



PANTOSAURUS

eBook & Audiobooks

NSPCC

EVERY CHILDHOOD IS WORTH FIGHTING FOR

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.



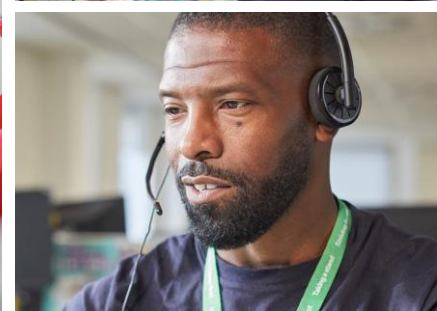
Almost 240,000
Childline Counselling
sessions last year



85,000 contacts to
our helpline for
adults last year



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



Meet Pantosaurus

Pantosaurus is a bright yellow friendly dinosaur created by the **NSPCC** to help parents, carers and teachers **#TalkPANTS** to keep children safe. The dynamic, pant wearing dino wants every child to stay safe and strong, just like him. He's on a mission to share his important message.

FOR
BOYS + GIRLS
AGED
4-8 YEARS



Underwear Rule

Created in **2013** by the NSPCC, **#TalkPANTS** helps parents, carers and teachers to explain the *Underwear Rule* to young children, making sure these conversations are as easy and appropriate as possible for children as young as four.

In **2016** we introduced **Pantosaurus** - our friendly pants-wearing dinosaur and a brand new **catchy song and film**. This helped to make talking PANTS even more fun for young children, and even easier for parents.

P RIVATES
ARE PRIVATE

A LWAYS REMEMBER YOUR
BODY BELONGS TO YOU

N O MEANS NO

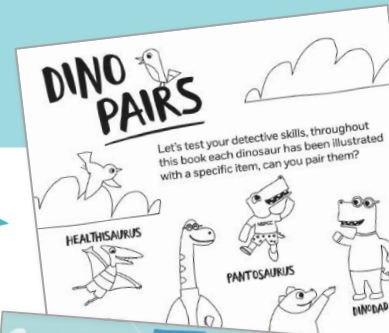
T ALK ABOUT SECRETS
THAT UPSET YOU

S PEAK UP, SOMEONE
CAN HELP



Pants Campaign

- A focused appeal every July by the NSPCC
- **£150,000** of media spend on each campaign involving social media and VOD advertising
- **120,000 parents** Talked Pants in the months following July 2021
- Several materials created to help parents, carers & teachers have a vital conversation with children:
 - Lesson plans
 - Activity packs
 - Guidance for parents
 - Posters
 - Specific materials for children with learning disabilities
- All downloadable for free from the **NSPCC website**



Pantosaurus Video

The NSPCC worked with Aardman, best known for the famous Wallace and Gromit films, to create the [Pants Song and Video](#). The 2 minute colourfully animated video features Pantosaurus, his family and friends singing an upbeat, infectious and catchy song. The lyrics help to convey the important message of the campaign in a fun and engaging way. Once heard it'll never be forgotten!



Pantosaurus Video

We have begun to expand the reach and distribution of our video via third party licensing agreements with content providers.

This year we have signed partnerships with a number of major platforms including S4C, Little Dot Studios, BatteryPOP and Toon Goggles.

The increasing reach of the video has resulted in growth in the popularity of the character as well as extending the reach of the Pants campaign



Penguin Partnership

- The NSPCC partnered with **Penguin Ladybird** in 2020 to develop the first Pantosaurus story book
- Featuring **Pantosaurus** the book will help to teach children vital lessons in an engaging and child-friendly way
- The book launched in **September 2021** at **Matalan** and **Spar** stores and online on the NSPCC's shop. It was our fastest **selling product ever** and sold out in less than a week!
- It will also provide an important resource to primary schools in the UK helping teachers discuss what is a highly sensitive topic



Penguin Partnership

Book Summary

Pantosaurus can't wait to wear his new pants. Dinodad says they'll give him special powers! But, when Pantosaurus has a problem at school, will his super pants give him the power to speak up?

This bright and playful picture book is perfect for reading with younger children. Not only will they love Pantosaurus the dinosaur and his roarsome story – it can also spark conversations to help keep them safe.

The eBook is now available to be hosted on your platform to allow you to support the NSPCC's work for children.



Our Narrator

Natalie Dormer is a stage and screen actor and producer and star of Game of Thrones and The Hunger Games. As a passionate champion and advocate of children's rights, Natalie is a longstanding supporter of the work of Childline. Her support of the charity over many years culminated in her being appointed as the NSPCC's Ambassador for Childline in 2019.

Natalie kindly agreed to lend her talent to voice the audiobook for Pantosaurus and the Power of PANTS. The recording and video is now available to be hosted on your platform to allow you to support the NSPCC's work for children.



Image by Chris Floyd - www.chrisfloyd.com

Book Partners

Both Matalan and Blakemore Retail (owner of multiple Spar franchises in the UK) partnered with us to stock the physical book.

We're also growing the distribution of ebooks and interactive books through partnerships with the likes of Bookful, Pickatale and Bookr

Growing the availability of the title is important to the NSPCC so we would welcome any partnership offers from platform hosts.

MATALAN



CLASS



Welsh Language Opportunities

- The NSPCC is committed to supporting Welsh speaking communities within the UK
- We have developed Welsh language versions of the book and song video which are available to license alongside the English versions
- NSPCC supporter and BBC The One Show host, **Alex Jones**, has kindly narrated our Welsh language audiobook, adding a touch of celebrity to the opportunity.



Consumer Awareness

- Over **£3 million** of total media spend across 7 campaigns over 6 years
- More than **1.2 million** parents and carers have already 'Talked PANTS'
- **8 million** video views of the Aardman animated Pantosaurus song across multiple platforms
- Major campaign run **every year in July** featuring social media marketing, Stream on Demand advertising and takeovers of NSPCC channels
- **20,000** downloads of the Playtime with Pantosaurus app
- **Consumer Products** program in development with magazines, plush toys, stationery and accessories



Why Partner with NSPCC

Our extensive consumer research shows that partnering with the NSPCC provides several major benefits to business in the UK.

30% of consumers would switch to a competitor product or service simply because they had partnered with the NSPCC

71% of consumers say a product sold by an NSPCC partner company would stand out positively, versus a product sold by a non-NSPCC partner

36% of consumers would be more likely to purchase products from a retailer that partnered with the NSPCC

58% of consumers would feel more warmth toward a retailer that carried a campaign message from the NSPCC

23% of consumers would be loyal to a retailer that partnered with the NSPCC versus retailers that had not

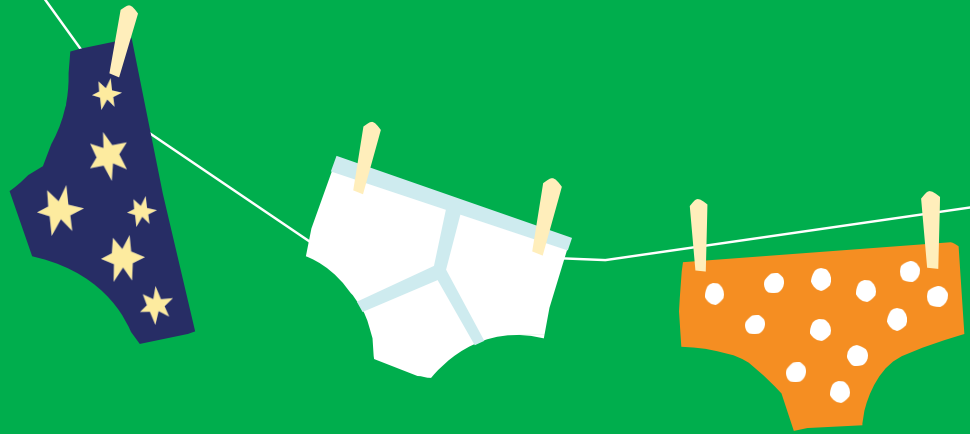


The Opportunity



- The NSPCC is one of the most trusted sources of materials used to help keep children safe in the UK
- The charity have developed a video, eBook and audio book, alongside extensive campaign materials
- Partners are able to offer a complete package of media from the most trusted source of child safeguarding
- Provide expert messaging in a fun and engaging way
- Help fund our fight for every childhood!

Contact



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 fund our fight for every childhood.

Any questions contact Edutainment Licensing
Denise Deane: denise@edutainmentlicensing.com

NSPCC

National Society for the Prevention of Cruelty to Children ©NSPCC 2021. Registered charity England and Wales 216401 Scotland SC037717 and Jersey 384. Photography by Tom Hull. The children and adults pictured are models and volunteers. J20211060.

EVERY CHILDHOOD IS WORTH FIGHTING FOR