

PBS Kids Site – Bob the Builder

Partners: Mattel Digital Initiatives Group, Curious Media

Partnering with Curious Media, a leading interactive agency, we embarked on a mission to craft fun, immersive experiences for children. Merging creativity with cutting-edge technology, we aimed to create award-winning digital experiences that inspire exploration, imagination, and sheer enjoyment.



OBJECTIVE

- Craft a unique, dynamic, and immersive construction experience for preschoolers. Through engaging gameplay, our goal was to inspire young minds, fostering creativity and problem-solving within the vibrant world of Bob the Builder.





Process - Overview

- For over a decade, Bob the Builder has been a beacon of inspiration for preschoolers. Our collaboration with PBS, Mattel, and HIT Entertainment aimed to introduce Bob to a new generation. We transformed 3D show assets into web-friendly formats, creating an HTML5 mobile-responsive website with four captivating games. These games, designed for open play, emphasize STEM concepts, blending creative problem-solving with fun.



VO: We did it! We found all 3 supplies. Tap on each crate to see what we found!

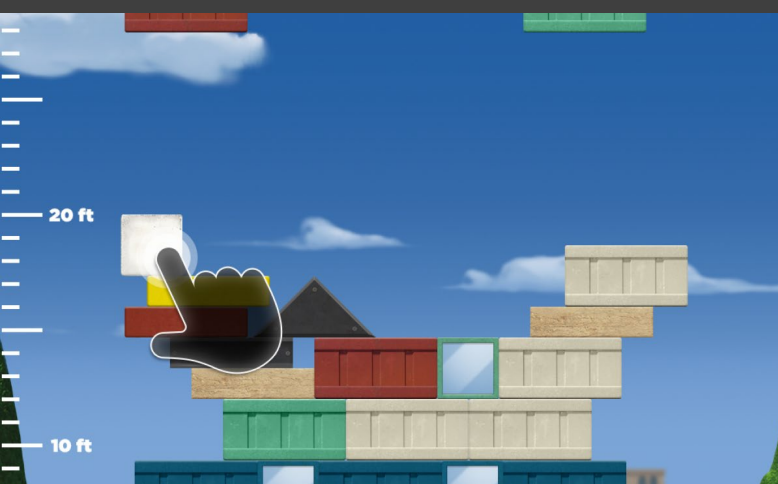
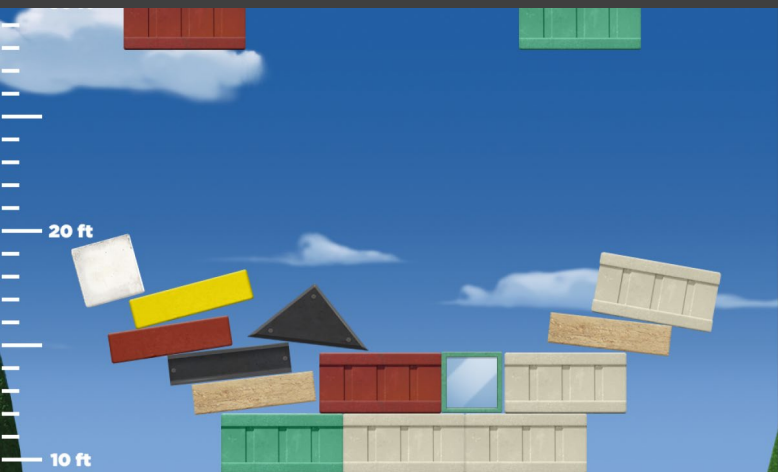
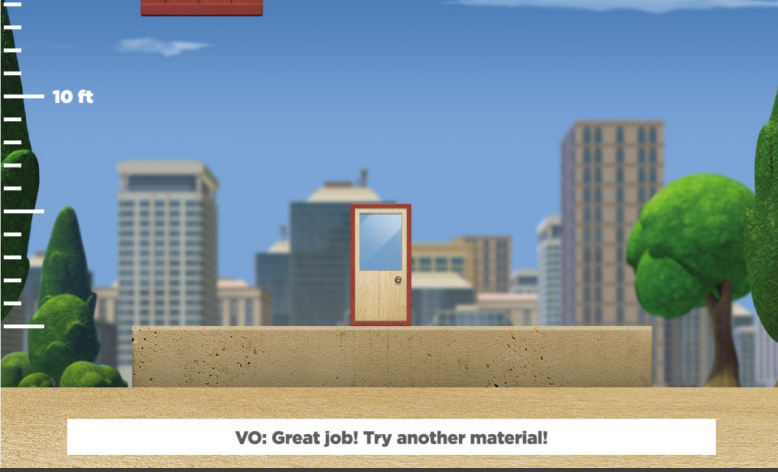


Process - Delivery Dash

- Help Bob's team deliver supplies! Choose between Muck, with his mud-ready wheels; Scoop, adept at navigating rocky terrains; or Lofty, with unmatched power steering. Each character offers unique gameplay mechanics, ensuring varied challenges and experiences.

Bob. Let's start by choosing a character!





Process - Stack to the Sky

- Assist the team in building towering structures. Kids place blocks strategically on foundations, fostering creativity and problem-solving. The intuitive drag-and-drop mechanics engage kids in tasks that challenge their spatial reasoning.

Process - Bob's Toolbox

- Dive into Bob's world of tools. Kids explore and select tools from a wall or table, immersing themselves in a vibrant, interactive environment that encourages discovery and creativity.



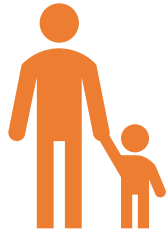
Process - Beams Away

- Join Bob and Lofty in a construction project. The goal? Create as many beams as possible by day's end. Through intuitive mechanics, kids engage in tasks that challenge their spatial reasoning and creativity.



**VO: Welcome builders! Help Bob and
beams together to make them lo**

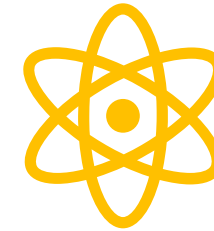
Key Takeaways



Fun First: While educational value is crucial, the primary driver should always be fun. Toys should captivate a child's imagination, ensuring they're engaged and entertained.



Authenticity Matters: Brands shouldn't force-fit educational elements. It's essential to maintain the brand's essence while subtly integrating educational components, ensuring a seamless blend of learning and play.



Subject Selection: STEM subjects offer varied play opportunities. While science promises exploration and experimentation, technology buzzes with coding potential. Engineering leans towards construction, and math, though challenging, holds untapped potential.

Results

- STEM's Significance: 75% of moms recognize STEM as a vital subcategory in learning toys. However, the emphasis remains on fun, imagination, and creativity, ensuring kids enjoy a balanced play experience.
- Balancing Act: While STEM's educational value is undeniable, toys shouldn't feel forced. The key lies in blending learning with fun, ensuring kids remain engaged.

