

LICENSING OPPORTUNITIES

Vitamins for loading up with super-powers and teaching kids how to take care of their wellbeing.

Promoting good habits by looking after our bodies, an eco-friendly range of skincare products for young delicate skin



WE ARE PRECIOUS

Precious Creative Co. is a leading global branding and strategic management agency, with offices around the world. It is the exclusive worldwide agent and IP proprietor of the mark Planettoon®.

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“Planettoon® is unlike any comparable product in the market today. It’s engaging in a purposeful way, underpinned by three core brand pillars; education, entertainment and ecology.”

Virginia Landi
Creative Director of Precious Creative Co.

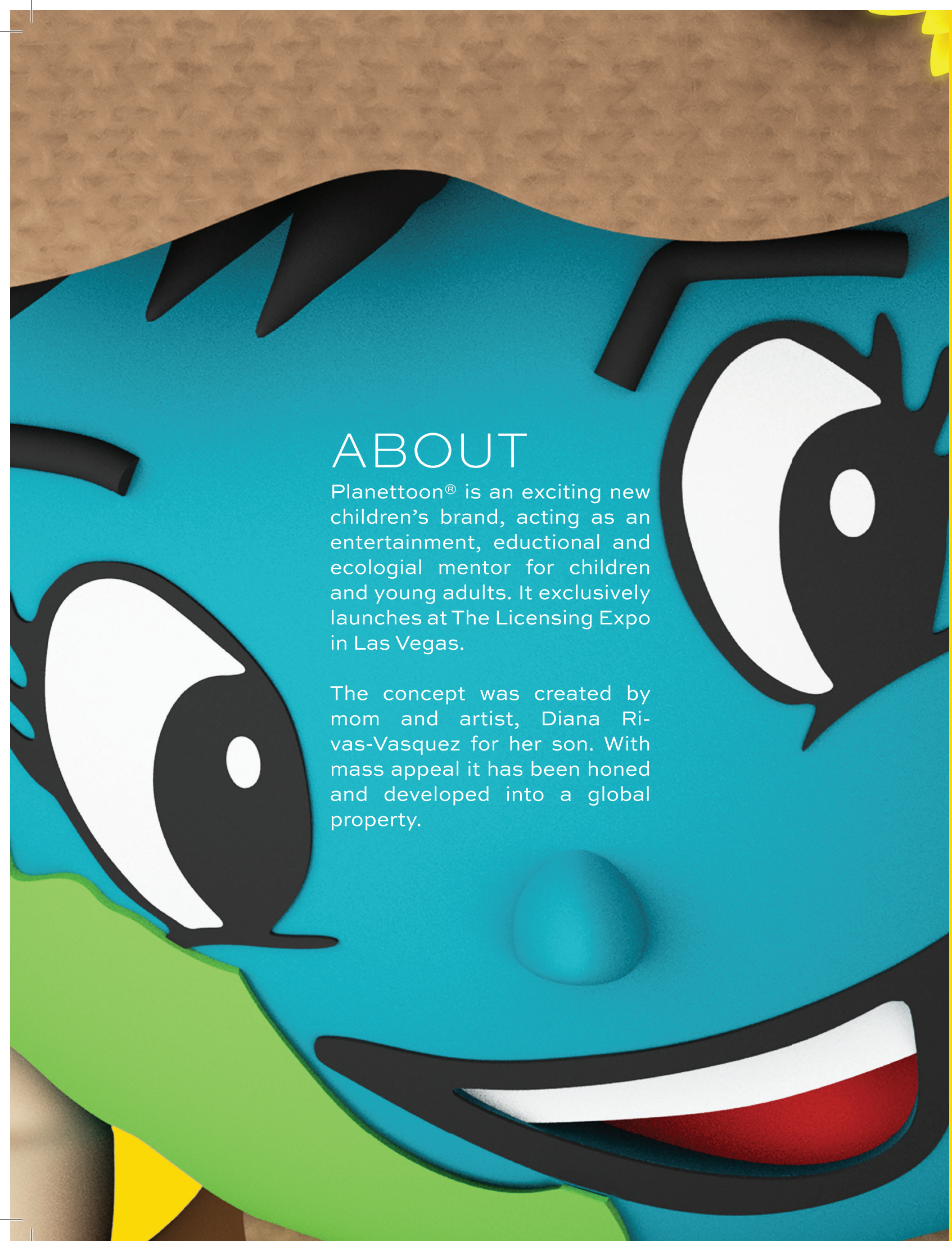
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PRECIOUS CREATIVE CO.

MEDIA KIT



ABOUT

Planettoon® is an exciting new children's brand, acting as an entertainment, educational and ecological mentor for children and young adults. It exclusively launches at The Licensing Expo in Las Vegas.

The concept was created by mom and artist, Diana Rivas-Vasquez for her son. With mass appeal it has been honed and developed into a global property.

CHARACTERS

There are 21 'Planettoons' characters, each with their own story and theme. At heart, they share an important message, that **CARING IS POWERFUL!** They offer valuable life lessons while inspiring kids to develop an environmental conscious and behaviors.

Popular characters include:

PLANETTOON'S WORLD



Here to support Mother Earth, Gabo, Arimoon and Isabella are flora and fauna advocates

Recycling champions Yuyi and Lupita Monique



Anthro he's one of the bad guys



Gus teaches about endangered species



Monique and Mr Willow might inspire the next generation of doctors, scientist and pilots



With rich content and a library of assets, these can be used in digital books, as well as video games with a superhero theme and board games centered around preserving Planet Earth.

A selection of interactive toys, bringing characters to life. Designed for all ages, these range from bath toys to inflatables, figurines to hand puppets.



An exclusive 'Plant for the Future Kit'™ introducing little ones to nature. It turns learning how to care into productive actions.