



Introducing PANTOSAURUS

NSPCC

EVERY CHILDHOOD IS WORTH FIGHTING FOR

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About the NSPCC

We've been protecting children for over 100 years – doing everything we can to prevent abuse and neglect.

We campaign for change. We work with schools and parents to help children speak out and feel safe. **Childline** is there for young people when they need us. And our **helpline** is ready to respond to adults with any worry about a child. **We develop services in local communities** to stop abuse before it starts and help children recover, so it doesn't shape their future.



85,000 contacts to our helpline for adults last year



Almost 240,000 Childline counselling sessions last year



Our Schools Service has reached over 90% of primary schools in the UK



We helped make over 1.5 million children safer in 2020/21

The difference we make

It's the stories behind the numbers that keep us fighting for every childhood. Stories like this one...



“I played the ‘no pants, trousers and socks game’ with Simon* today, Mummy.” Lucas,* 5

When Katy’s* little boy told her a close family member had touched him earlier that day, she tried to remain calm despite her utter shock. Katy gave her son a cuddle, told him that what had happened to him was wrong and thanked him for telling her. She then went straight to tell her husband, Dean,* and called the police.

Katy and Dean hoped Lucas would forget what had happened. But, over time, it became clear that he needed more support than they could give:

“He threw tantrums and stopped making any progress at school. We thought we had lost him,” Dean recalls.

When Lucas came to our *Letting the Future In* service, he was sad, angry and confused. Playing with toy bricks and figures was the start of working through what had happened and letting the pain out. With steady support and regular therapeutic play, led by Lucas’ choices, his parents were amazed by the changes they saw week by week. In time, the whole family moved forward.

Dean remembers, “Our NSPCC practitioner explained how the body holds trauma like a closed box and that Lucas needed help to work through what had happened and to let that out. Before, we’d felt so lost, and when someone could finally offer something to help us it was such a relief.”

“Our NSPCC practitioner invested so much in us as a family and prepared us for if there are bumps in the road. You couldn’t put a price on this service. The help we have had has made a world of difference,” says Katy.



Talk PANTS

Talk PANTS is a simple conversation to help parents, carers and teachers keep young children safe from sexual abuse. Thousands of parents have already had this vital conversation using our Talk PANTS materials, with the help of our friendly dinosaur, Pantosaurus.

We first developed Talk PANTS in 2013 – as an evolution of the Council of Europe’s ‘Underwear Rule’ – making sure these conversations are as easy and appropriate as possible for **children as young as four**.



Our Talk PANTS campaign supports parents, carers and teachers with children

AGED 4-8 YEARS OLD



The PANTS rules

From P through to S, each letter of PANTS provides a simple but valuable rule that can **help keep children safe: that their body belongs to them, they have a right to say no, and that they should tell an adult they trust if they're worried or upset.**

Of course, no parent ever wants to think their child will be affected by sexual abuse. But that's exactly why the Talk PANTS conversation is so vital.



Meet Pantosaurus

Pantosaurus is a bright yellow friendly dinosaur that helps parents, carers and teachers Talk PANTS to help keep children safe. The dynamic pants-wearing dino wants every child to stay safe and strong, just like him, and he's on a mission to share an important message.

We introduced Pantosaurus in 2016, and he's been a feature of our annual Talk PANTS campaigning ever since.

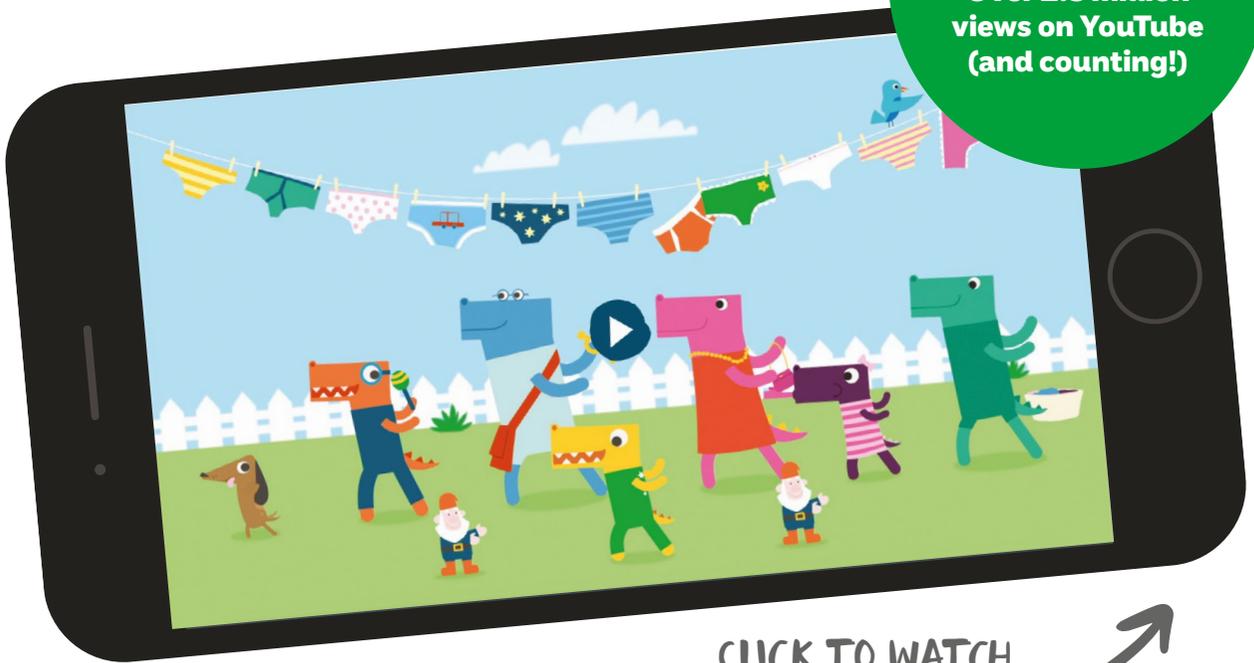
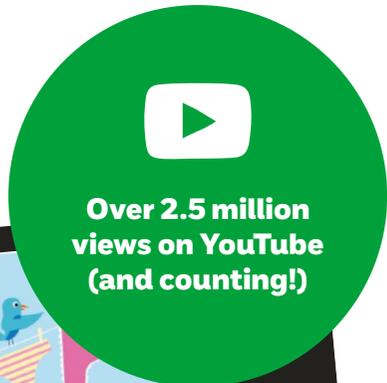


Singalong with Pantosaurus

We worked with Aardman, best known for being the team behind the famous Wallace and Gromit films, to create the PANTS song and video. Featuring Pantosaurus and friends, the colourful two-minute animation's upbeat song and catchy lyrics are the perfect intro to talking PANTS.

We first released it just in time for the summer holidays, and the animation debuted in cinemas across the country as well as via advertising on Facebook and YouTube to target parents online.

Recently we partnered with **S4C**, **Little Dot Studios**, **Toon Goggles** and **BatteryPOP** to expand the distribution of the video and reach many more people.



CLICK TO WATCH THE ANIMATION

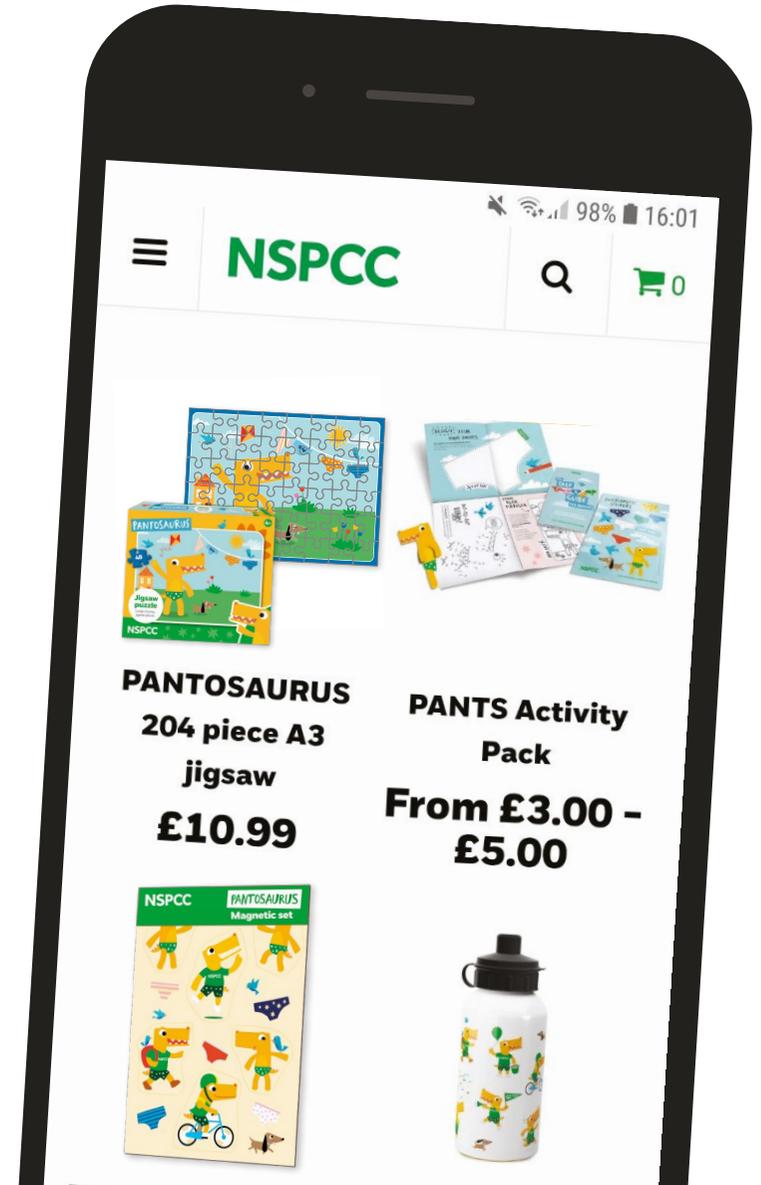


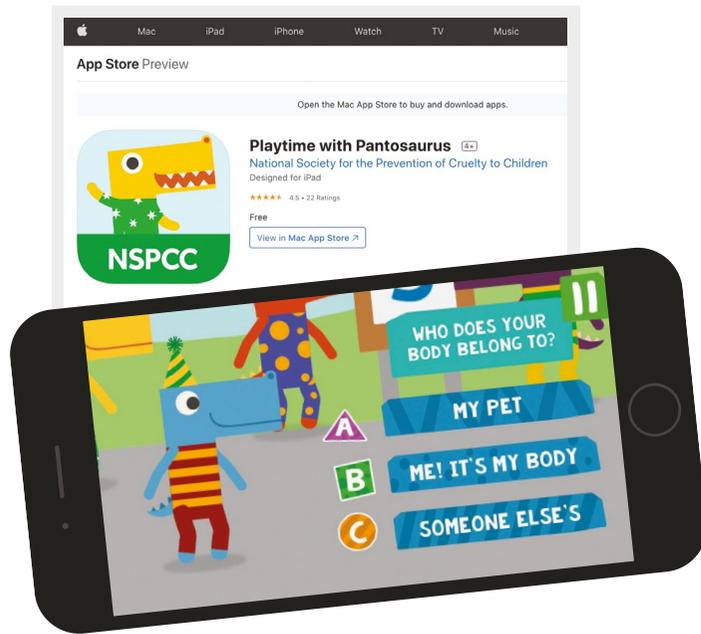
Our Pantosaurus products

After first creating a PANTS activity pack, we've extended this to a range of Pantosaurus products on our own shop – from water bottles to jigsaw puzzles. We also have mass market products in chain retailers – notably our Pantosaurus plush toy and keyring in **Matalan** stores.

We recently appointed **Blu Goblin** to bring a wider plush range to the mass market in late 2021.

Our Pantosaurus plush toy featured in Matalan's Christmas advert in 2020





Our **Playtime with Pantosaurus app** is available on both Apple and Android stores. It combines the Talk PANTS rules and song with fun animated diving and basketball games that kids love to play again and again.



Our **Alexa skill** lets you listen to the PANTS song or play an interactive game that helps children learn the PANTS rules.

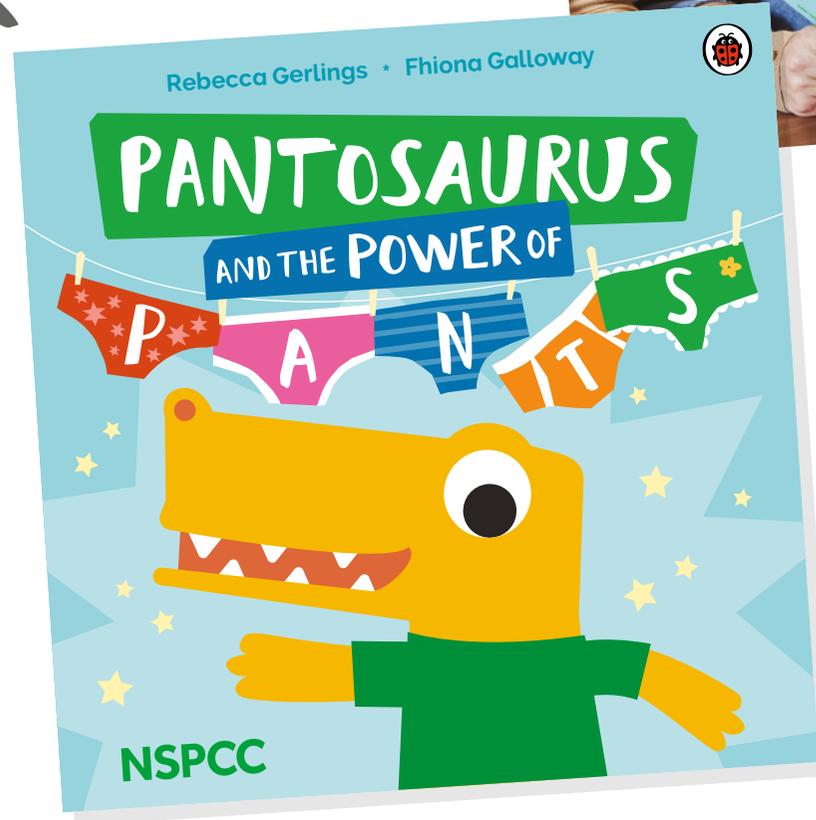


We partnered with **Redan Publishing** to feature Pantosaurus and friends in their *Fun To Learn Favourites* magazine throughout the summer.

Introducing Pantosaurus
Our Pantosaurus products

After a successful crowdfunding campaign, our first **Pantosaurus** storybook *Pantosaurus and the Power of PANTS* has been published with **Ladybird Books**. Yet another fun, visual way to help start the conversation. Set for release in August 2021, our ambition is to get the book into every primary school, providing an essential resource to help protect more children.

eBook and Audiobook resources have also been developed meaning children can access the Pantosaurus world across multiple platforms whenever then want.



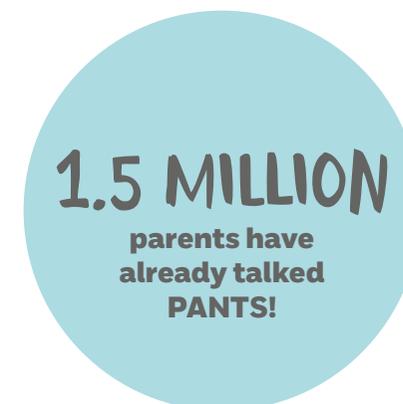
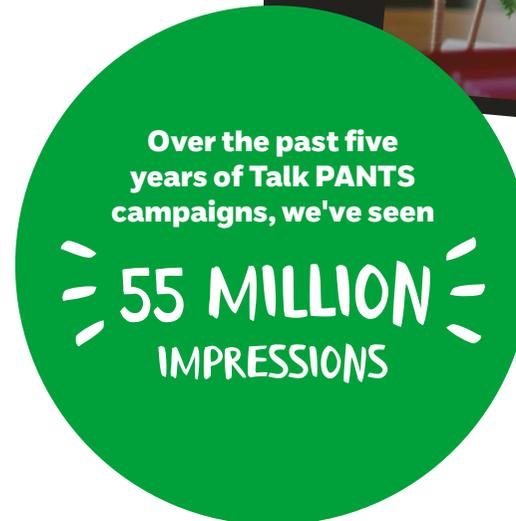
CLICK TO WATCH OUR
TV AD FROM AUGUST



Consumer awareness

Through a £3 million total media spend across six campaigns over the last five years, we've seen 55 million impressions. Our regular campaign marketing has included ads on national TV, mostly recently in August 2020. And with plans to continue regular campaign marketing, awareness is only set to increase.

Of course, Talk PANTS is about more than awareness – it's having a hugely positive impact on children and families. Over 1.5 million parents have already talked PANTS with their children, and every conversation can help keep a child safe.



Introducing Pantosaurus
Consumer awareness

**97% OF
UK ADULTS**
have heard
of the NSPCC

And with the NSPCC being one of the leading charities in the UK, ranking in the top ten for brand health in YouGov's charity index, partnering with our brand can have a positive impact on wider consumer awareness and intention to buy.

More than 1 in 3 (36%) British consumers say they would **be more likely to purchase products from a retailer that partnered with the NSPCC**, compared to a similar company that did not.

Almost 3 in 4 (71%) of British consumers say that **a product sold by a company that partnered with the NSPCC would stand out positively**, compared to the same/similar product sold by a company that was not partnered with the NSPCC.



I found it so empowering to have these really clear messages to use with my five-year-old. In fact he made me laugh one day after school when he stood up and proudly said 'I know that what's under my pants is private and I have told my teacher about this!'"

- Sam's mum



I felt so proud after we'd had the conversation and so relieved that I hadn't scared or somehow corrupted her, but finally taken an important step to help her keep safe. That's why I want all parents to talk PANTS."

- Mabel's mum



Introducing Pantosaurus

Retail supporters

As a charity, we already have partnerships with a number of high-profile retailers and are always open to new opportunities to work together with partners in the retail space.

Matalan is one of our longest running partners and has **raised over £10.7 million for the charity to date**. In recent years, this partnership has also extended to some exciting new Pantosaurus products, including our first ever Pantosaurus plush toy which launched in November 2020 and even starred in Matalan's Christmas advert.



RETAIL PARTNERS



- * Spar
- * Matalan
- * Harrods
- * Lidl
- * Card Factory
- * Home Bargains

Licensing strategy

Why charity licensing?



They're [consumers] not supporting businesses who don't prioritise people or the planet... COVID-19 has crystalised a social and economic movement that has been bubbling under this past decade... We've seen mass introspection and a re-examination of how we live and want to live. Globally, 77% of people now say they value decency in business as much as price and convenience."

– **Mary Portas, The Guardian, Dec 2020**

Our licensing vision

- ✦ To create a long-lasting and commercially successful character licensing program aimed at kids aged 3–8 years.
- ✦ To embed NSPCC products into relevant consumer touchpoints throughout the UK.
- ✦ To help fund our fight for every childhood.



Our key objectives

- ✦ Generating revenue
- ✦ Promoting our cause
- ✦ To help fund our fight for every childhood

Launch timeline

Product roll-out		
Phase 1	Phase 2	Phase 3
<ul style="list-style-type: none">* Toys and games* Publishing – fiction* Publishing – magazines* Apparel – nightwear* Greeting cards	<ul style="list-style-type: none">* Apps* Apparel – daywear* Stationery* Dress-up* Fashion accessories	<ul style="list-style-type: none">* Live events* Homeware* Toiletries* Food and beverage



Pantosaurus' world

Pantosaurus lives in a small town with lots of other dinosaurs. Many of them look similar to Pantosaurus and his family but there are other dinosaur types as well, all living happily together.

All of the dinosaurs essentially live like contemporary humans, and there are other modern-day animals in Pantosaurus' world like birds and dogs. The dinosaurs interact with these other animals in the same way that humans would. Although dinosaurs from different time periods are all living together, there are no other prehistoric creatures such as mammoths or sabre-toothed tigers.



Dinosaurs can be any colour, and it's normal for families to include different coloured dinos. They wear ordinary clothes and are of a similar scale to people. Some will be larger than average and some will be smaller than average, but there's not the vast difference that would be found in actual dinosaurs.



Pantosaurus' friends

Other dinos of different shapes and sizes who live near Pantosaurus and go to the same school.

Pantosaurus (boy)

Our hero character on a mission to keep children safe.



Miss Bronto (female) and Dinodad (male)

Pantosaurus' teacher and dad are both trusted adults he can talk to about worries and problems.

Thank You



Pantosaurus provides a wonderful opportunity for you and your customers to help keep many more children safe. With your support every pound we raise will help to fund our fight for every childhood.

Any questions?

Contact Denise Deane at Edutainment Licensing:
denise@edutainmentlicensing.com

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