



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 **NSPCC 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.



60,000 contacts to our helpline for adults last year

.....



Almost 200,000 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 2022/23

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 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:

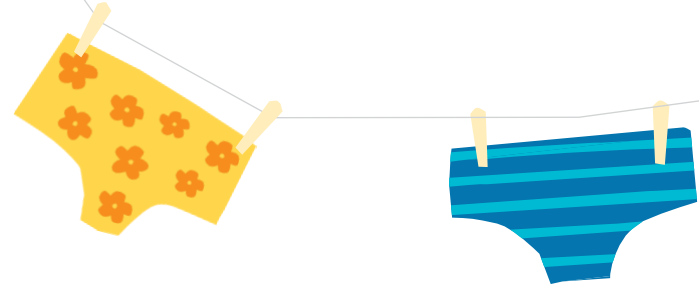
“He threw tantrums and stopped making any progress at school. We thought we had lost him,”

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

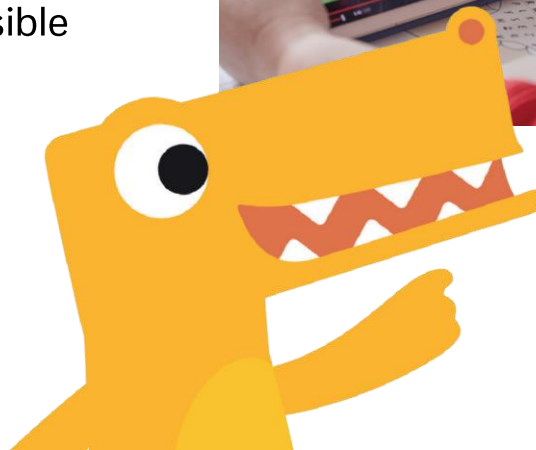
Talk PANTS is a simple conversation to help parents, carers and teachers keep young children safe from sexual abuse. Using our Talk PANTS materials, and with the help of our friendly dinosaur, Pantosaurus, thousands of parents have this vital conversation with their children every year.

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 4**.



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 the right to say no, and that they should tell and adult they trust if they're worried or upset.**

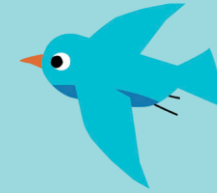
Of course, no parent ever wants to think their child will be affected by sexual abuse. But that's exactly why the Talk PANTS conversation is so vital.



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 campaign ever since.

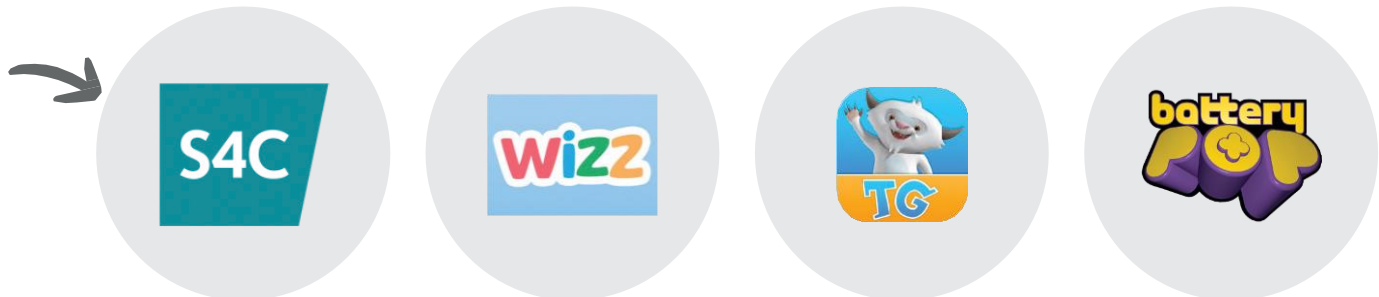


Singalong with Pantosaurus

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.

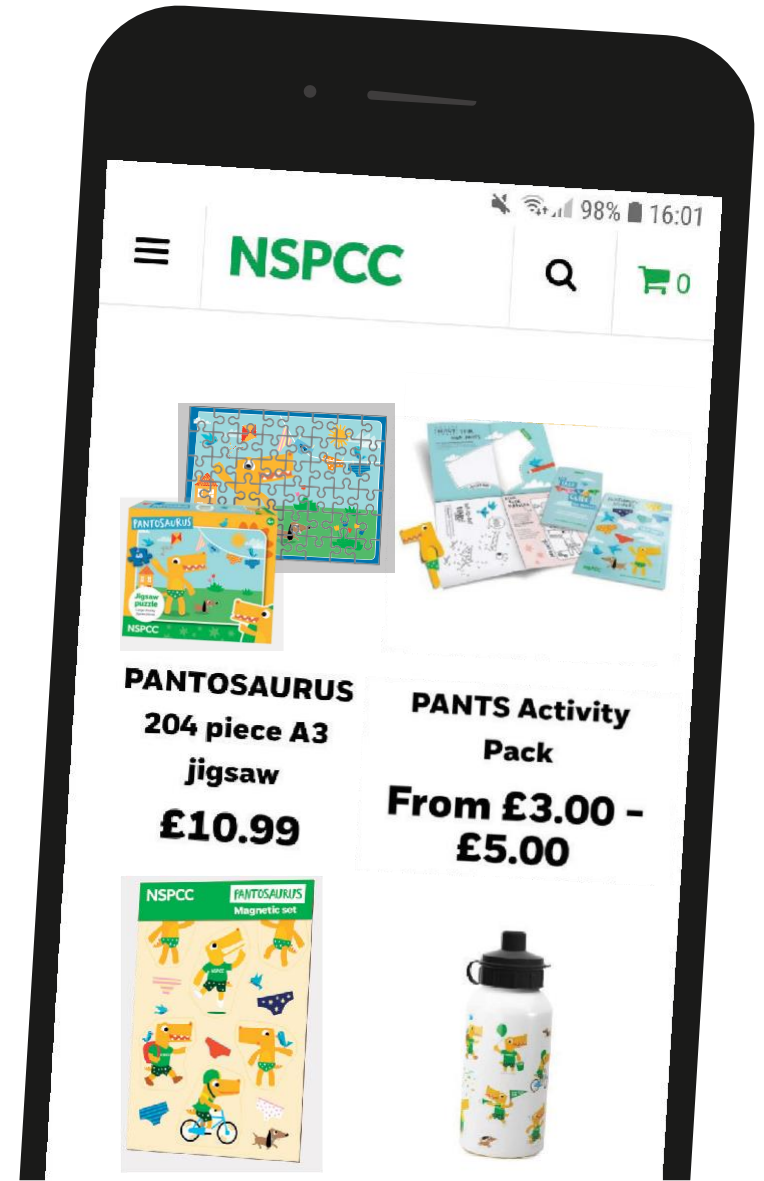


Our Pantosaurus Products

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 retails – notably our Pantosaurus plush toys and keyring in **Matalan**.

We have appointed **Louis Kennedy, Sweet Cherry Publishing, Poetic Brands and Imagine8** to bring plush, publishing, apparel and holiday accessories to market.

Our Pantosaurus plush toy featured in Matalan's Christmas advert





Introducing Pantosaurus
Our Pantosaurus Products

PANTOSAURUS

Oversized AOP's with rubberised badge details



Magic rainwear with applique emb details



"When wet!"



Panel Prints with fun placements



NSPCC

EVERY CHILDHOOD IS WORTH FIGHTING FOR

POETIC BRANDS
OUTERWEAR

PANTOSAURUS

Simple touches of glitter



Stay cuddly and snuggly in the new Oodie shape



Fun oversized scenes in soft colours



NSPCC

EVERY CHILDHOOD IS WORTH FIGHTING FOR

POETIC BRANDS
NIGHTWEAR



Oversize AOP's

Fun Placements with glitter details

POETIC BRANDS
DAYWEAR

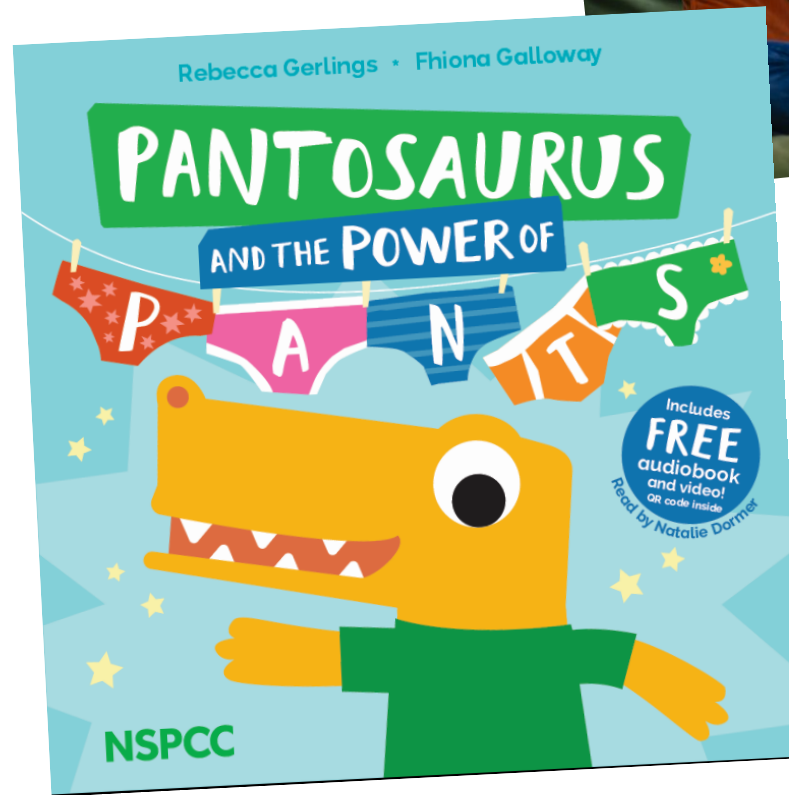
Introducing Pantosaurus
Our Pantosaurus Products

Our first Pantosaurus story book was released in August 2021 and has since **sold over 15,000 copies** whilst also becoming the best selling product ever on the NSPCC's shop.

In March 2022, **The NSPCC's Ambassador for Childline, and star of Game of Thrones, Natalie Dormer**, recorded a reading in partnership with Sky VIP.

With eBook and Audiobook resources children can access Pantosaurus' world across multiple platforms including, **Bookr, Yoto, Youtube, Fonetti, Pickatale and Bookful** whenever they want.

Sweet Cherry Publishing are actively working on the follow up title scheduled for release in 2024





Talk PANTS materials will be available on **the BBC's Bitesize platform** later this year. Ex-Sugarbabes member **Heidi Range** will be supporting the partnership to talk about her experience using Talk PANTS



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,



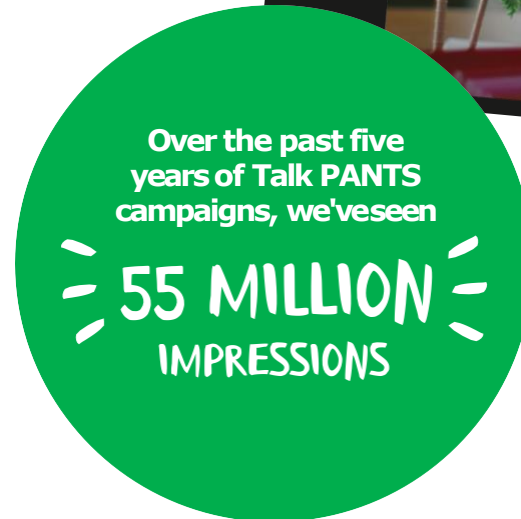
We partnered with **Redan Publishing** to feature Pantosaurus and Friends in their *Fun to Learn Favourites* magazine throughout the summer.

Consumer Awareness

Through a £3.5m total media spend across 8 campaigns over the last 7 years we've seen 55 million impressions. Our regular campaign marketing has included ads on national TV as well as extensive social media and AVOD campaigns. 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 2m parents have already talked PANTS with their children, with over 250,000 of those coming in the last year.

Every conversation helps keep a child safe.



Retail Supporters

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

Both **Matalan** and Spar already actively support Talk PANTS and Pantosaurus. Matalan is one of our longest running partners and has **raised over £11m 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.

Spar have supported the NSPCC for a number of years. For the last 4 they've run a **Pants weekend** helping to highlight the campaign while selling Pants products including cookies and books to raise nearly £200,000 for the NSPCC.



Retail partners



- ✳ Spar
- ✳ Matalan
- ✳ Harrods
- ✳ Lidl
- ✳ Home Bargains

Makemore Retail
SPAR + NSPCC
KEEPING CHILDREN SAFE TOGETHER FOR 19 YEARS

Buy a Pantosaurus cookie and help support the NSPCC

£1
10% from every cookie sold will be donated to the NSPCC

Registered with FR FUNDRAISING REGULATOR

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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.

Our key objectives

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

**97% of
UK adults**
have heard of
the NSPCC

With the NSPCC being one of the leading charities in the UK, ranking in the top 10 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%) of 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



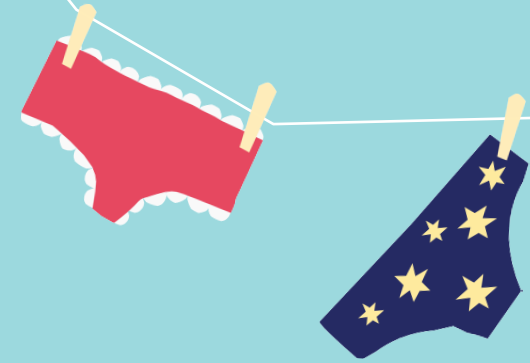
"I found it so empowering to have these really clear messages to use with my five-year-old. In fact he made me laugh one day after school when he stood up and proudly said, 'I know that what's under my pants is private and I have told my teacher about this!'"

- **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 TalkPANTS."

- **Mabel's mum**





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



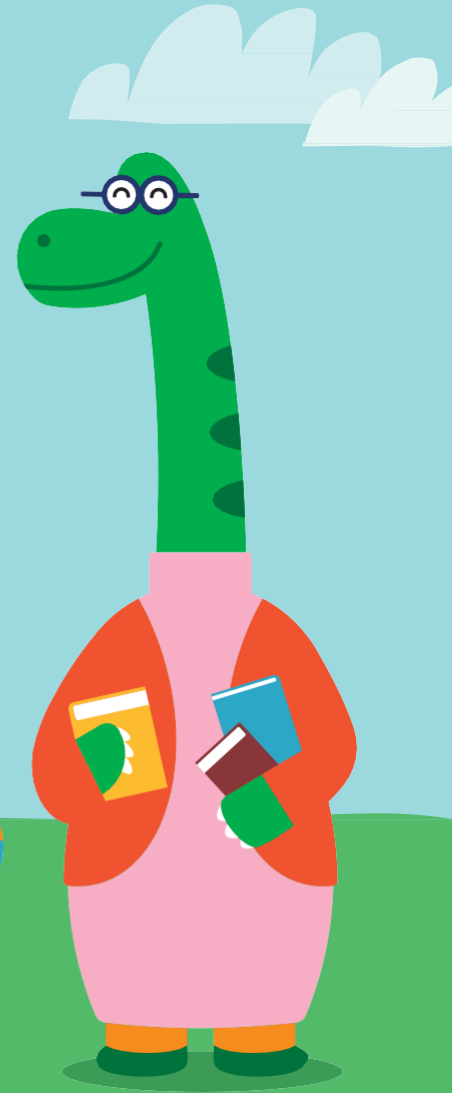


Dinosaurs can be any colour, and it's normal for families to include different colour dinos. They wear ordinary clothes and are of a similar scale to people. Some will be larger than average and some will be smaller than average, but there's no vast difference that would be found in actual dinosaurs.

Techasaurus



Talkosaurus



Pantosaurus' Friends

Other dinos of different shapes and sizes who live near Pantosaurus and go to the same school. Each friend has their own skills to help others through everyday challenges children may encounter.

Pantosaurus (boy)

Our hero character on a mission to keep children safe

Dinodad (male) and Miss Bronto (female)

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
denise@edutainmentlicensing.com

NSPCC

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