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# **Visual Extensions Guide**

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01

## Brand Introduction



## Mission Statement

To empower parents worldwide by fostering safe, fun, and enriching opportunities that support their little ones as they grow, play, and learn.



# Brand Overview

The Fisher-Price rebrand aims to shift the company’s identity from a traditional toy manufacturer to a modern, conscious brand that supports both child development and parenthood. This new direction emphasizes sustainable, educational, and development-focused products that cater to Millennial and Gen Z parents who value minimalism, eco-friendliness, and meaningful play. The rebrand focuses on creating community and support through expanded product offerings, digital experiences, and expert-backed resources for parents and caregivers.

# Rebrand Journey

**Book 1** - *The Visual Strategy Guide* introduces the need for Fisher-Price to evolve, highlighting its legacy in childhood development and its shift to meet modern trends in tech and eco-conscious parenting. It sets the foundation for a rebranding focused on values like Discovery, Support, and Trust.

**Book 2** - *The Visual Development Guide* focuses on the visual aspects of the rebrand, this book outlines the creative process behind the new logo and design. It explores symbols like butterflies, stars, and paper airplanes, symbolizing the brand's core values and appealing to modern parents.

**Book 3** - *The Visual Standards Guide* explores the implementation of the rebrand, focusing on consistency across all platforms through type, color, and layout design.

**Book 4** - *The Visual Extensions Guide* highlights future brand extensions like educational content, sustainable products, and community initiatives, ensuring the brand's mission continues to empower parents and support child development. In addition, this guide explores the website creation process.



02

## Our Future



# Future Opportunities

## Brand Extensions

As Fisher-Price evolves, its commitment to empowering parents and enriching childhood experiences continues to grow. Brand extensions provide new opportunities to foster safe, fun, and enriching experiences that support children as they grow, play, and learn. By expanding beyond traditional toys, Fisher-Price can further its mission, offering parents innovative solutions that enhance early childhood development while reinforcing the brand's core values of Discovery, Support, and Trust. This section explores how Fisher-Price can extend its reach, ensuring that every new product or service aligns with its dedication to nurturing both children and the parents who guide them.



# Diagrams

These diagrams visually organize Fisher-Price’s brand extensions, showcasing their alignment with core values and key attributes. The Venn diagram highlights overlaps in play, learn, and grow, and the stacked bar chart, shown on each extension, illustrates the balance of learning, play, and growth. Together, they provide a clear overview of how each extension supports the brand’s mission.

## Products

- PR 1** Subscription Box
- PR 2** Parent & Child Kits
- PR 3** On-the-go Pouch

## Services

- SE 1** Day Cares
- SE 2** My First Gym
- SE 3** Parenting E-Coaches
- SE 4** STEM Clubs

## Environments

- EN 1** Fisher-Price Playgrounds
- EN 2** Sensory Museums

## Experiences / Events

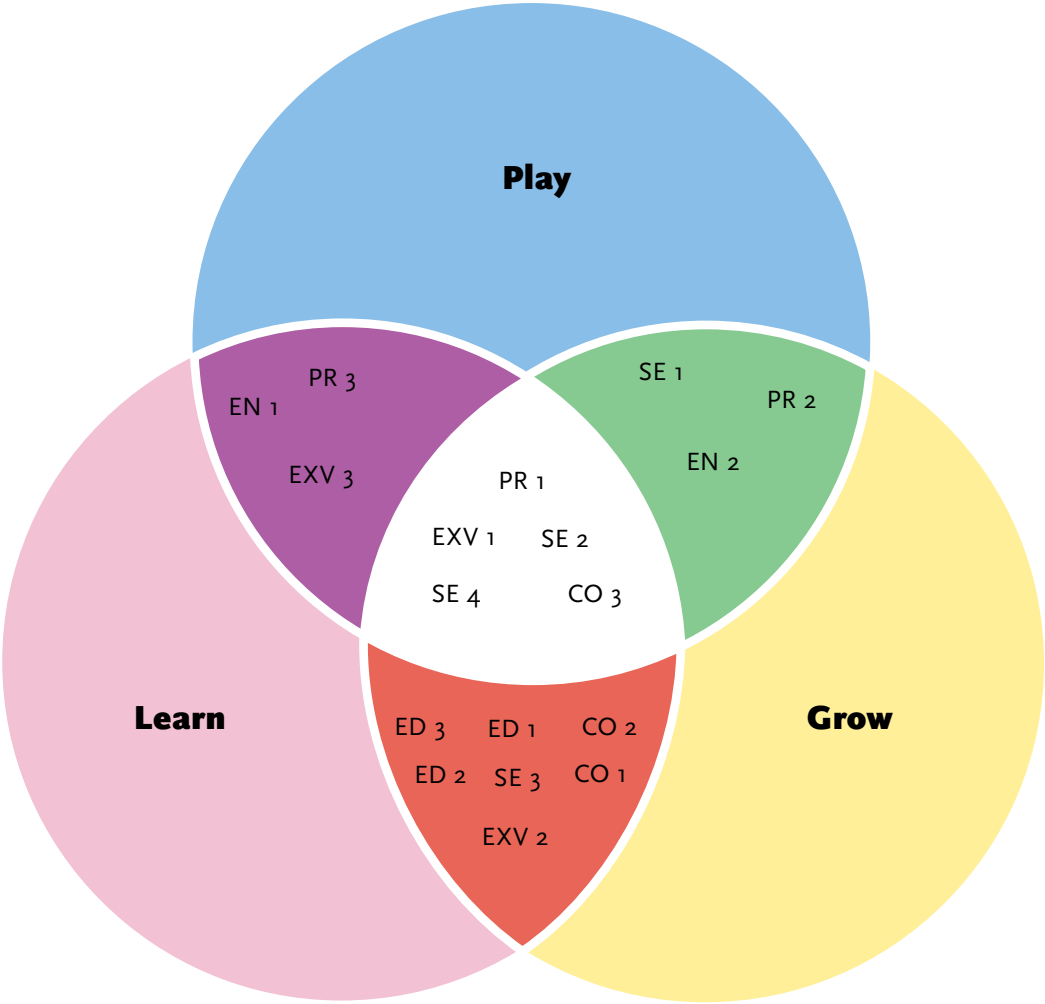
- EXV 1** Play, Learn, Grow Events
- EXV 2** Recycling Events
- EXV 3** Build-your-toy Pop Up

## Educational Opportunities

- ED 1** Parent Workshops
- ED 2** Educator Workshops
- ED 3** Fisher-Price TV

## Collaboration Opportunities

- CO 1** Fisher-Price & AAP
- CO 2** Fisher-Price & Family Promise of WNY
- CO 3** Once Upon a Farm Collab





Products | PR 1

## Milestone Subscription Box

This is a quarterly subscription box containing products specifically for the child’s life stage.

**Description:** This subscription box is designed with each child’s stage of life in mind. As kids grow, their needs change and as parents and caretakers, it’s difficult to keep up and know exactly what they need. Every four months, each family will receive products that are useful for the child’s specific stage. This would include age appropriate toys, products to aid in everyday life, learning materials, and health and wellness products.

**Mission-focus:** The Milestone Subscription Box reinforces our mission of empowering parents worldwide by fostering safe, fun, and enriching opportunities that support their little ones as they grow, play, and learn **by providing parents with specific tools to support their children’s development.**

**Differentiators:** Unlike other subscription boxes aimed at developmental stages directed exclusively towards babies and kids, our Milestone Subscription Box is for both parents and children. Each box includes access to short videos about what to expect at this stage, mental health tips, and self-care items.

**Similar Products:** Lalo Play Boxes, Lovevery Play Kits, Little Bloomer Play Boxes.



Products | PR 2

## Parent & Child Activity Kits

These kits are designed to encourage relationship building. Each kit includes an activity designed for parents and children to do together.

**Description:** These kits include specific tools to complete a specific activity. The activities range from sedentary to active including things such as coloring books, yoga equipment, and games. They are available for different age groups to encourage relationship building and connection from a young age.

**Mission-focus:** The Parent & Child Activity Kits reinforce our mission of empowering parents worldwide by fostering safe, fun, and enriching opportunities that support their little ones as they grow, play, and learn **by providing parents with specific tools to grow their relationship with their little ones while playing and growing together.**

**Differentiators:** Unlike other products, ours focuses on parent-child guided play where emotional Intelligence, learning, movement and bonding are the driving factors.

**Similar Products:** Lovevery Play Kits, KiwiCo Panda Crate, Monti Kids.

Learn	Play
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Products | PR 3

## On-the-go Pouch

Our On-the-go Pouches are filled with activities designed to encourage independent play while maintaining kids entertained; perfect for long car rides and flights.

**Description:** Like the rest of our products, these pouches are age specific and contain age appropriate toys. The pouch itself will have child appealing designs which they can wear and be easily carried by a parent. As for the products, they are soft, light weight, mess-free toys to encourage independent play while keeping the children engaged, entertained and learning. These pouches are reusable and can be filled with our special line of products specifically made for the pouches which can be found in stores or online.

**Mission-focus:** The On-the-go Pouches reinforce our mission of empowering parents worldwide by fostering safe, fun, and enriching opportunities that support their little ones as they grow, play, and learn **by providing children with portable, purposeful toys to play and learn on-the-go.**

**Differentiators:** Unlike other travel toy sets, our On-the-go Pouches focus on toys chosen to support milestones, not just to keep kids busy. Our pouches are also reusable and stylish.

**Similar Products:** Melissa & Doug On-the-Go Pads, Travel Toy Sets (Amazon-style)

Play	Grow
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Services | SE 1

## Fisher-Price Day Care

A trusted day care for babies and toddlers where they are surrounded by certified caretakers.

**Description:** Our day care focuses on providing babies and toddlers with a space where they are being cared for by Fisher-Price professionals whom have gone through a training program to make sure they know all safety protocols. They have also been trained by experts on how to care, interact and play with children from all backgrounds. The day cares all also filled with Fisher-Price products to help children play, and learn.

**Mission-focus:** The Fisher-Price Day Care reinforces our mission of empowering parents worldwide by fostering safe, fun, and enriching opportunities that support their little ones as they grow, play, and learn **by providing parents with a safe and trustworthy place for their children.**

**Differentiators:** Unlike other day cares, Fisher-Price Day Cares has an exclusive training program focused on specialized education around both play-based learning and safety protocols. Our day cares also exclusively use Fisher-Price products in every corner fostering brand trust and consistency in safety and quality.

**Similar Products:** The Learning Experience, Primrose Schools.



Services | SE 2

# My First Gym

A gym specifically created for babies and toddlers where they can access special classes, equipment, and guidance.

**Description:** Here, babies and toddlers will have access to classes to aid their mental and physical development through active classes such as age appropriate gymnastics where they'll learn balance and awareness of their bodies, yoga where they'll learn stretches and breathing techniques, sensory classes where they'll be able to explore different textures in a fun and safe way, and swim lessons.

**Mission-focus:** My First Gym reinforces our mission of empowering parents worldwide by fostering safe, fun, and enriching opportunities that support their little ones as they grow, play, and learn **by providing parents with specific tools to support their children's growth, and mental and physical development.**

**Differentiators:** Unlike other kid-focused gyms, which either focus on physical movement or sensory/art/music, My First Gym combines both for an all-inclusive gym. Here, parents will have a bigger variety of classes to choose from providing a more well-rounded development. My First Gym will also offer relaxation areas for parents to enjoy as well as coffee shops and adult-only classes while their kids are enjoying their own classes.

**Similar Products:** The Little Gym, My Gym, Gymboree Play & Music.



Services | SE 3

# Parenting E-Coach

Certified professionals are matched to the parent's parenting style to guide them through the first years of their child's life. They provide advice, insights, and support through an online platform.

**Description:** Parenting E-Coaches are Fisher-Price certified professionals who have a prior childcare background from an educational standpoint along with professionals such as therapists and psychologists who have also gone through an intensive training program through Fisher-Price. These coaches can be hired by parents to guide them as they navigate their new world as parents. The coaches offer advice, parenting lessons, and support throughout their parenting journey.

**Mission-focus:** The Parenting E-Coach reinforces our mission of empowering parents worldwide by fostering safe, fun, and enriching opportunities that support their little ones as they grow, play, and learn **by providing parents with a professional support system to assist in their parenting journey.**

**Differentiators:** Unlike other parenting coaches, the Fisher-Price Parenting E-Coach program is unique in that it combines a well-known, trusted brand with the expertise of certified professionals trained specifically in child development and Fisher-Price's methodologies.

**Similar Products:** Mariposa Education, Freelance parenting coaches.



Services | SE 4

# STEM Clubs

A club designed around early concepts of STEM. This club is perfect for older kids between the ages of 3-6.

**Description:** The STEM Clubs are a reoccurring in person or hybrid club guided by trained facilitators where kids learn STEM focused concepts through play. Here, kids will have hands-on experiences where they are given the opportunity to build structures, play and learn with magnets, learn math through fun games and even learn about gardening.

**Mission-focus:** Our STEM Clubs reinforce our mission of empowering parents world-wide by fostering safe, fun, and enriching opportunities that support their little ones as they grow, play, and learn **by providing kids valuable hands-on experience and opportunities to help their young minds develop in a fun way.**

**Differentiators:** Unlike other STEM classes/ experiences, our STEM clubs are a reoccurring experience rather than a one time event. Our STEM clubs are also focused on a younger age group and provide an interactive and structured program while keeping playful exploration at the heart of it.

**Similar Products:** Tinkergarten, Children’s Museums & Libraries, Little STEM Academy.



Environments | EN 1

# Fisher-Price Playgrounds

These parks can be found in local communities and exclusively use Fisher-Price Products.

**Description:** These parks are found in local communities and can be easily accessed by the public. These spaces are designed for kids to play and explore outside and let their imagination grow using Fisher-Price products designed for babies and toddlers. Because they are open to the public at no cost, the hope is to encourage kids and parents with lower resources to enjoy these parks so that they can also benefit from them.

**Mission-focus:** The Fisher-Price Parks reinforce our mission of empowering parents worldwide by fostering safe, fun, and enriching opportunities that support their little ones as they grow, play, and learn **by providing parents and children access to accessible quality play.**

**Differentiators:** Unlike other community parks, Fisher-Price focuses on parks designed for early childhood providing access to Fisher-Price branded products for free, so that any family and child can play in a safe, fun, and enriching area.

**Similar Products:** KaBOOM!, Disney-themed play areas.

# Sensory Museum

A museum that allows babies, toddlers, and big kids explore the world through sensory experiences.

**Description:** Here, kids can explore different sensory activities such as gardens with touchable plants, outdoor areas with sensory pathways, different textures found on all surfaces of the museum, musical installation and interactive visual displays.

**Mission-focus:** Our Sensory Museum reinforces our mission of empowering parents worldwide by fostering safe, fun, and enriching opportunities that support their little ones as they grow, play, and learn **by providing kids valuable hands-on experience and opportunities to help their young minds develop in a fun way.**

**Differentiators:** Unlike other children’s museums, ours is solely dedicated to sensory exploration, incorporating indoor and outdoor environments.

**Similar Products:** Boston’s Children’s Museum, sensory gyms, therapy centers

# Play, Grow, Learn Events

Fisher-Price hosted events where kids can come together to play, and learn with one another.

**Description:** Play, Learn, Grow Events are hosted in bigger cities around the world. They are one day events where parents and kids can find activities, group games, and parent-and-child classes. They will also find Fisher-Price partners around providing samples and information and products such as baby food, baby supplements, and clothing. This is a chance for parents and kids to socialize and interact with one another while playing and learning.

**Mission-focus:** Play, Learn, Grow Events reinforce our mission of empowering parents worldwide by fostering safe, fun, and enriching opportunities that support their little ones as they grow, play, and learn **by providing parents with a safe, fun, enriching place for their kids to socialize, play, and learn.**

**Differentiators:** Unlike other early childhood events which are more identified as expos or conferences, Fisher-Price Play, Learn, Grow Events provide access to tailored experiences such as games, classes and activities for both parents and children. These events also integrate Fisher-Price products along with trusted partner brands to introduce families to new products they may like.

**Similar Products:** Pampers Parenting Village Pop-Ups, local library/community events, MommyCon.



Experiences/Events | EXV 2

# Recycling Events

An event where parents/ caretakers can donate used toys, clothing, and baby/toddler products and receive a discount on their next purchase.

**Description:** Babies and toddlers grow very quickly therefor outgrowing many of their products very fast. This event was created to reduce waste, give those products a second use, and provide parents with a chance to give those products to a good cause. During these events, parents will learn how the toys are recycled and how many kids will be positively affected by their donation. As a thank you, Fisher-Price will gift donors a discount on their next purchase.

**Mission-focus:** The Recycling events reinforce our mission of empowering parents worldwide by fostering safe, fun, and enriching opportunities that support their little ones as they grow, play, and learn **by providing parents with a decluttered space to allow more room for more tools that better fit their child’s developmental stage to continue to grow in an enriching environment.**

**Differentiators:** Unlike other recycling programs where only specific products are taken, Fisher-Price’s Recycling event accepts any baby/toddler products while also providing donors with further education on where the products go and participants are thanked with a discount.

**Similar Products:** Target’s Car seat trade-in program, Terracycle Partnerships.



Experiences/Events | EXV 3

# Build-your-toy Pop ups

A pop up experience where kids can create their own toys.

**Description:** This is an interactive experience where kids and their parents can create their own toys. The event area is broken down into stations where kids can pick out a type of toy, then choose to add textures, colors, sounds, and to finish off, add decoration pieces such as stickers to personalize it even further. Each station has signage describing the skills each piece supports. Once the kids and parents have chosen their pieces, they are put together by a staff member. After their toy is complete, they can go to a play area where they can play and show off their personalized toy.

**Mission-focus:** Build-your-toy reinforce our mission of empowering parents worldwide by fostering safe, fun, and enriching opportunities that support their little ones as they grow, play, and learn **by providing kids and parents with enriching activities to grow their imagination and creativity.**

**Differentiators:** Unlike other build-your-own toy shops, ours not only focuses on the experience of creating your own toy, but we’ve also added an educational layer where we explain how the pieces help with motor skills, emotional development, and problem solving. Our pop up shop is also divided into age groups to facilitate creation of age appropriate toys.

**Similar Products:** American Girl Doll, Build-a-Bear, LEGO stores.



Learn	Grow
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Education | ED 1

## Parent Workshops

An event where parents can get parenting classes.

**Description:** These parent workshops are divided into two groups; parents-to-be and current parents. The parents-to-be group focuses on educating them in topics such as changing diapers, feedings, common problems/questions, the psychology of being a parent and much more. The second group allows parents to bring their little ones for hands-on classes where they learn how to care for their children based on the stage of life.

**Mission-focus:** The Parent Workshops reinforce our mission of empowering parents worldwide by fostering safe, fun, and enriching opportunities that support their little ones as they grow, play, and learn **by providing parents with a professional support system where they can learn how to care for their little ones.**

**Differentiators:** Unlike other parenting workshops which often have a clinical feel, or don't focus on life stages, Fisher-Price's Parenting Workshops are unique in that they tailor to parents-to-be and current parents, focusing on specific life stages, hands-on learning, as well as psychology and real-life challenges.

**Similar Products:** Birthing Centers, parenting classes by local Nonprofits.

Learn	Grow
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Education | ED 2

## Educator Workshops

An event where teachers can learn from leading experts.

**Description:** These workshops focus on providing educators with classes from psychologist, experienced educators, and other leading professionals. Here educators will learn how to care for toddlers in the day-to day environment, they will learn to emotionally support growing minds and best teaching techniques. They will also learn about different child personalities and how to best support them.

**Mission-focus:** The Educator Workshops reinforces our mission of empowering parents worldwide by fostering safe, fun, and enriching opportunities that support their little ones as they grow, play, and learn **by providing children the best care possible.**

**Differentiators:** Unlike other educator workshops, ours focuses on toddler development and care, emotional intelligence, and practical strategies for different child personalities.

**Similar Products:** NAEYC Conferences, Local School District Trainings.

Learn	Grow
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## Fisher-Price TV

Fisher-Price characters teach kids letters, numbers, etc.

**Description:** Fisher-Price TV will focus on teaching kids letters, numbers, pronunciation, and how to develop emotional intelligence in a fun and playful way. Characters such as Puppy, Froggy and Monkey or new characters could be brought to life to interact with kids through the screen. Fisher-Price TV can be accessed through streaming services. To further continue the play-learn-grow aspect, parents are given prompts after each episode to continue learning at home.

**Mission-focus:** Fisher-Price TV reinforces our mission of empowering parents worldwide by fostering safe, fun, and enriching opportunities that support their little ones as they grow, play, and learn **by providing children a safe, fun and entertaining outlet to learn on their own.**

**Differentiators:** Unlike other kid targeted TV, Fisher-Price TV caters to a younger audience providing them with not only academics, but also emotional development. F-P TV focuses on learning through play in every single episode while also encouraging parents to continue learning at home through episode-specific prompts after each episode.

**Similar Products:** Bluey, Baby Einstein & Little Baby Bum, Sesame Street.

Learn	Grow
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## Fisher-Price & American Academy of Pediatricians

Fisher Price and AAP’s partnership includes collaboration in product development along with education for parents.

**Description:** Fisher-Price will partner with AAP to develop physical products to support early childhood development. These products will include toys and gear created to ensure alignment with developmental milestones. Products that are created in collaboration with AAP will have a “AAP-Reviewed” seal along with educational inserts explaining specific skills the product supports. In addition, AAP doctor offices will have cobranded educational pamphlets containing information such as milestone charts, developmental red flags to look out for and “How to play” tips. As an added extension, Fisher-Price and AAP will come together to create educational content for parents including videos and magazines to help them better support their little ones as they grow. Samples of the magazines can be found at pediatrician offices and can be purchased through the Fisher-Price & AAP website where the videos can also be found and accessed for free.

**Mission-focus:** The Pediatrician partnership reinforces our mission of empowering parents worldwide by fostering safe, fun, and enriching opportunities that support their little ones as they grow, play, and learn **by providing parents with educational content and doctor-backed products to help in their child’s development.**

**Differentiators:** Unlike other similar partnerships which focus on developing only products or simply creating promotional products, our partnership provides parents with education through different forms, allowing them to choose how they want to learn. In addition, the products created in this partnership are functionally designed to aid each child’s milestones through the eyes of trusted pediatricians.

**Similar Products:** Frida Baby working with pediatricians, diaper brands promotional products at offices.



Collaboration | CO 2

## Fisher-Price & Family Promise of Western New York

Fisher-Price will partner with Family Promise of WNY to provide children and parents experiencing housing insecurity with supportive tools to nurture their children through these difficult times.

**Description:** This partnership equips families at the shelter with developmentally supportive toys for their little ones while also providing the parents with necessary tools, education and emotional support. Each family is given a care package including age appropriate toys, comfort items such as plushies, and parent resources giving them tips on managing routines during uncertain housing situations. The shelter will also be equipped with play zones which include books, soft floor mats, sensory toys, and quiet-time activities.

**Mission-focus:** The partnership with shelters reinforces our mission of empowering parents worldwide by fostering safe, fun, and enriching opportunities that support their little ones as they grow, play, and learn **by providing parents and kids in difficult situations the chance to learn, play and grow too.**

**Differentiators:** Unlike other similar dedicated partnership programs like this, Our program is unique in that it is a brand-led ongoing program rather than seasonal. This partnership is deeply invested in equity and accessibility rather than just marketing.

**Similar Products:** Toys for Tots, non-profit organizations.



Collaboration | CO 3

## Once Upon a Farm & Fisher-Price

This collaboration is centered around a bundle of Once Upon a Farm snack box and a special edition Fisher-Price toy designed to educate kids about healthy eating habits.

**Description:** Fisher-Price believes that healthy eating habits should start at an early age. This collaboration is dedicated to providing babies, kids and parents with a fun way to start incorporating healthy eating habits into their lives through a snack and toy bundle. We decided that Once Upon a Farm is the best partner for this because they focus on providing babies and big kids with healthy, organic, farm-fresh meals and snacks. In our bundle, parents will find an assortment of snacks and a special edition toy designed specifically to go with the snacks such as a garden theme interactive toy, vegetable/fruit shaped teethingers, and food themed games. Along with the snacks and toys, the bundle also includes a booklet explaining the ingredients of the snacks and how they benefit their child’s health.

**Mission-focus:** This partnership reinforces our mission of empowering parents worldwide by fostering safe, fun, and enriching opportunities that support their little ones as they grow, play, and learn **by providing parents and kids with tools to encourage healthy habits through educational play.**

**Differentiators:** Unlike other baby and kid food packs, our partnership bridges nutritional health and developmental play by providing healthy snack options, along with educational content about the ingredients and interactive toys.

**Similar Products:** Subscription boxes from Yumple and Nurture Life.

PR 1

# Milestone Subscription Box

This is a quarterly subscription box containing products specifically for the child’s life stage.

**Description:** This subscription box is designed with each child’s stage of life in mind. As kids grow, their needs change and as parents and caretakers, it’s difficult to keep up and know exactly what they need. Every four months, each family would receive products that will be useful for the child’s specific stage. This would include age appropriate toys, products to aid in every day life, learning materials, and health and wellness products.

Family opening their subscription box.







Contents of Subscription box.



*Baby playing with toys from the Subscription box.*



SE 2

# My First Gym

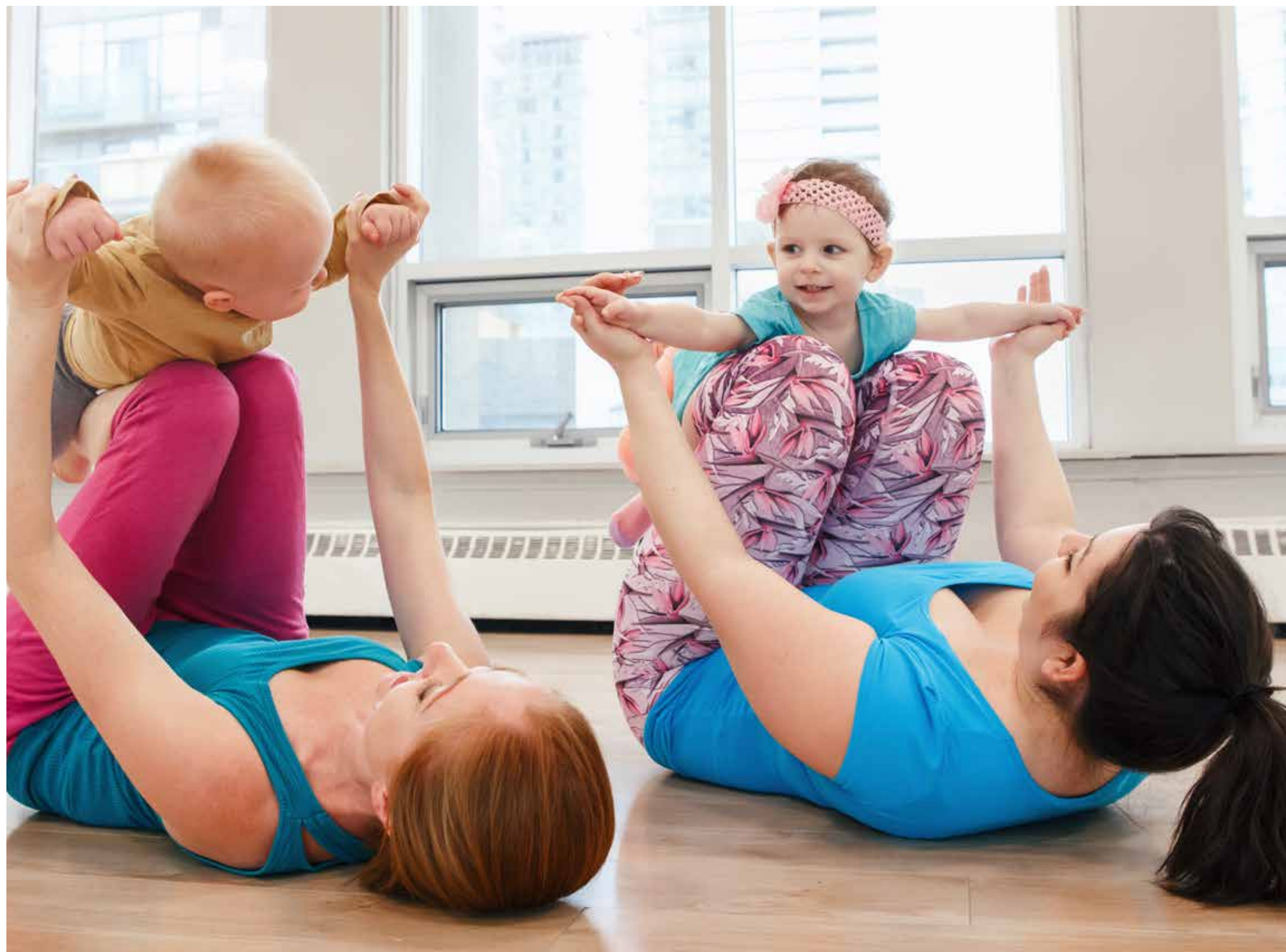
A gym specifically created for babies and toddlers where they can access special classes, equipment, and guidance.

**Description:** Here, babies and toddlers will have access to classes to aid their mental and physical development through active classes such as age appropriate gymnastics where they'll learn balance and awareness of their bodies, yoga where they'll learn stretches and breathing techniques, sensory classes where they'll be able to explore different textures in a fun and safe way, and swim lessons.

Toddler at a balance and coordination class.







*Parent and baby yoga class.*





*My First Gym building.*



ED 1

# Parent Workshop

An event where parents can get parenting classes.

**Description:** These parent workshops are divided into two groups; parents-to-be and current parents. The parents-to-be group focuses on educating parents to be in topics such as changing diapers, feedings, common problems/questions, the psychology of being a parent and much more. The second group allows parents to bring their little ones for hands on classes where they learn how to care for their children based on the stage of life.

Parenting Workshop.





*Parents-to-be class.*





Current parent class.

EN 2

# Sensory Museum

A museum that allows babies, toddlers, and big kids explore the world through sensory experiences.

**Description:** Here, kids can explore different sensory activities such as gardens with touchable plants, outdoor areas with sensory pathways, different textures found on all surfaces of the museum, musical installation and interactive visual displays.

*Inside of Sensory Museum.*







*Sensory Garden.*





*Sand Room.*



EXV 3

# Build-your-toy Pop Up

A pop up experience where kids can create their own toys.

**Description:** This is an interactive experience where kids and their parents can create their own toys. The event area is broken down into stations where kids can pick out a type of toy, then can choose to add textures, colors, sounds, and to finish off kids can add decoration pieces such as stickers to personalize it even further. Each station has signage describing the skills each piece supports. Once the kids and parents have chosen their pieces, they are put together by a staff member. After their toy is complete, they can go to a play area where they can play and show off their personalized toy.

Inside of Pop Up.





Toys made by kids.





*Family playing with toy made by them.*

CO 3

# Once Upon a Farm Collab

This collaboration is centered around a bundle of Once Upon a Farm snack box and a special edition Fisher-Price toy designed to educate kids about healthy eating habits.

**Description:** Fisher-Price believes that healthy eating habits should start at an early age. This collaboration is dedicated to providing babies, kids and parents with a fun way to start incorporating healthy eating habits into their lives through a snack and toy bundle. We decided that Once Upon a Farm is the best partner for this because they focus on proving babies and big kids with healthy, organic, farm-fresh meals and snacks. In our bundle, parents will find an assortment of snacks and a special edition toy designed specifically to go with the snacks such as a garden theme interactive toy, vegetable/fruit shaped teethingers, and food themed games. Along with the snacks and toy, the bundle also includes a booklet explaining the ingredients of the snacks and how they benefit their child’s health.

Snack and toy bundle.







*Baby eating a snack from the bundle.*





*Toy from the bundle.*



CO 1

# Fisher-Price & AAP

Fisher Price and AAP’s partnership includes collaboration in product development along with education for parents.

**Description:** Fisher-Price will partner with AAP to develop physical products to support early childhood development. These products will include toys and gear created to ensure alignment with developmental milestones. Products that are created in collaboration with AAP will have a “AAP-Reviewed” seal along with educational inserts explaining specific skills the product supports. In addition, AAP doctor offices will have cobranded educational pamphlets containing information such as milestone charts, developmental red flags to look out for and “How to play” tips. As an added extension, Fisher-Price and AAP will come together to create educational content for parents including videos and magazines to help them better support their little ones as they grow. Samples of the magazines can be found at pediatrician offices and can be purchased through the Fisher-Price & AAP website where the videos can also be found and accessed for free.

AAP Doctor’s Office.





*Pediatrician and Fisher-Price designers creating a toy.*





*AAP Doctor examining a baby.*

PR 2

# Parent & Child Kits

These kits are designed to encourage relationship building. Each kit includes an activity designed for parents and children to do together.

**Description:** These kits include specific tools to complete a specific activity. The activities range from sedentary to active including things such as coloring books, yoga equipment, and games. They are available for different age groups to encourage relationship building and connection from a young age.

**Mission-focus:** The Parent & Child Activity Kits reinforce our mission of empowering parents worldwide by fostering safe, fun, and enriching opportunities that support their little ones as they grow, play, and learn **by providing parents with specific tools to grow their relationship with their little ones while playing and growing together.**

**Differentiators:** Unlike other activity kits ours focus on parent-child guided play where emotional Intelligence, learning, movement and bonding are the driving factors.

**Similar Products:** Lovevery Play Kits, KiwiCo Panda Crate, Monti Kids.



Parent & child kit.





*Parent & child painting together.*





*Parents & child enjoying an activity together.*



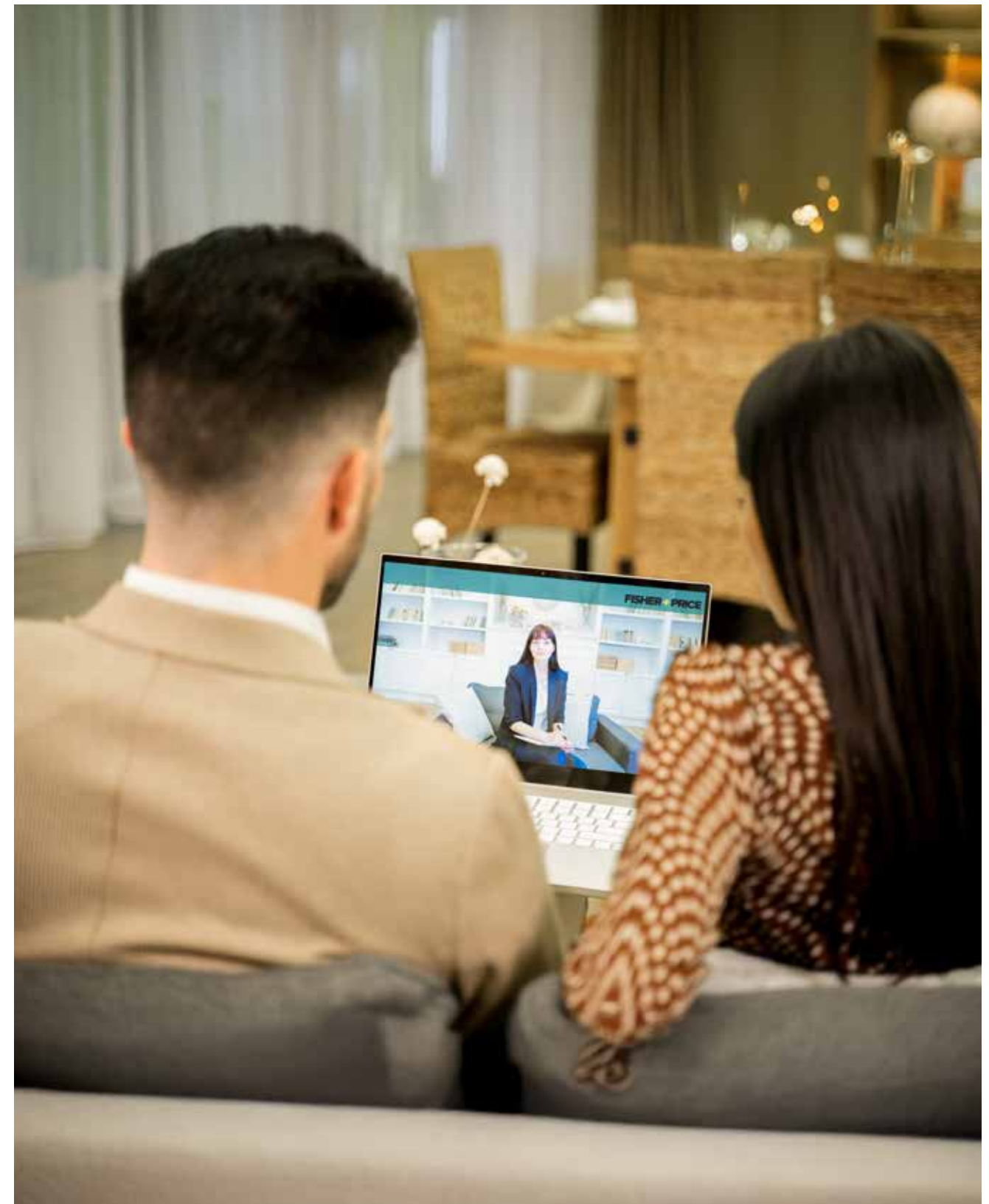
SE 3

# Parenting E-Coaches

Certified professionals would be matched to the parent’s parenting style to guide them through the first years of their child’s life. They provide advice, insights, and support through an online platform.

**Description:** Parenting E-Coaches are Fisher-Price certified professionals who have prior childcare background from educational standpoint and professionals such as therapists and psychologists whom have also gone through an intensive training program through Fisher-Price. These coaches can be hired by parents to guide them as they navigate their new world as parents. They offer advice, parenting lessons, and support through their parenting journey.

Parents in coaching session.





*Family coaching session.*





*Parents applying what they learned.*

03

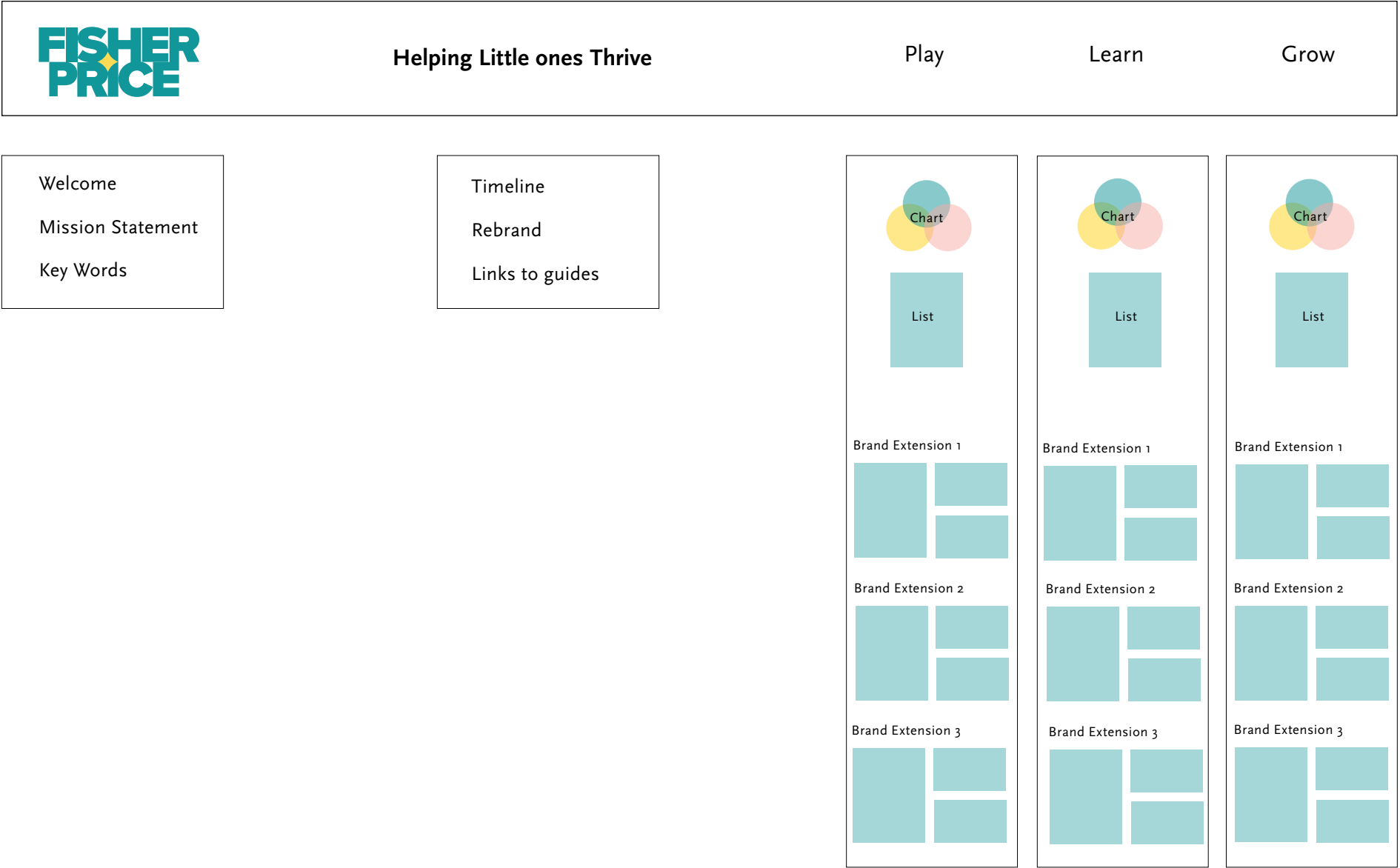
## Web Design



# Wireframe 01

Key Attributes

Buckets are broken down into the brand’s key attributes.



Direction 01

HOME

FISHER PRICE

HELPING LITTLE ONES THRIVE

PLAY

LEARN

GROW

We create playful tools and experiences that support early development and make parenting easier—because every moment with your little one matters.

“To empower parents worldwide by fostering safe, fun, and enriching opportunities that support their little ones as they grow, play, and learn.”

Our Values

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

CORE

FISHER PRICE

HELPING LITTLE ONES THRIVE

PLAY

LEARN

GROW

Our Story

1930

The company introduced its first toy line, the Fisher-Price Little People, which became a hit.

1950

The company introduced its first toy line, the Fisher-Price Little People, which became a hit.

1961

The company introduced its first toy line, the Fisher-Price Little People, which became a hit.

1993

The company introduced its first toy line, the Fisher-Price Little People, which became a hit.

1997

The company introduced its first toy line, the Fisher-Price Little People, which became a hit.

2002

The company introduced its first toy line, the Fisher-Price Little People, which became a hit.

2010

The company introduced its first toy line, the Fisher-Price Little People, which became a hit.

2020

The company introduced its first toy line, the Fisher-Price Little People, which became a hit.

2025

The company introduced its first toy line, the Fisher-Price Little People, which became a hit.

Our Rebrand

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Our Process

Guide 1

Guide 2

Guide 3

DELIVERABLE

FISHER PRICE

HELPING LITTLE ONES THRIVE

PLAY

LEARN

GROW

Our Core Values

Play

Learn

Grow

EN 1

PR 3

EXV 3

SE 1

PR 2

EN 2

PR 1

SE 2

EXV 1

SE 4

CO 3

ED 3

ED 1

CO 2

ED 2

SE 3

CO 1

EXV 2

Brand Extensions

Products

PR 1

 Subscription Box

PR 2

 Parent & Child Kits

PR 3

 On-the-go Pouch

Experiences / Events

EXV 1

 Play, Learn, Grow Events

EXV 2

 Recycling Events

EXV 3

 Build-your-toy Pop Up

Services

SE 1

 Day Cares

SE 2

 My First Gym

SE 3

 Parenting “Coaches”

SE 4

 STEM Clubs

Educational Opportunities

ED 1

 Parent Workshops

ED 2

 Educator Workshops

ED 3

 Fisher-Price TV

Extension #1

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Direction 02

HOME

FISHER PRICE

HELPING LITTLE ONES THRIVE

PLAY

LEARN

GROW

We create playful tools and experiences that support early development and make parenting easier—because every moment with your little one matters.

To empower parents worldwide by fostering safe, fun, and enriching opportunities that support their little ones as they grow, play, and learn.

Our Values

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CORE

FISHER PRICE

HELPING LITTLE ONES THRIVE

PLAY

LEARN

GROW

Our Story

1931

The company introduced its first toy line, the Fisher-Price Handy Dandy Doll.

1950

Fisher-Price introduced its first toy production, introducing baby and children's products.

1961

Fisher-Price introduced its first toy production, introducing baby and children's products.

1993

Fisher-Price introduced its first toy production, introducing baby and children's products.

1997

Fisher-Price introduced its first toy production, introducing baby and children's products.

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Fisher-Price introduced its first toy production, introducing baby and children's products.

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Our Rebrand

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New Adventures

Extension 1

Extension 2

Extension 3

Extension 4

Guide 1

Guide 2

Guide 3

Our Process

DELIVERABLES

FISHER PRICE

HELPING LITTLE ONES THRIVE

PLAY

LEARN

GROW

Our Core Values

Play

Learn

Grow

Brand Extensions

Products

Experiences / Events

Services

Educational Opportunities

Extension #1

Extension #2

96 WEB DESIGN | VISUAL EXTENSIONS GUIDE

WEB DESIGN | VISUAL EXTENSIONS GUIDE 97



## Direction 03

**HOME**

FISHER  
PRICE

HELPING LITTLE ONES THRIVE

PLAYLEARNGROW

We create playful tools and experiences that support early development and make parenting easier—because every moment with your little one matters.

Our Mission

"To empower parents worldwide by fostering safe, fun, and enriching opportunities that support their little ones as they grow, play, and learn."


Our Values

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## CORE



HELPING LITTLE ONES THRIVE

PLAY

LEARN

GROW

## DELIVERABLES

FISHER  
PRICE

HELPING LITTLE ONES THRIVE

PLAYLEARNGROW

## Our Core Values

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A Venn diagram with three overlapping circles labeled "Play" (blue), "Learn" (pink), and "Grow" (yellow). The intersections are labeled as follows:  
- Play & Learn: PE1, EX1  
- Play & Grow: SE1, EN1  
- Learn & Grow: ED1, LE1  
- All three: EX1, SE1, ED1, LE1, CD1  
The non-overlapping areas are labeled: PE2 (Play only), EN2 (Grow only), and ED2 (Learn only).

## Brand Extensions

### Extension #1

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### Extension #2

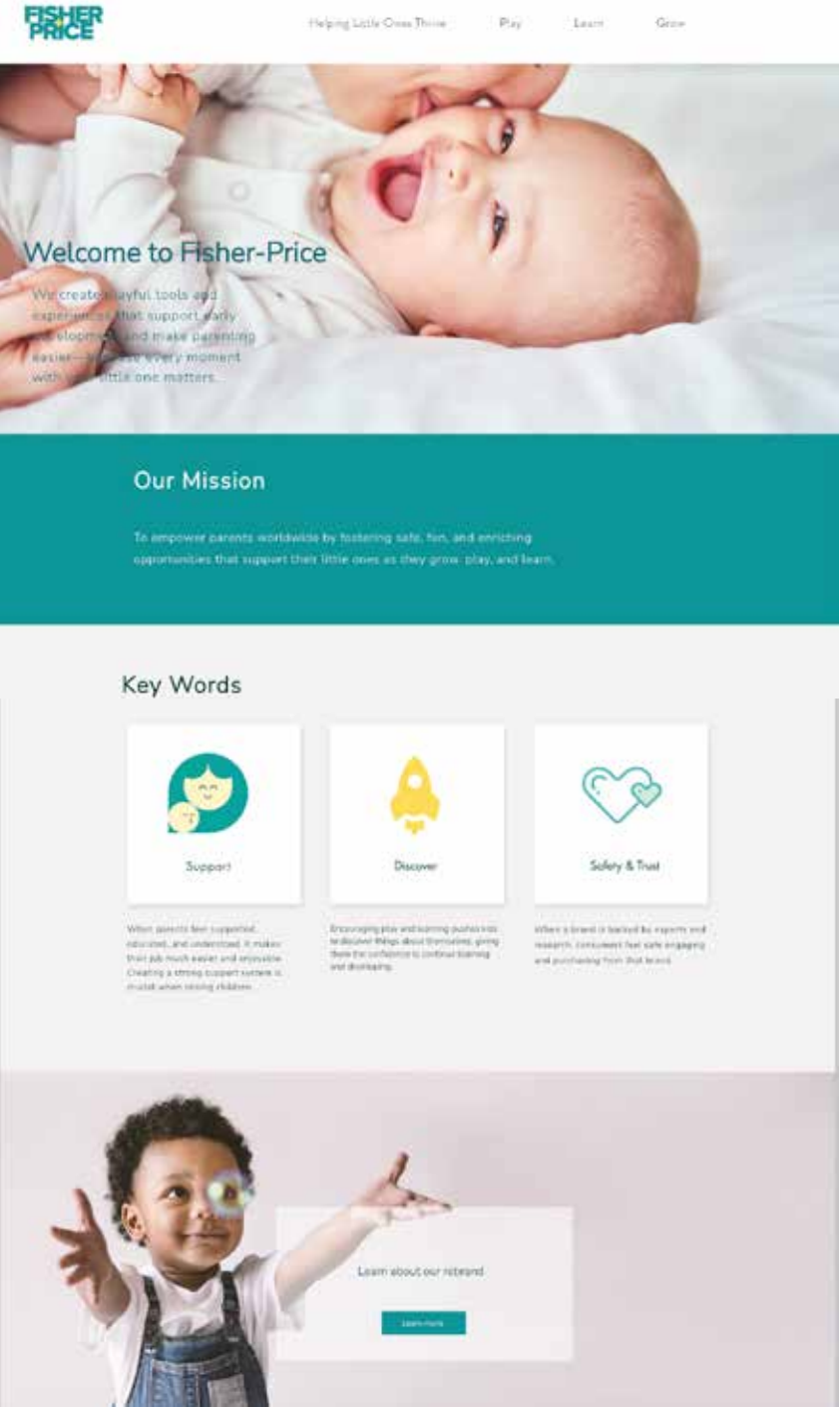


Direction 01

<https://www.littlemilestones.net/>

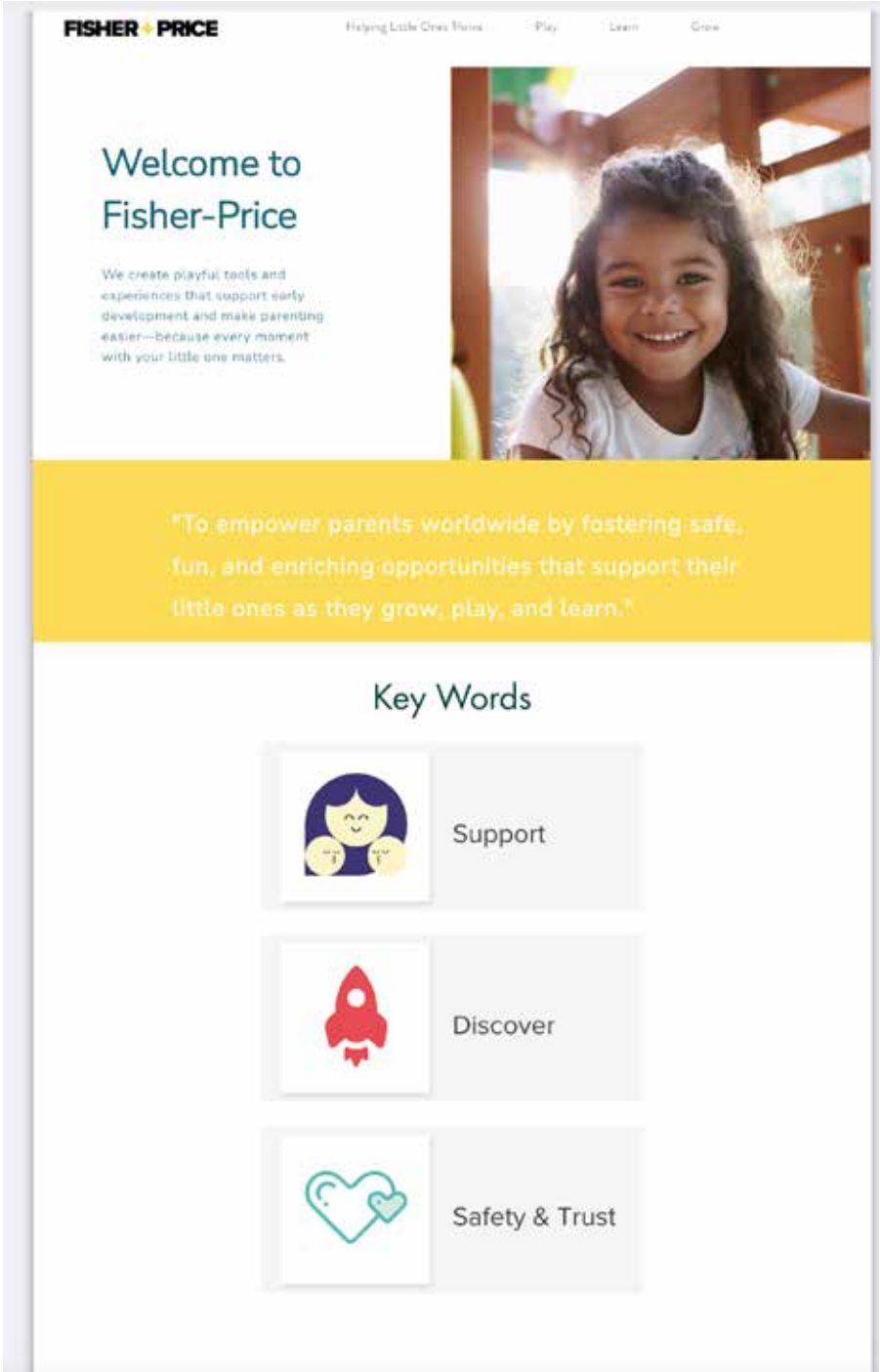
Website Name

Littlemilestones.net




Direction 02

<https://cpinzon1997.wixsite.com/website>



Final Website

<https://cpinzon1997.wixsite.com/website>



Helping Little Ones Thrive

Play

Learn

Grow


# Welcome to Fisher-Price


We create playful tools and experiences that support early development and make parenting easier—because every moment with your little one matters.

Our Mission

"To empower parents worldwide by fostering safe, fun, and enriching opportunities that support their little ones as they grow, play, and learn."


Keywords






Support

When parents feel supported, educated, and understood, it makes their job much easier and enjoyable. Creating a strong support system is crucial when raising children.



Discover

Encouraging play and learning pushes kids to discover things about themselves, giving them the confidence to continue learning and developing.




Safety & Trust

When a brand is backed by experts and research, consumers feel safe engaging and purchasing from that brand.

## Our Future

Understanding what parents and educators prefer, our brand will offer a more diverse selection in toys and tools to aid in every baby and child's development. We have shifted to a more hands-on, intuitive approach which will cater to different learning and teaching styles and fit different personalities.





## Our Present

Fisher-Price is currently seen as a fun, nostalgic brand that many now-adults grew up with. Though it is a well-known, trusted brand, we have fallen behind the competition because we have been unable to adapt to what the new market wants.

## Our Process











