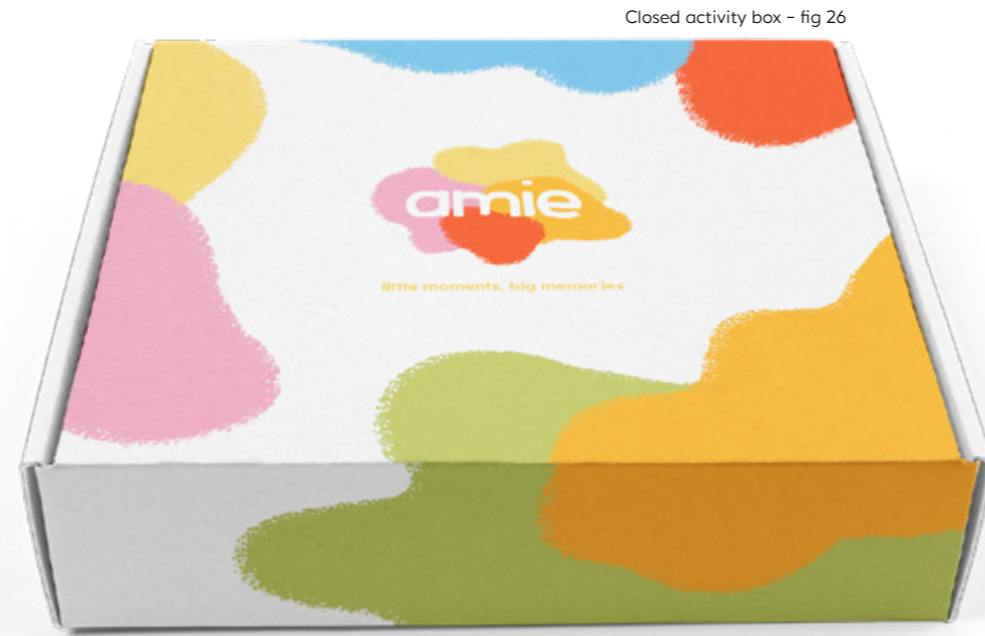


July Subscription Box.

The July Amie Activity Box is the end product of the brand. It is the ultimate goal of the route to consumer. The box is coherent with Amie's playful branding and is instantly recognisable to the consumer. Just the box itself creates a joyful experience for the child, all due to effective branding.



Closed activity box - fig 26



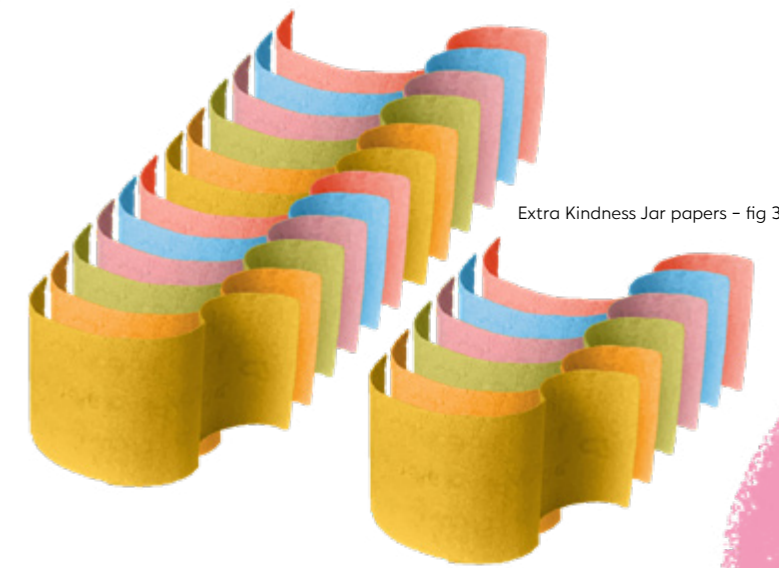
Ball-point pen - fig 29



Open activity box - fig 27



Colouring pencils - fig 28



Extra Kindness Jar papers - fig 30


It was crucial that the subscription box was inclusive to all children. Amie values support and understanding and these values must be carried through into the outcomes. The activity box provides the child with all the tools needed to complete the activities, understanding that not every child has access to certain resources.

Tool Kit.


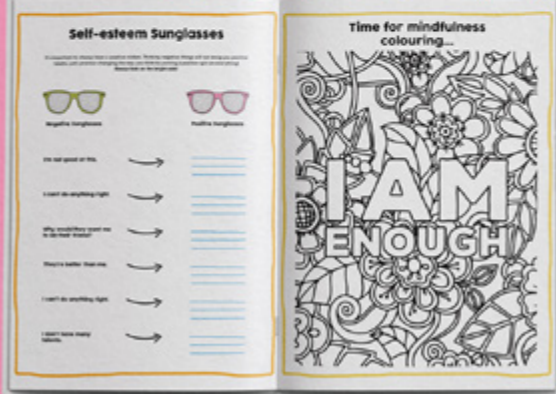
Dear grown up,

At Amie we believe that an increase in self-empowerment at a younger age will ultimately improve a child's experience of childhood.

Amie gives your child all the tools and knowledge to empower themselves through our monthly activity box. With a range of activities approved by KS2 teachers & educational welfare professionals themselves, we believe we can build your child's self-confidence one box at a time.



Sneak Peek...
Let's take a look at what's inside next month's August activity box!

Self-esteem Sunglasses

Time for mindfulness colouring... I AM ENOUGH

ssshhh...

Next month sneak peek - fig 33

Bits & Bobs.

It's the small details that make the overall experience memorable.

Including a note to parent is a great way to engage the parent within their child's activity box, encouraging them to assist/participate within the activities alongside their child.

A contents card is important to help the child understand what's inside their box without them feeling overwhelmed. This will allow them to get the best out of each activity and complete/engage with them to the best of their ability.

Giving the child and parent a sneak peek into next month's content will encourage a second investment/subscription plan.

A response envelope is a great way to gather feedback first-hand from the consumer themselves. It offers a pre-made letter and pre-paid return envelope so that this process is as easy and straightforward for the consumer's busy lifestyle.

What's inside your box?!

Start!

Activity #1
Let's draw!
Create your own mascot to help you with all your Amie activities!
Did you know that Amie means 'friend' in french?
Find this activity inside your activity book!

Activity #2
Your own activity book!
Work through the booklet in your own time.
Each activity is made to be fun for you and let's you get to know yourself even better!
Doodling, writing and so much more fun.
Come on let's get started!

Activity #3
Fill your kindness jar!
You get your own little jar with your own little notes to write yourself kind messages.
Each week you can update your jar with new notes depending on how you feel that week!

Activity #4
Make your own strength cards!
Let's write out some positive messages of encouragement to ourselves!
Once we are done we can read the cards daily... even stick them around the house.
But, check with a grown up first!



Contents card - fig 32



0345078179
contact@amie.co.uk
www.amie.co.uk

Thanks for your feedback!



We'd love your feedback!

Send us your written feedback on Amie, using the pre-paid envelope and be in with a chance of winning 3 months' subscriptions for free!



Send us your written feedback on Amie, using the pre-paid envelope and be in with a chance of winning 3 months' subscriptions for free!

Feedback letter/envelope - fig 34



Fig 35

Activity Book.

Activity books are familiar to the child consumer and a great, simple way to complete hands-on learning. Each activity has been carefully thought out, influenced by primary research with Primary Education Professionals. Each activity has a purpose and a desired outcome that the child can experience.

Getting the child to create their own mascot at the beginning of their box journey allows them to feel confident and supported when completing the activities going forwards. Knowing themselves and understanding one's perception of self is important and a crucial part of self-empowerment. Introducing them to new words with positive connotations encourages understanding and development. Drawing/doodling is an effective and stress-free form of self-expression.

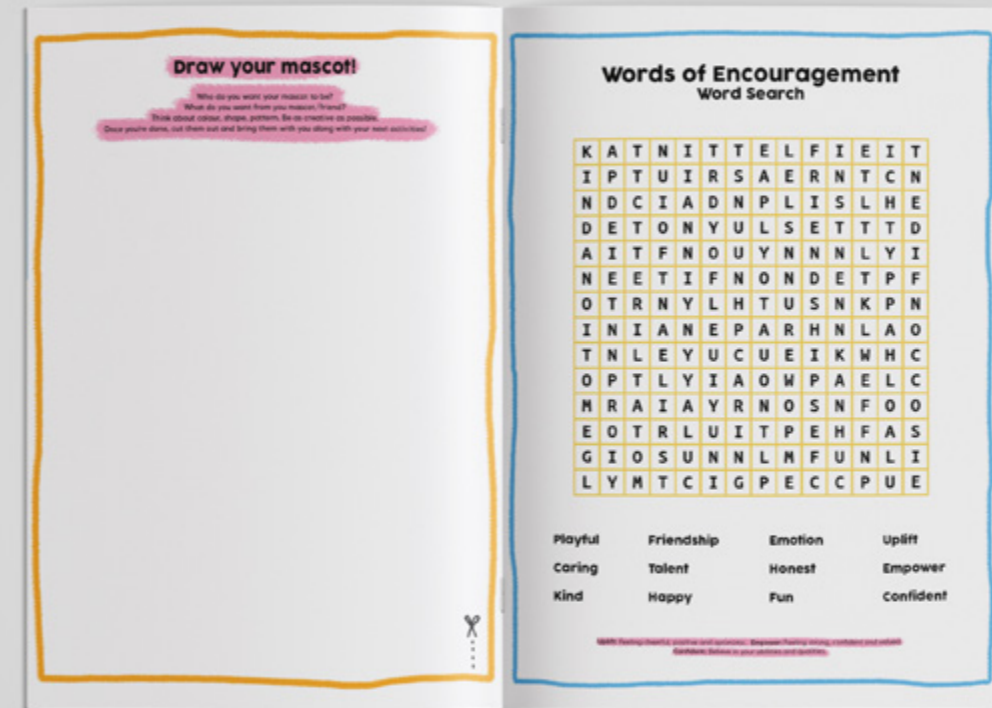


Fig 37

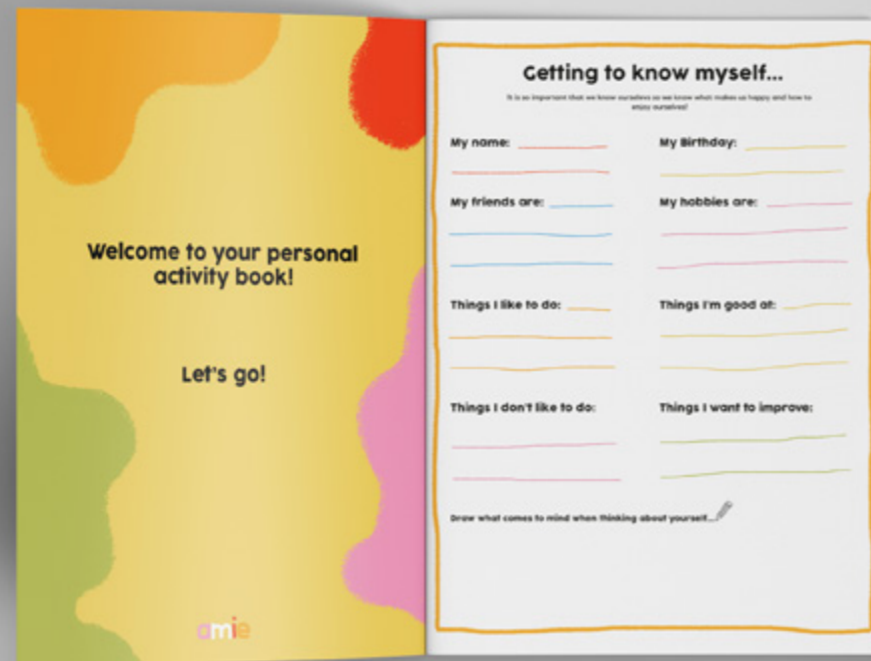


Fig 36

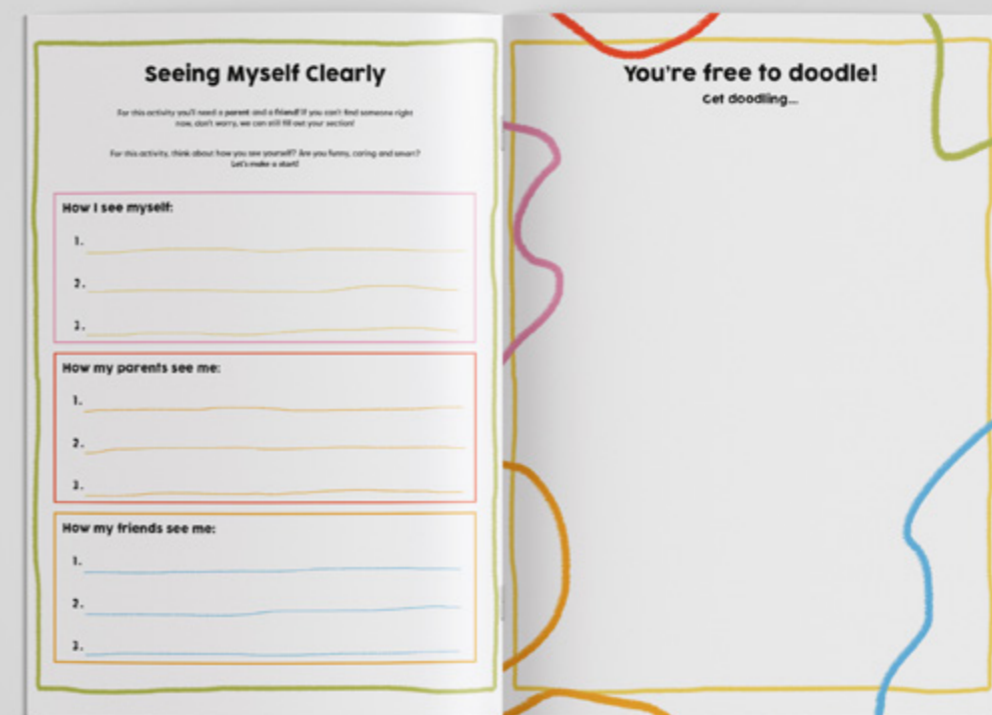


Fig 38

Fig 39



Fig 41



Fig 40

Strength Cards.

Strength cards are a great way to recite self-positive affirmations in a child-friendly manner. Getting the child to write their own allows for them to engage personally with the activity whilst developing their ability to understand themselves. Affirmations like 'I will', 'I can', 'I am' are simple yet effective techniques to encourage improved behaviour. These cards can comfort them in times of struggle, and they are encouraged to put the cards in places that can be seen often to act as constant reminders of their inner strength.

Fig 42



Activity #3

How to?

It's so simple!

Undo the jar and open up each blank note. There are six notes in total.

On three notes write 3 things you love about yourself.

On the other three write 3 things you want to improve within yourself by next week.

Seal the jar and keep it safe!

Update your jar each week with the extra note papers in your activity box.

Let's get started...

Fig 45



Fig 43



Fig 44

Kindness Jar.

The kindness jar is an innovative concept that allows the child to connect with their inner self. Thinking about themselves, they explore what they love and what they want to improve through note writing and each note is kept within their own kindness jar.

They are encouraged to complete this exercise weekly and rewrite their notes on the spare note pages within their tool kit. This activity the child and parent to see their progress over the month of interacting with their Amie activity box – something that could be reflected upon in the feedback letter.

August Subscription Box.

Closed box - fig 46



Tape - fig 51

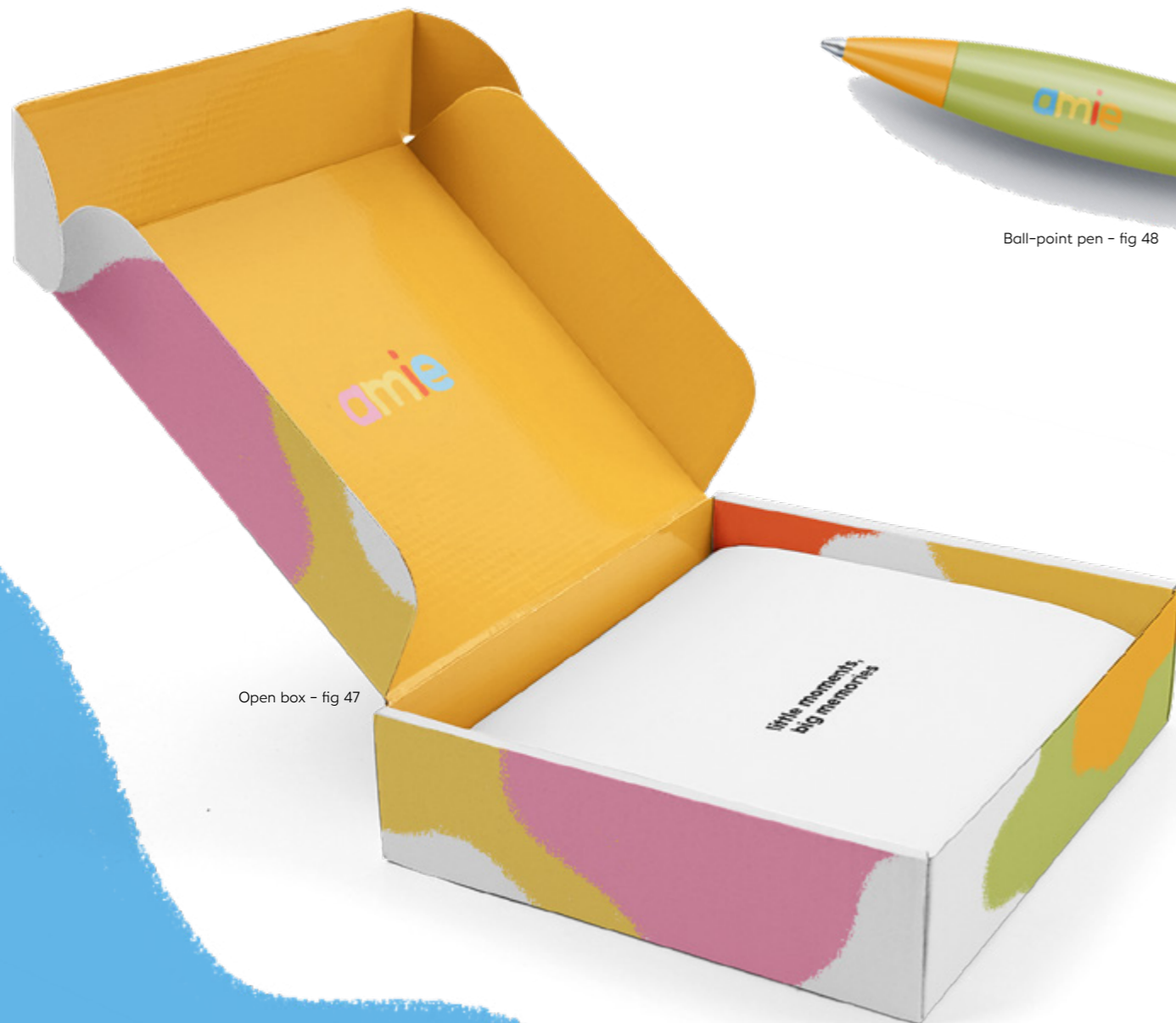


Tool Kit.

Ball-point pen - fig 48



Open box - fig 47



Stopwatch - fig 50

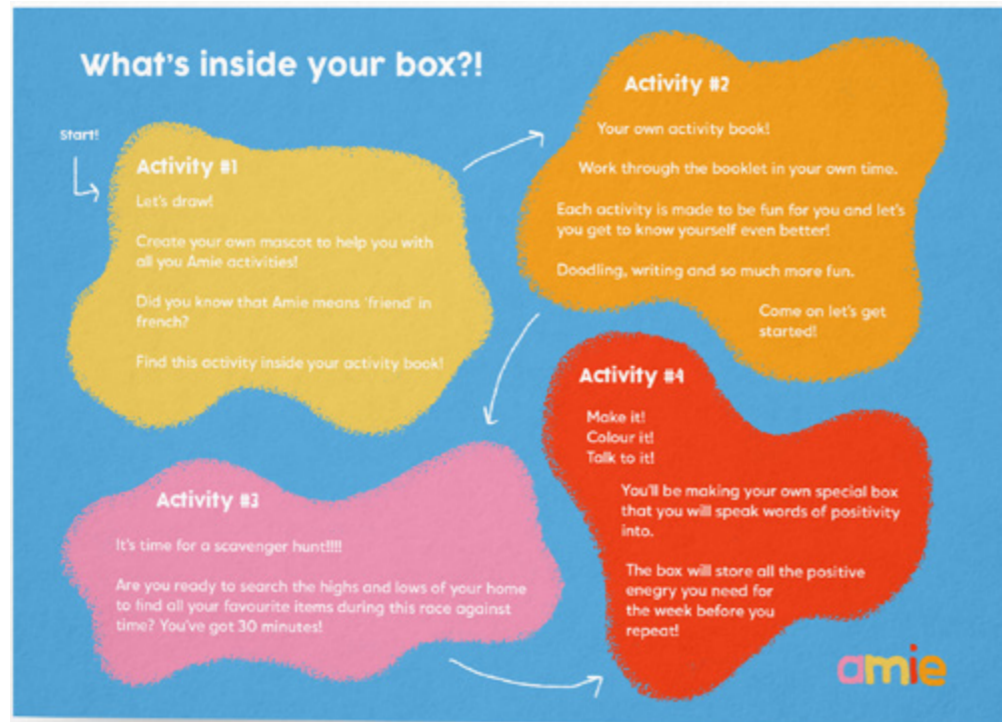


Colouring Pencils



Colouring pencils - fig 49

Contents card - fig 52



Introduction card - fig 53

Dear grown up,

At Amie we believe that an increase in self-empowerment at a younger age will ultimately improve a child's experience of childhood.

Amie gives your child all the tools and knowledge to empower themselves through our monthly activity box. With a range of activities approved by KS2 teachers & educational welfare professionals themselves, we believe we can build your child's self-confidence one box at a time.

amie

Bits & Bobs.

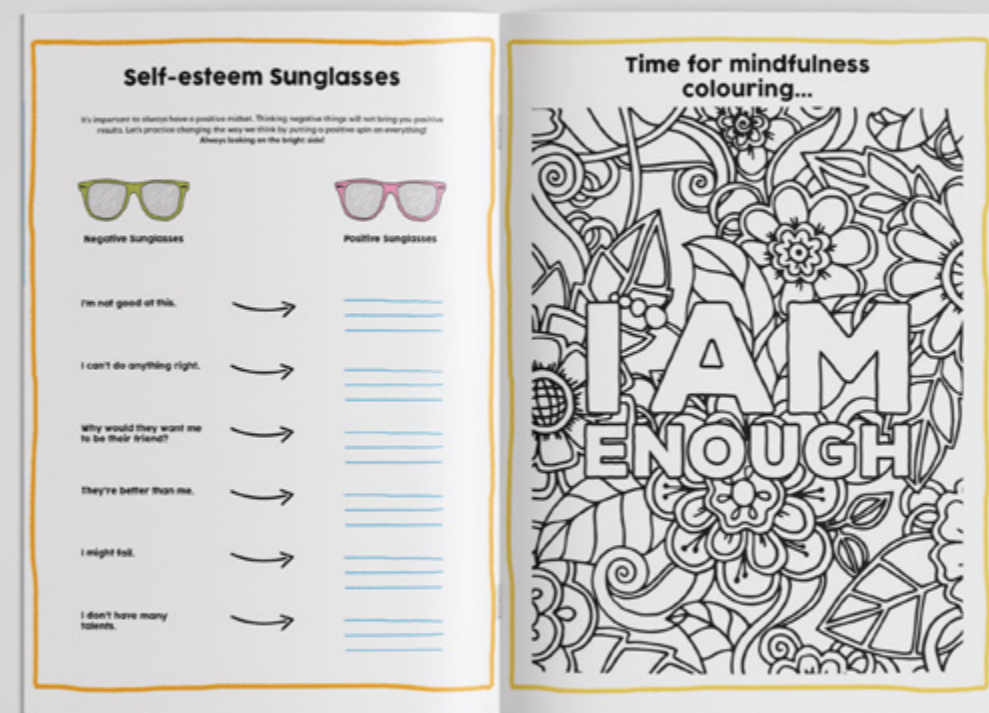
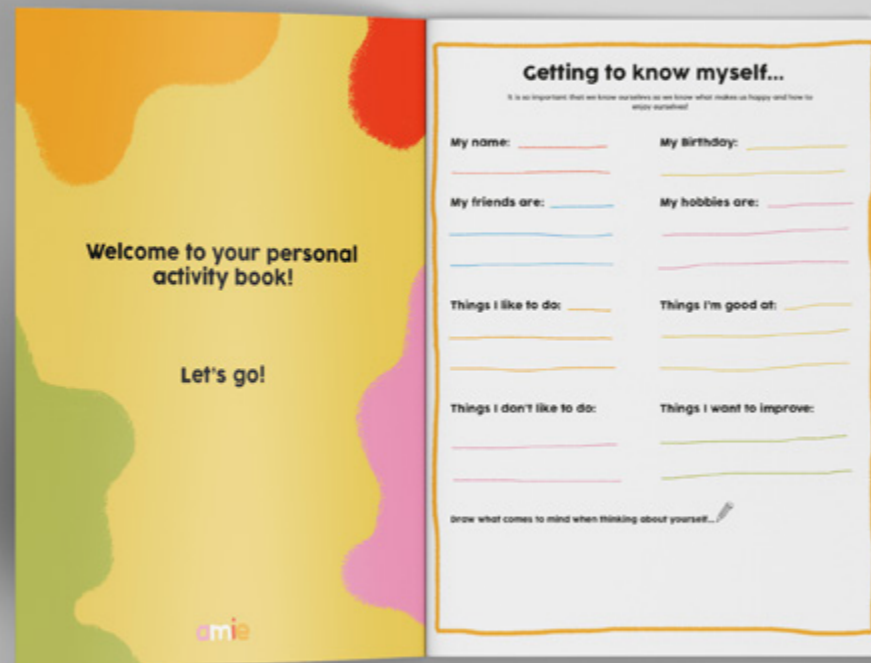
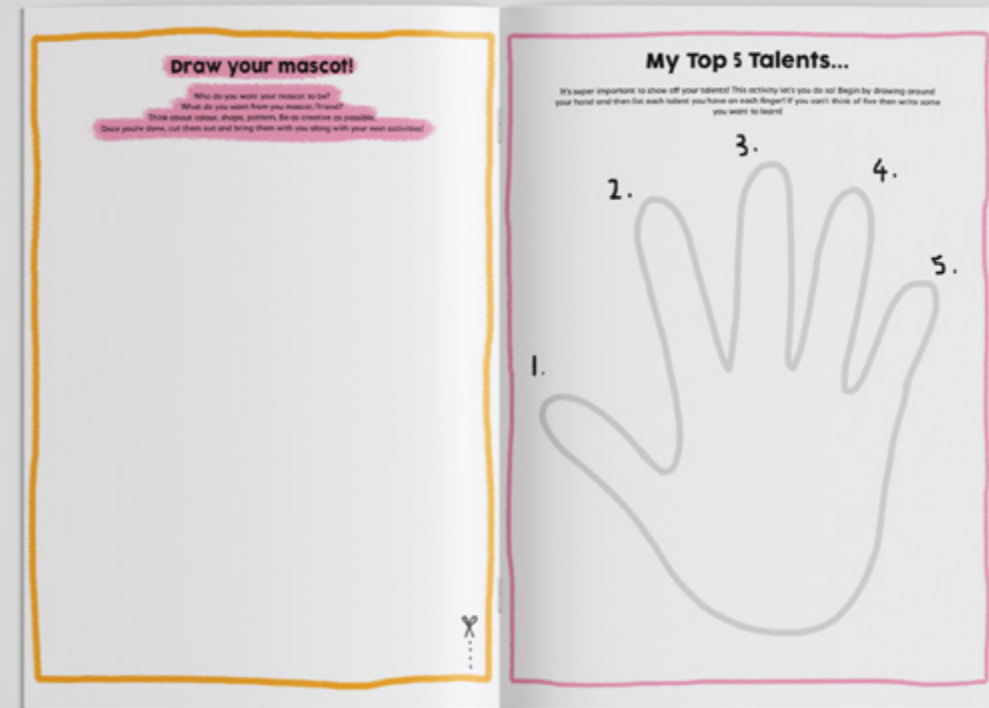


Feedback letter/envelope - fig 54



Activity Book.

Getting the child to create their own mascot at the beginning of their box journey allows them to feel confident and supported when completing the activities going forwards. Knowing themselves is an important and a crucial part of self-empowerment. Knowing their talents and being proud of them will build confidence and challenge any existing feelings of self-doubt. Turning thoughts from negative to positive will in time change the child's mindset and default to have positive reactions to experiences/challenges in the future. Mindfulness has become increasingly popular in recent years and is proven to be beneficial to the mind. Giving the child time to complete this allows them to be at one with their thoughts and gives them a chance to process their feelings from previous activities.



Scavenger Hunt Time!

Are you ready to race against time?
It's important to appreciate all the things we have and understand what makes us who we are.
You have 30 minutes go find all of your favourite items shown below! Use your timer in your tool kit.
Ready, set, GO GO GO!

Find your favourite...

Item of clothing...		<input type="checkbox"/>
Book...		<input type="checkbox"/>
Electronic toy...		<input type="checkbox"/>
Snack to eat...		<input type="checkbox"/>
School subject book...		<input type="checkbox"/>
Board game...		<input type="checkbox"/>
Pair of shoes...		<input type="checkbox"/>
Accessory item...		<input type="checkbox"/>
Colour...		<input type="checkbox"/>
Soft toy...		<input type="checkbox"/>

Well Done!!

Scavenger Hunt.

Not only is a scavenger hunt fun, hands-on and exciting, but it also gives the child an end goal making them much more likely to finish the activity. Understanding what makes us, us is an important part of empowering ourselves. Getting the child to participate in this timed activity of finding their favourite items gets them to not only appreciate what they do have, but also identify the things that reflect who they are as a person.



Fig 60

Fig 61



Self-Love Box.

Getting creative and hands on is bound to engage any child. This activity requires them to find an empty toilet roll (funny isn't it) and then construct a pre-made box using the tape from their tool kit. This is a light-hearted activity to encourage the child to speak positivity about themselves and others. Speaking into the attached tube, the box will be full of self-love that can be refilled at any time.

An Amie reminder to spread love!

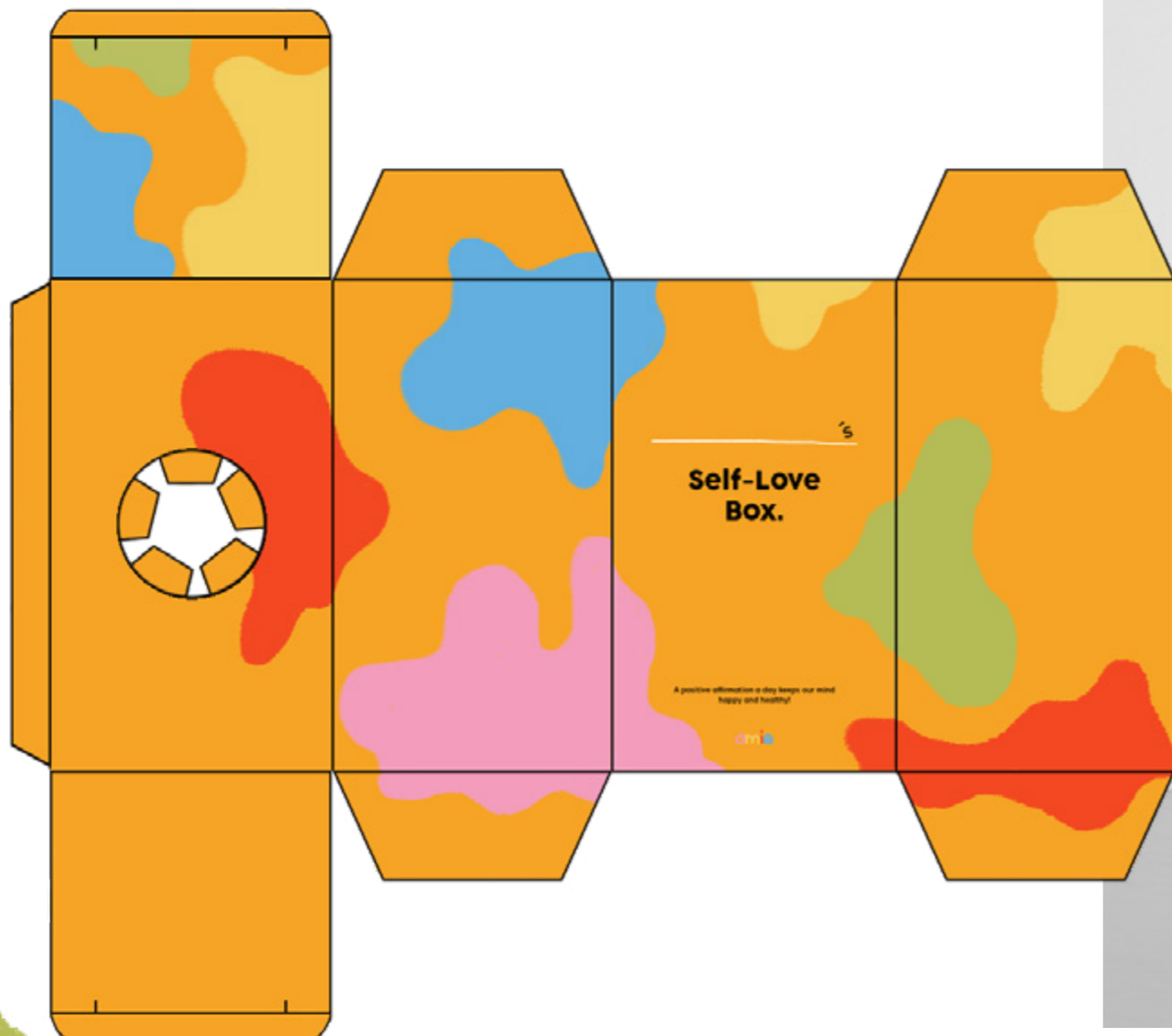


Fig 62



Fig 63

Website.

take a look www.amie.co.uk

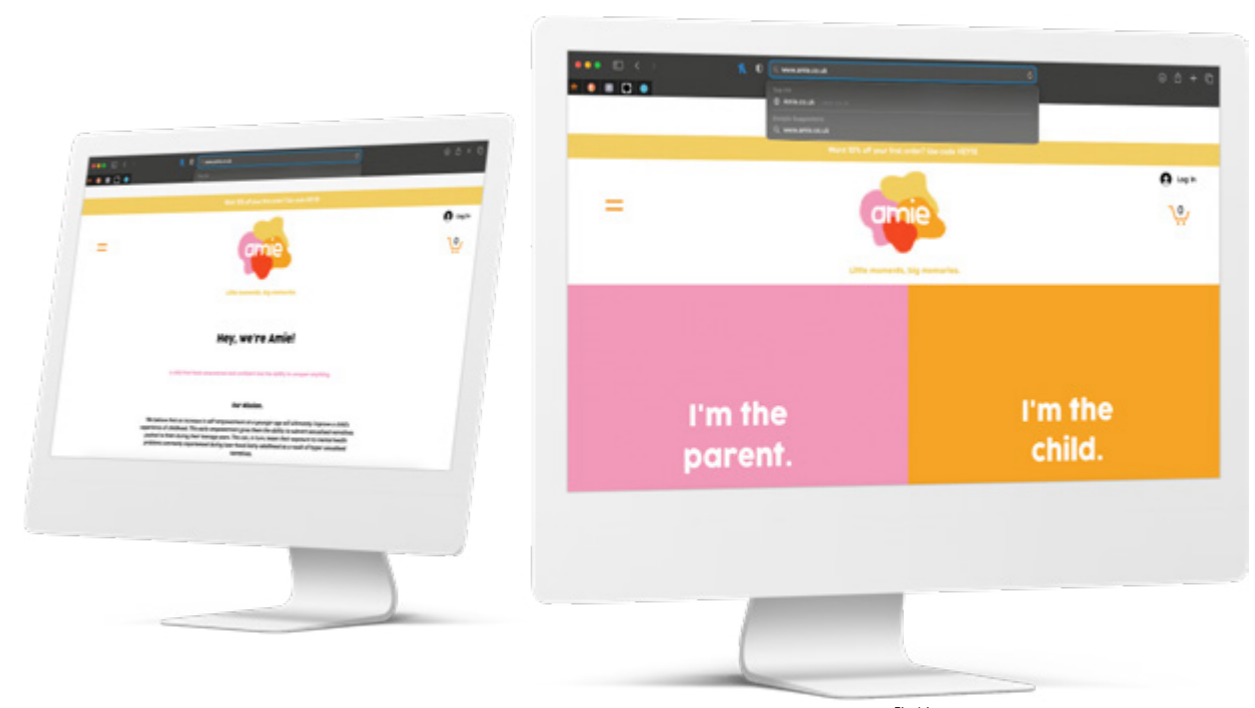


Fig 64

Website.

Amie.co.uk is a function driven website with the pure focus being the brand and purchase of a subscription box. The website is fully functioning (apart from buy now!) and is super simple to navigate. The home screen welcomes you with two options: 'I'm the parent' and 'I'm the child'. This is a safety precaution to reduce the risk of the child attempting to purchase a box or viewing content aimed at the parent if the child were to be unsupervised.

The website successfully reflects Amie as a brand and the tone of voice and presence is coherent throughout!

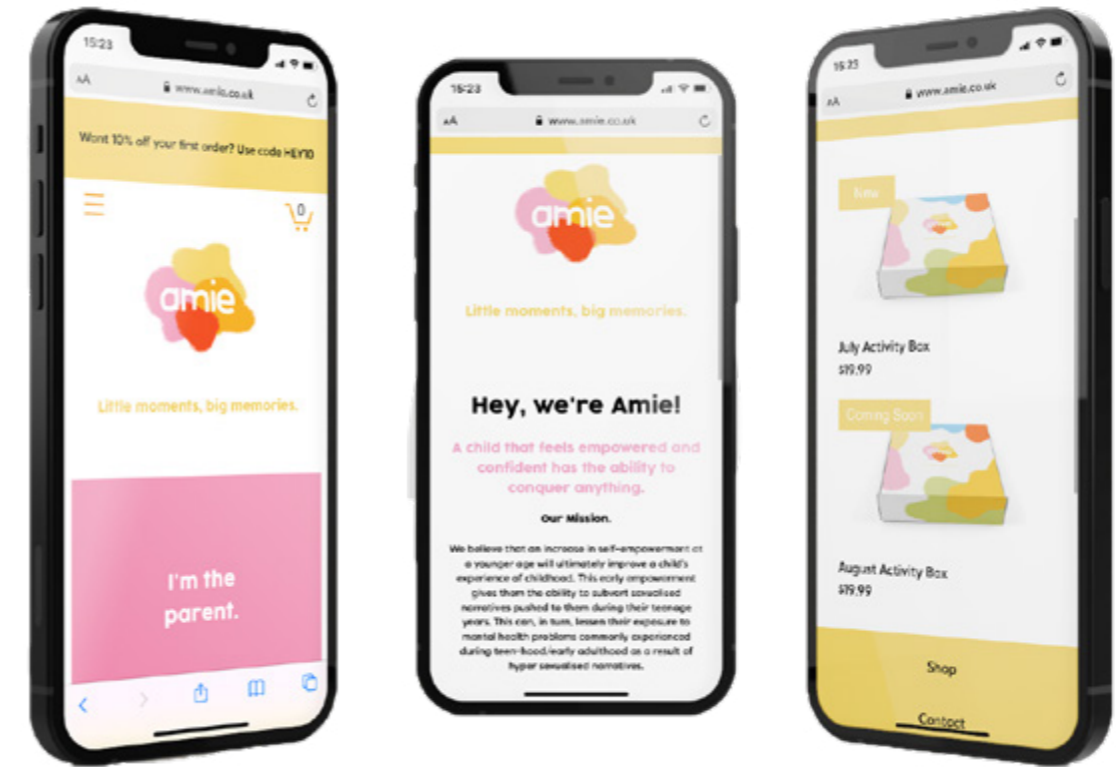


Fig 66

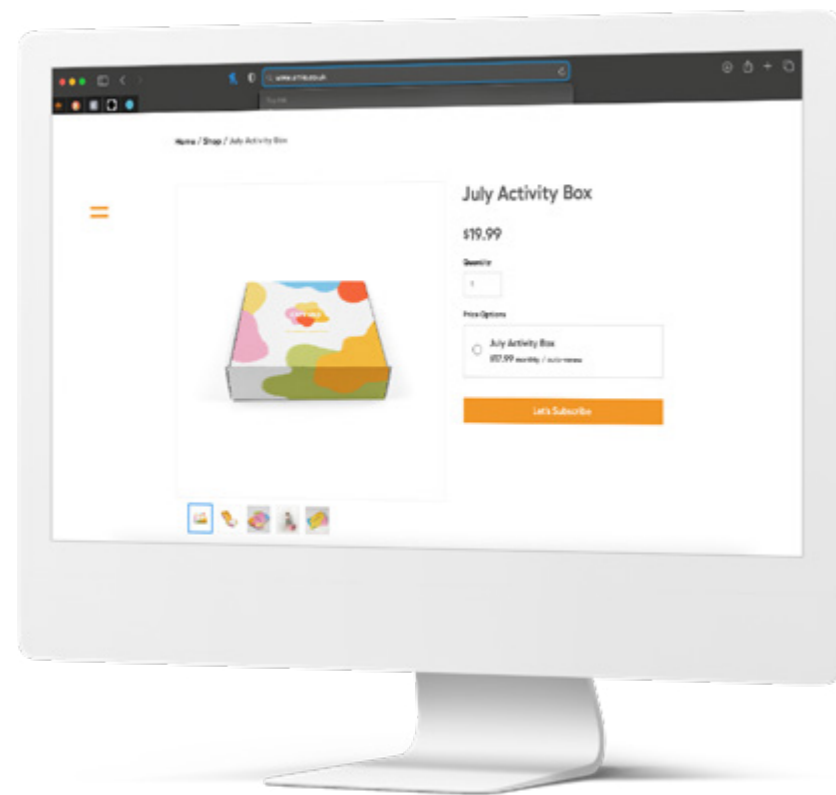


Fig 65

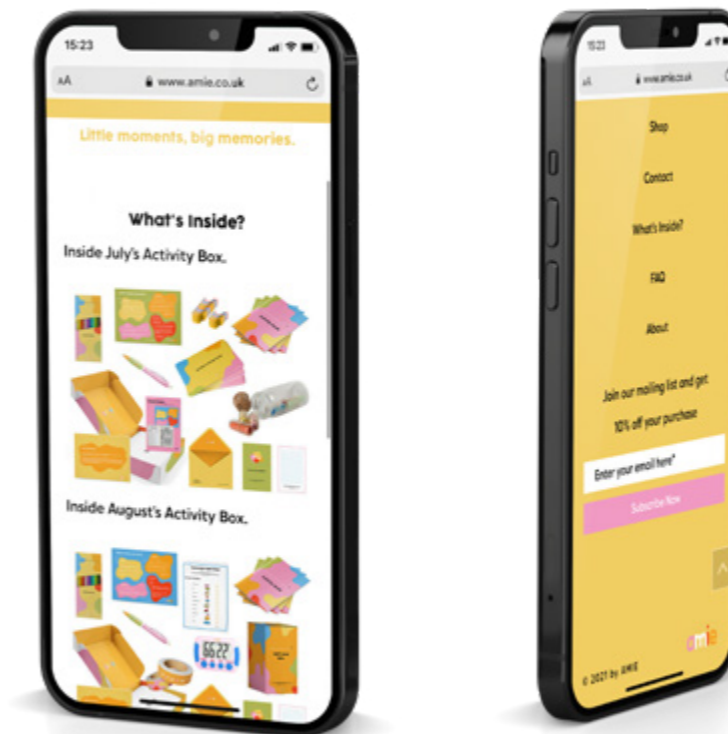


Fig 67

Promotion Card.

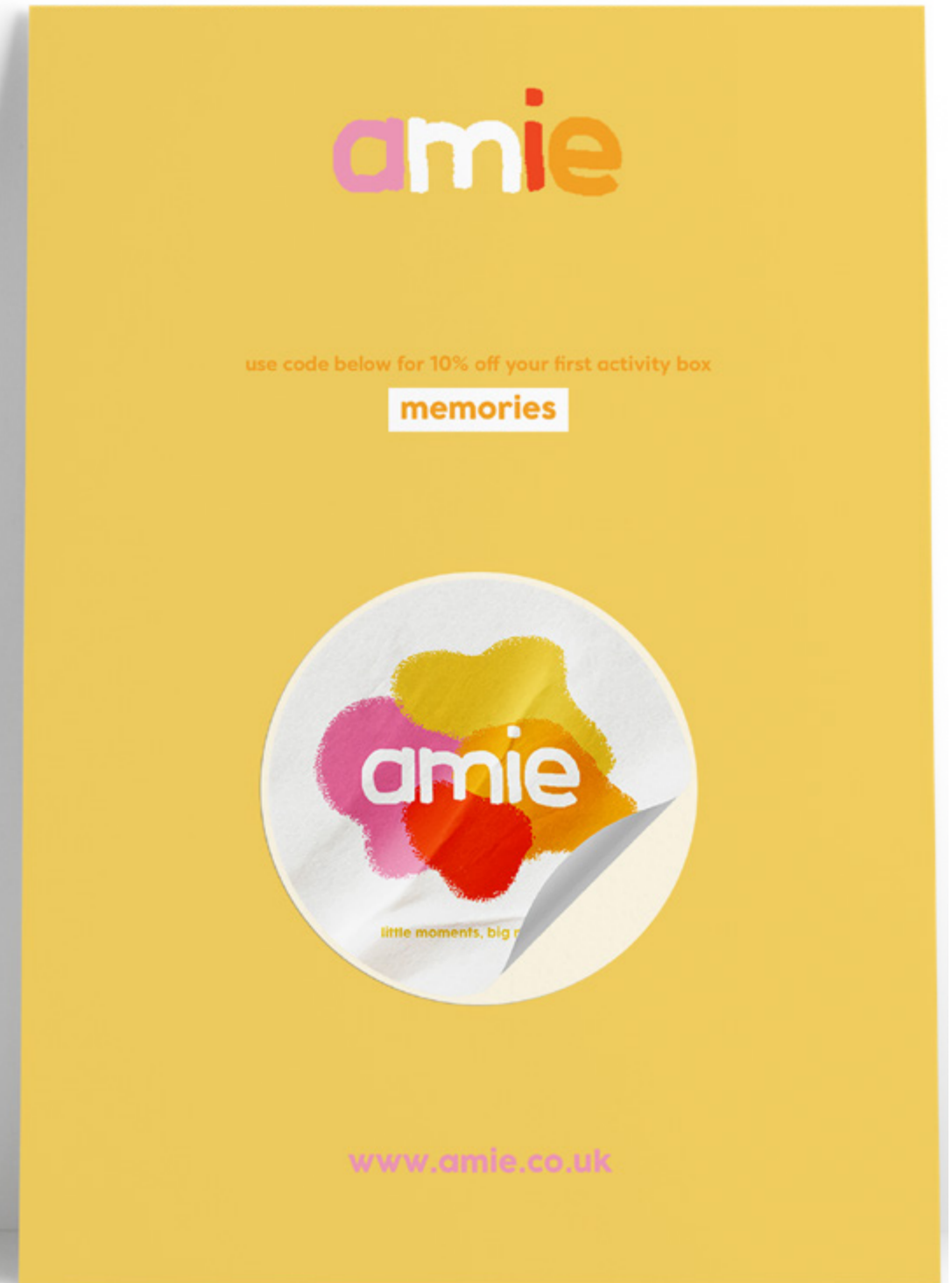


Fig 68

Promo Card.

Given out within schools alongside the weekly newsletters, the Amie promotion card has components to engage both consumers. There is a badge and a sticker to engage the child consumer that will likely be worn on the school uniform for the rest of the week. Children love a freebie, and this is the perfect way to connect the consumer to the brand.

The promotion card connects the parent consumer with Amie giving them the brand's website URL and an exclusive discount code on their first subscription box purchase. The card holds enough information to create interest without completely exposing them to the brand. This installs curiosity and pushes the consumer to take action.



YouTube Ad.



Fig 73

Watch Here



YouTube Ad.

This fast paced, confident short advertisement made to target the child consumer via YouTube reflects everything Amie is as a brand. Fun, playful and exciting. This advertisement perfectly interconnects the child with Amie leaving them wanting more. When clicked the advertisement takes them straight to the brand website where they would interact with the 'I'm the child' page before gathering the attention of the parent consumer.

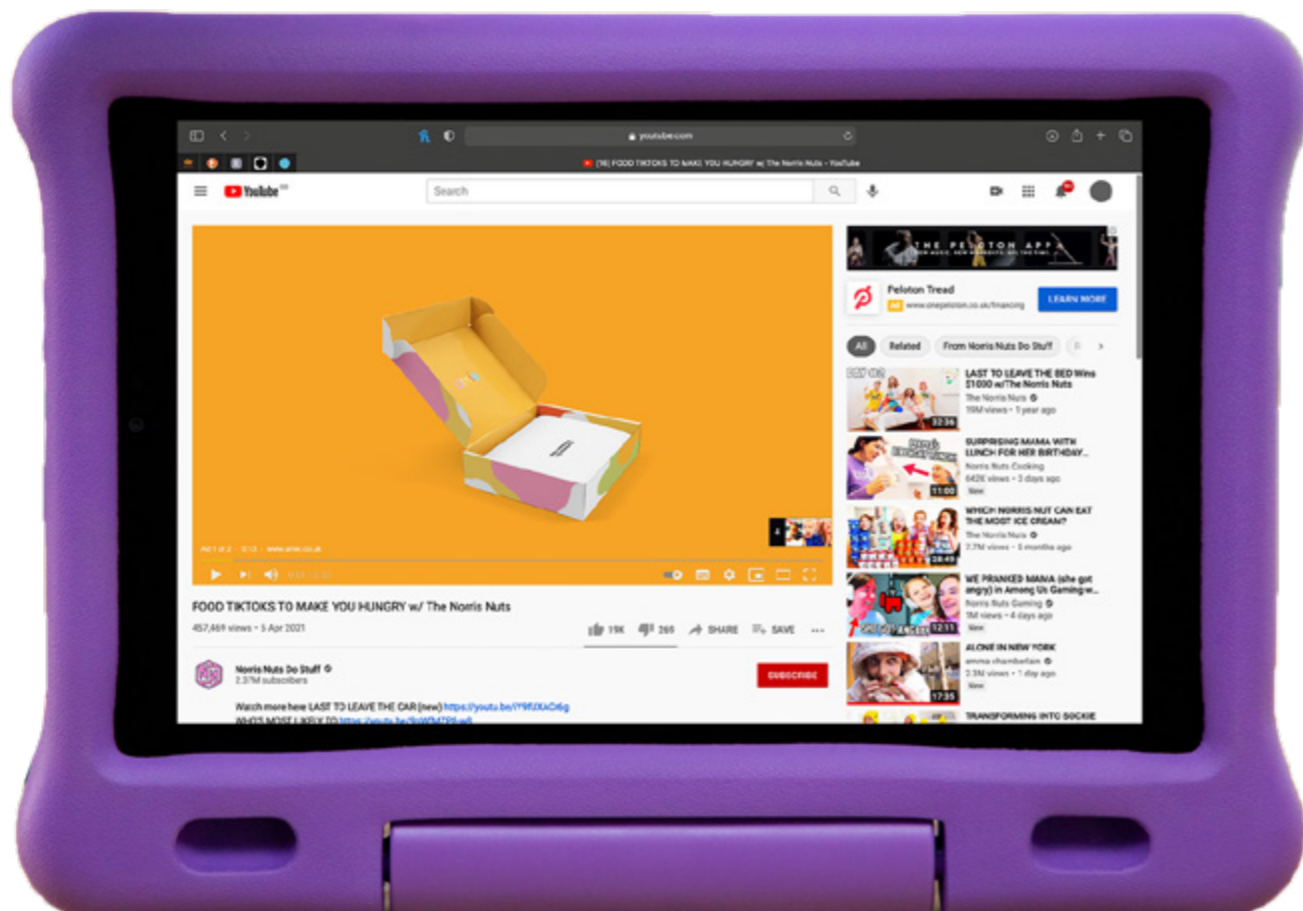


Fig 74



Fig 75



Fig 76

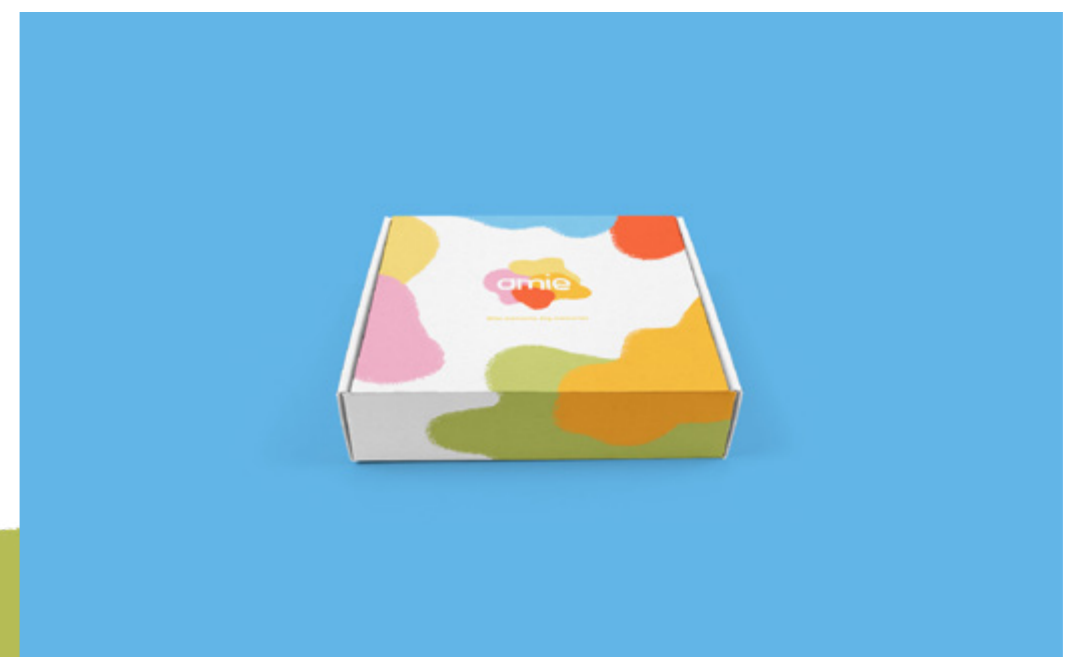


Fig 77

Fig 78



[Listen Here](#)

listen to me!

Spotify Ad.

Spotify Ad.

Targeting the parent consumer via an audio advertisement seen alongside the Lifestyle podcast genre on Spotify. An informative yet ambiguous advertisement that tells the consumer enough, but not too much. Accompanied by the same fast paced music, maintaining the brands' identity, the advertisement draws the parent consumer to action.

There is a direct link on the Spotify ad pop-up that will take the consumer to the Amie website, so wherever or whenever they interact with this ad, they can still save Amie for later.



See ad in action!

click →