongo seems to fall in the middle of the spectrum of these toys, as it is meant to spark both creativity and comfort for children.

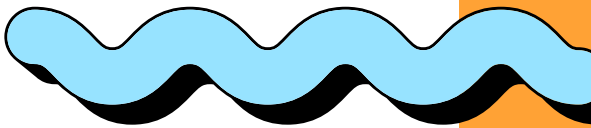
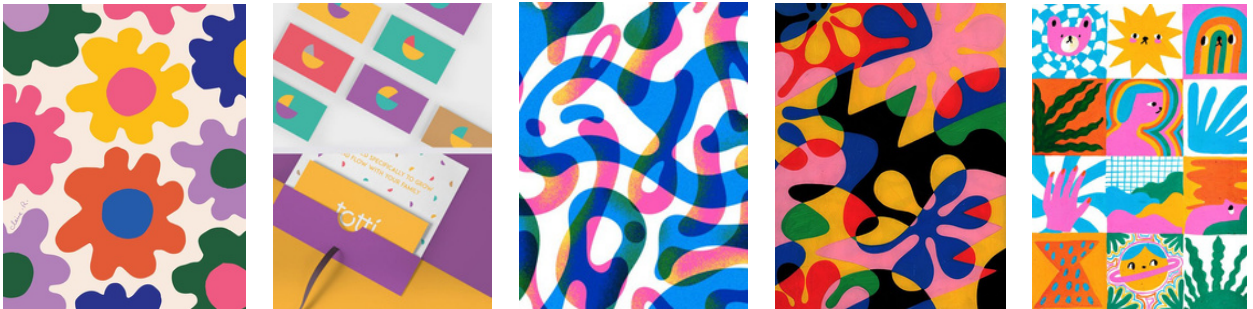
KEY IDEAS/MESSAGES

- Tongo is a forever toy.
 - Tongo's purpose is to spark creativity and comfort for years to come.
 - Tongo is created for ethical and sustainable families.
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ADJECTIVES

Playful, fun, friendly, quirky, relaxing, cheerful, colorful, imaginative

VISUAL MOOD BOARDS



WORKS CITED

Maza, L. (2022, May 13). What are sensory items and sensory toys? Enabling Devices. Retrieved October 24, 2022, from <https://enablingdevices.com/blog/what-are-sensory-items-and-sensory-toys/>

U.S. Bureau of Labor Statistics. (2022, September 8). Occupational therapists : Occupational outlook handbook. U.S. Bureau of Labor Statistics. Retrieved October 24, 2022, from <https://www.bls.gov/ooh/healthcare/occupational-therapists.htm>

