



Personality PUPS™

Influencer Affiliate Scheme



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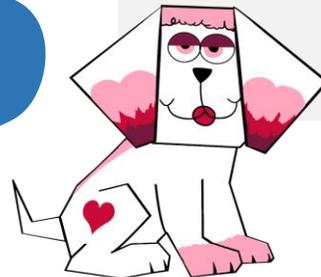
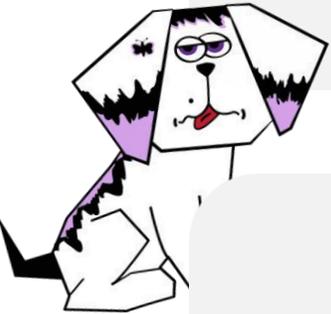
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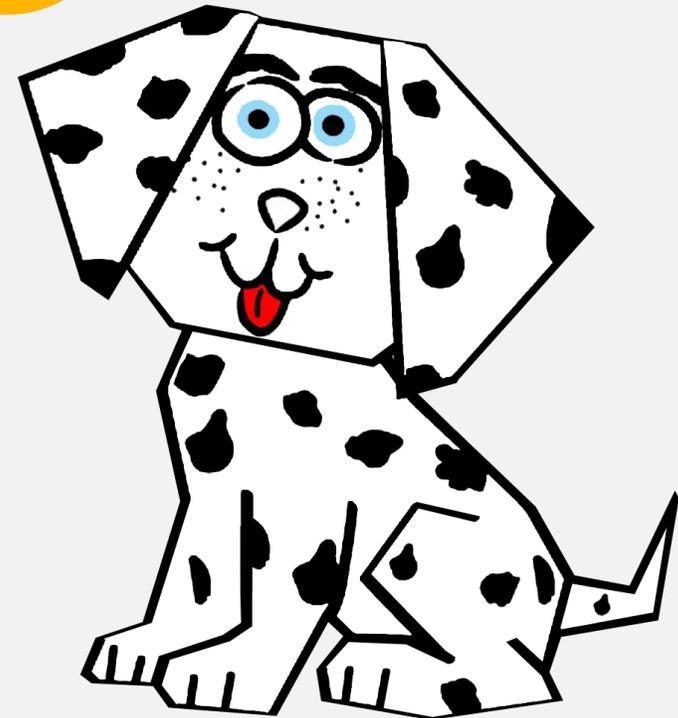


Who are we?

Welcome to the World of the P-Pups

In 2011, the stories of Personality Pups™ was developed by a thirteen year old boy who loved to draw, paint and just use his imagination to create all types of images. His original creation was a Pup called DOT, a happy-go-lucky puppy who wants to spread happiness throughout the world. His lively imagination was embraced by his classmates at school, who then inspired him to create more pups; and now there are a total of twelve pups.

The concept of Personality Pups™ is to have children from all over the world identify with a pup that best matches their own personality. They will be able to follow the stories of each pup and also have the opportunity to explore and use their own imagination by telling their stories through the illustrations of the pups. It is a creative and imaginative way to make learning fun and help children with their social and emotional development.



Imagination for Kids around the World

P-Pups

Our aim is to spread the message of the Personality Pups across the world using our online platform, social media, academy, app and so much more.

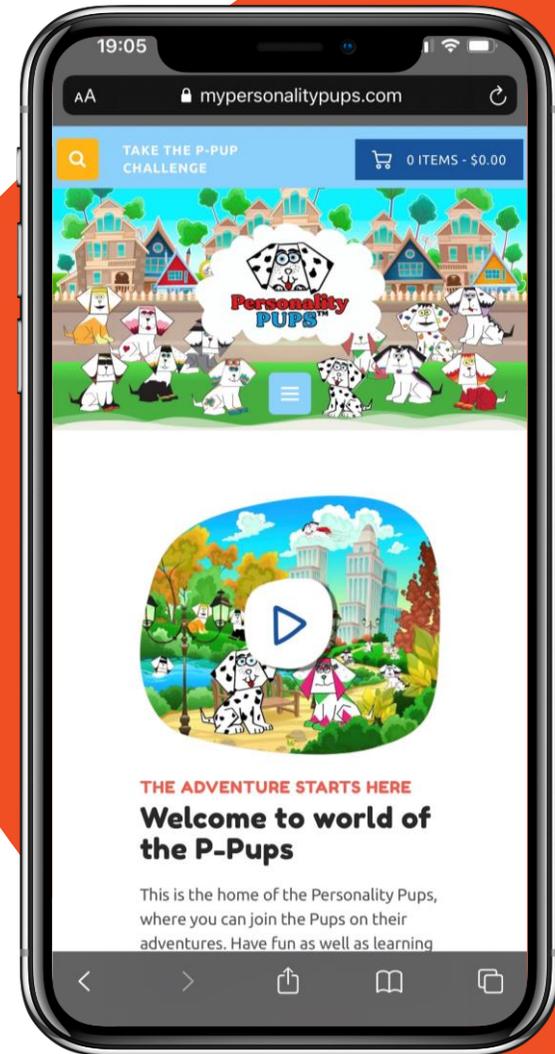
● Personality Pups

With the use of the 12 Pups; we are offering ways to be creative and making learning fun.



Our Platform

Our online platform offers fun, creativity and use of imagination using tools, products and fun things to do. It all starts with the book and our website with more elements like an app to follow.



A Games

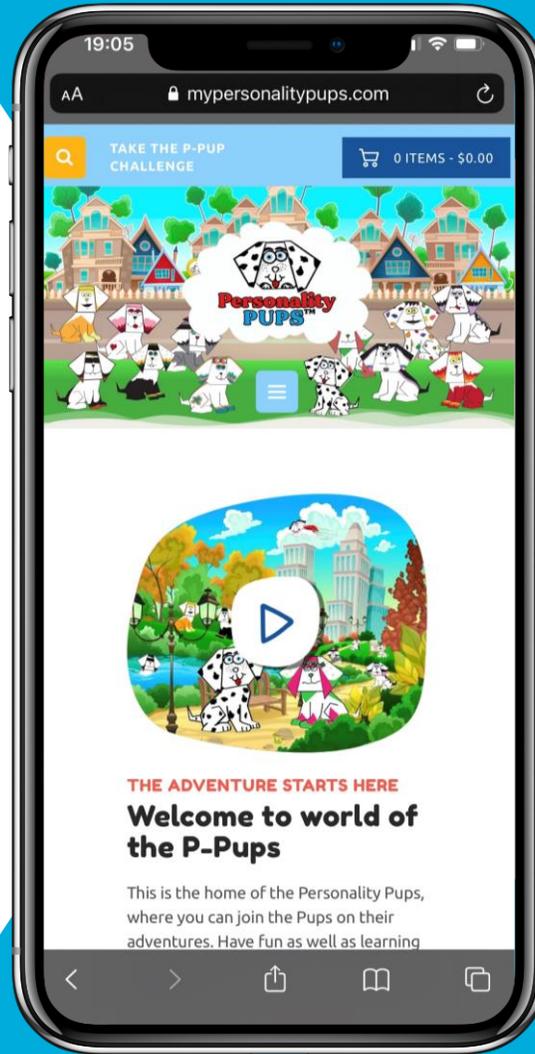
A collection of different games and fun things to do for children, families & parents.

D Activities

Fun activities and seasonal elements to color, make and do together or individually.

C P-Pup Academy

A learning hub for children, parents and teachers. Making learning fun with the Pups.



B Merchandise

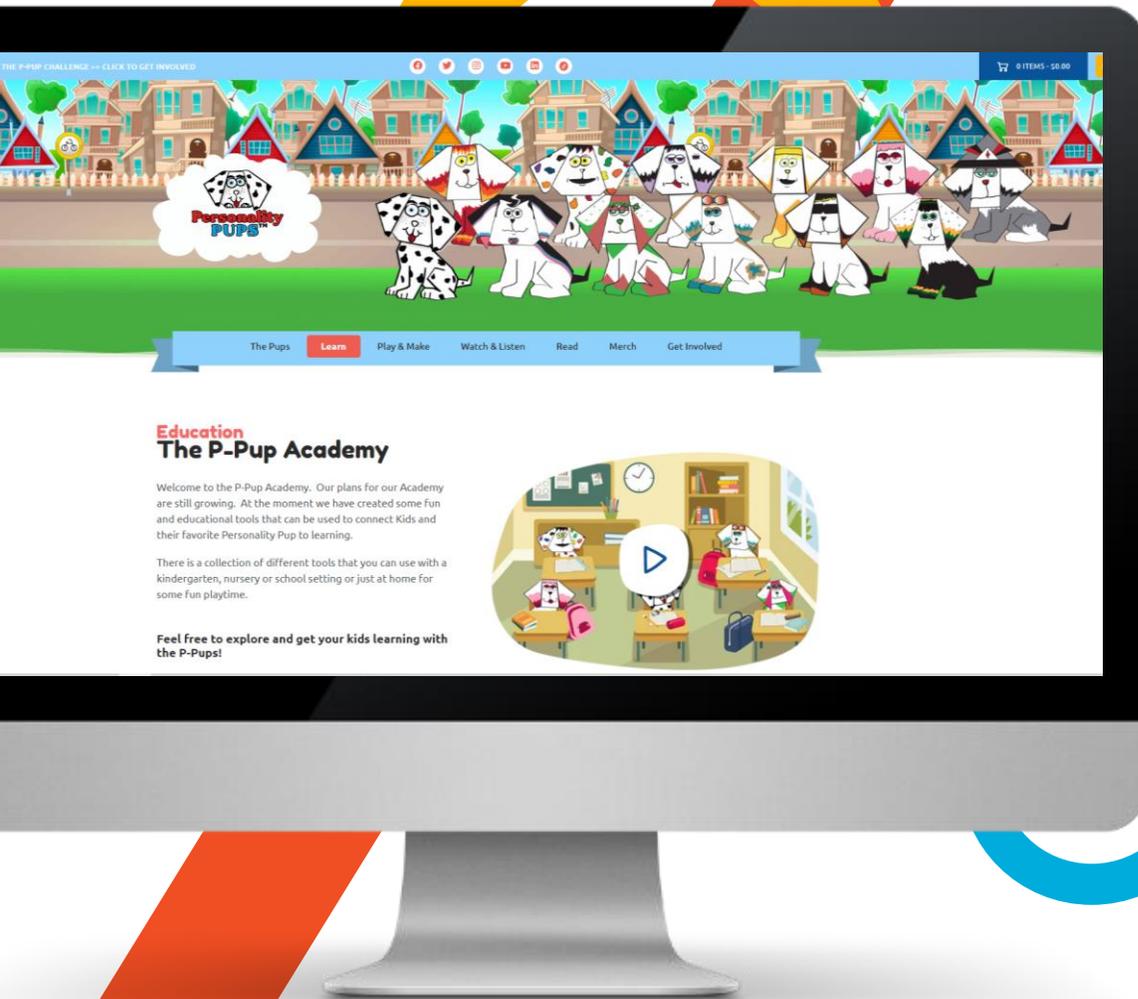
Merchandise for the Personality Pups including different products for each Pup.

C Video

With our online channel we have videos to share with series, animation and more to come.

D Music

Enjoy the music of the Personality Pups, fun modern music to learn, sing and dance to.



Our Platform



Our website is a fun, colorful, interactive platform for kids to immerse themselves in the world of the Personality Pups. From fun things to do, games and more and the start of our P-Pup Academy.

The fun approach to learning along side the Pups themselves.



Goals

Campaign Goals



Goal One

Generate awareness &
interest in the Personality
Pups brand.

Goal Two

Promote Books and
associated merchandise on
our site.

Goal Three

Promote social media
accounts and our website.

Campaign Message

A

Fun

Have fun with all or one of the twelve
Personality Pups

C

Online
platform

Access our online platform for games,
activities, music and more!

B

What's your
Personality

Learn about Personalities and discover
what your main personality type is.

D

Read, Learn &
Entertain

Read the books, Learn and be entertained
in the amazing world of the P-Pups.





Objectives

Objectives by Platform

The intended aim of working with influencers is to share pictures, videos and other engaging content with their audiences. The objective remains the same with each platform. We will be guided by each individual influencer as to the best form of content, as you know your audience, and everyone's is different. When we run specific campaigns, we will be in touch with you to give some guidance and collaborate with you on your content ideas before it's released to your audience.



Share using **PUP**

Use the different Personalities and the Pups to share information and engaging content.

Share using **PRODUCTS**

With a large selection of products and merchandise, which is growing all the time you have a large portfolio to share using your content.

Share using **ACTIVITIES**

With the P-Pup Academy and the Activity center you have different downloads, things to make or color that can be used as a tool when generating interest.

Key Objectives



A

ENGAGEMENT

Generating kids, parents and teacher's engagements with social media and our online platform.



B

TRAFFIC

Drive traffic to the main site, P-Pup Academy and specific elements such as the Music, Books or Store.



C

AWARENESS

Creating awareness of the Personality Pups brand, individual Pups, Challenge participation and the future information.



D

SALES

Generate sales of Books, Music streams, Merchandise and Fan Club membership (when relevant).

Timeline

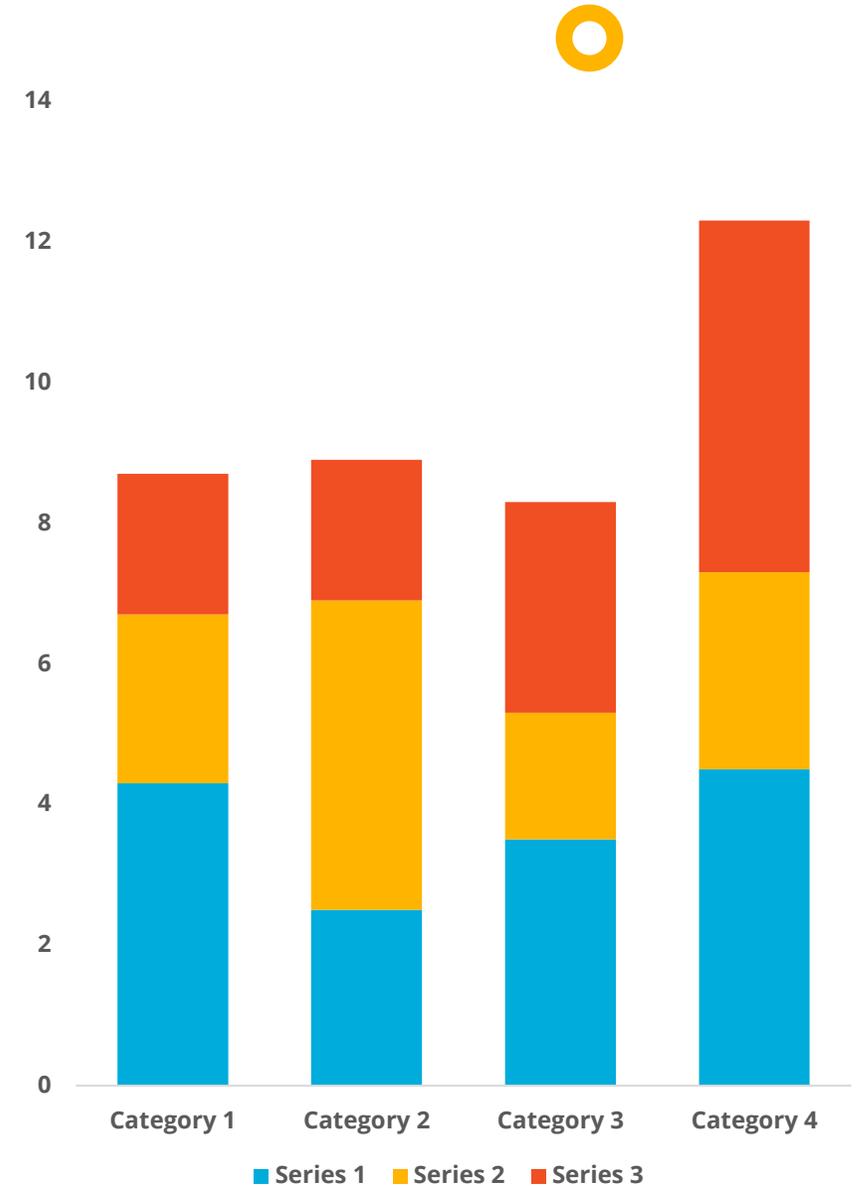


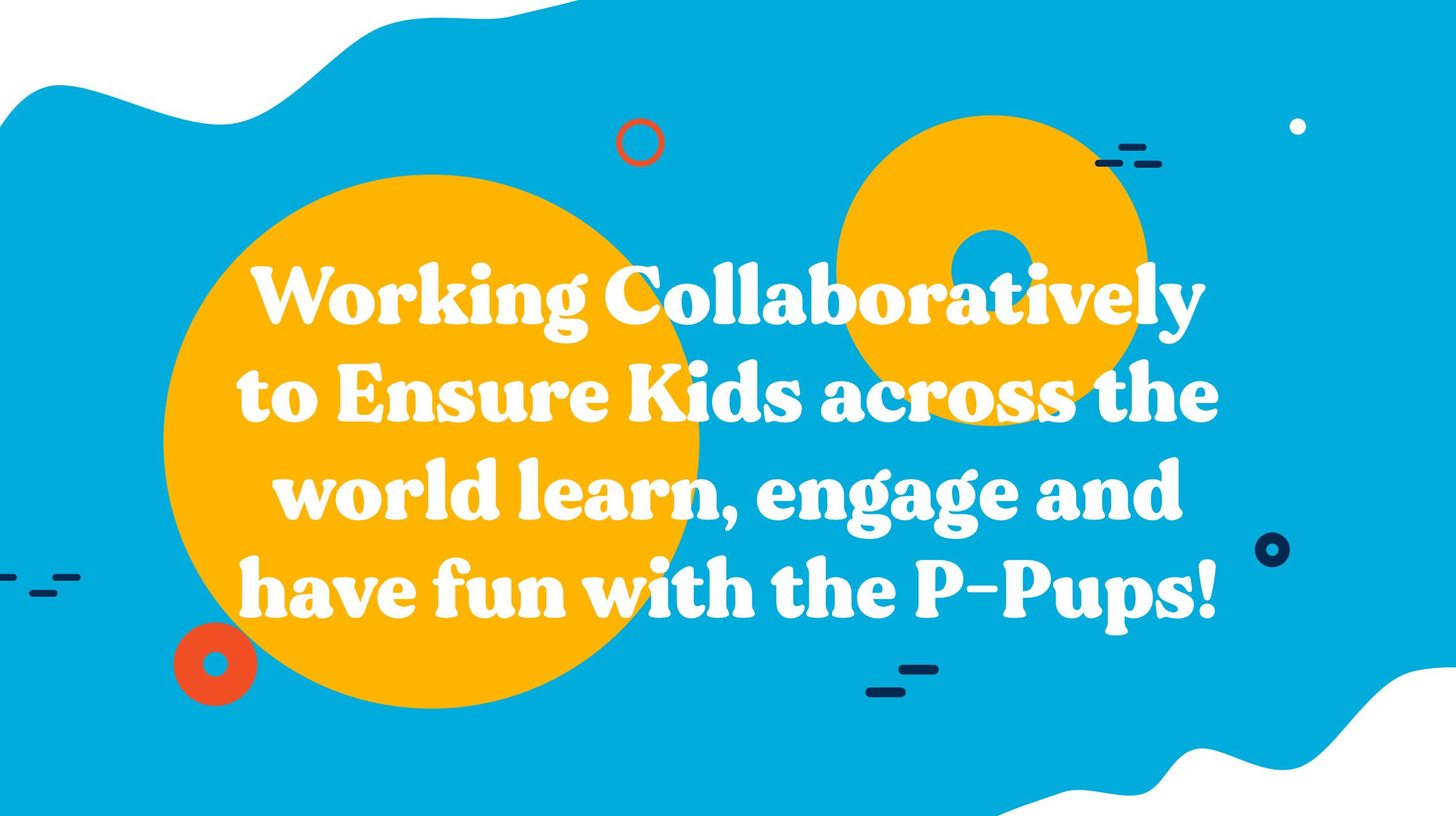
Deliverables & Timeline



Our affiliate scheme is an ongoing scheme that can be accessed at anytime and promoted to your audience at anytime. The more sales that go through the site, the more commission you earn. As this is ongoing there are no set deadlines or timelines at this point.

We will contact you with specific product release, events, challenges and more with around a 1-2 month window. These would need to match our marketing strategy.





**Working Collaboratively
to Ensure Kids across the
world learn, engage and
have fun with the P-Pups!**

Target Audience

The target of the Pups is for kids, parents and teachers alike. A place to have fun on their own, with friends, as a family or in a learning environment.

The Pups offer a fun way to learn, develop social skills and safe place to access online age-appropriate content.

Audience 1

Children aged 0 -

10

Audience 2

Parents

Audience 3

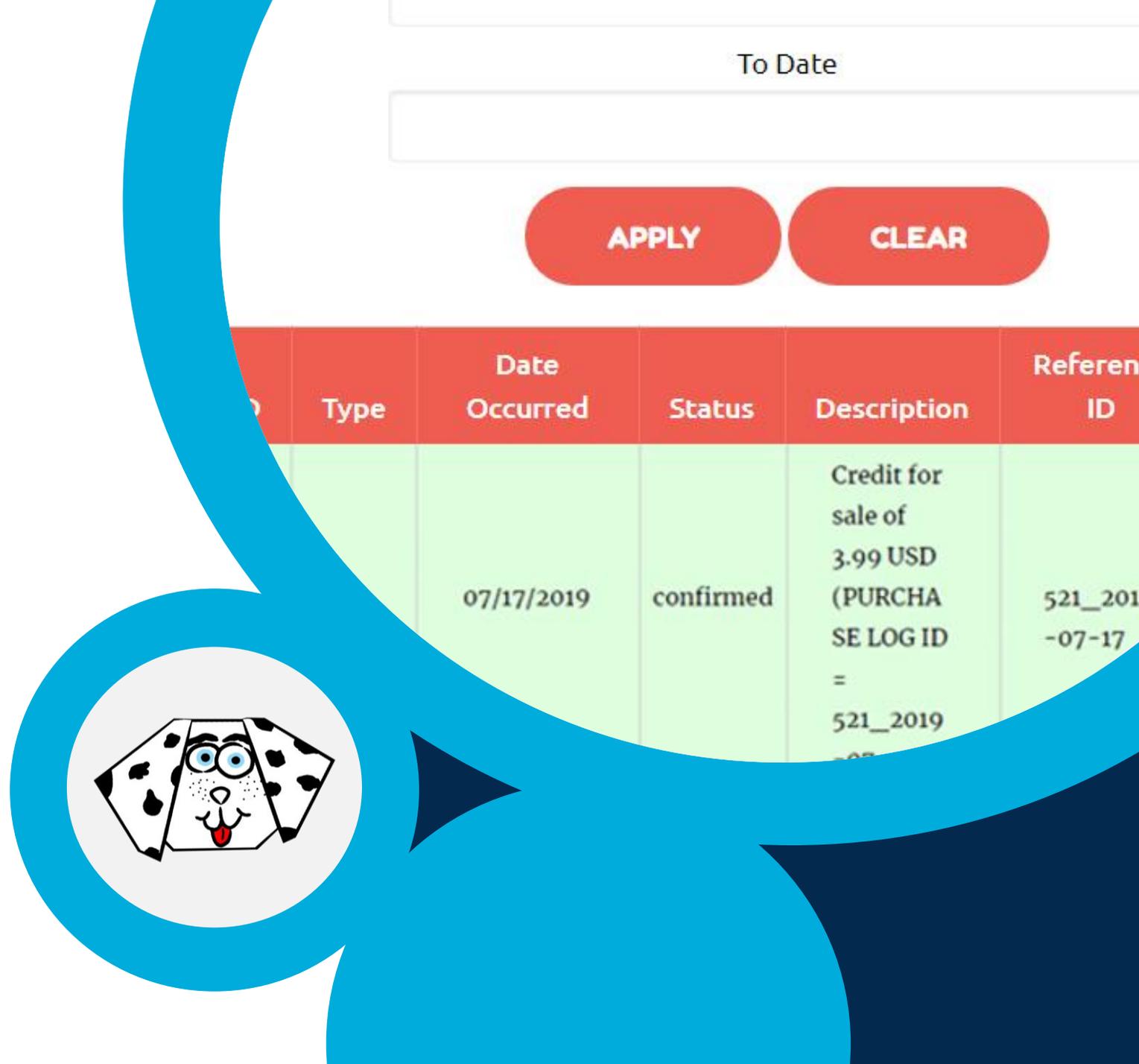
Teachers, Home
school & Tutors





Online Affiliate Portal

Sign up and login to our online portal where you can create links, manage your commissions and personal details, access artwork and other great details to maximize your reach and commissions.





Commissions

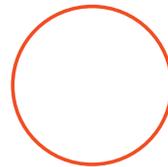


What does it mean for you?



Our influencer affiliate scheme has been designed to be as simple as possible. We are going to watch this during the beginning months and will adjust if required to ensure that it is beneficial and transparent for all.

Earn: 30% on all products
Payments: Paid monthly*
Tools: Visit Affiliate portal

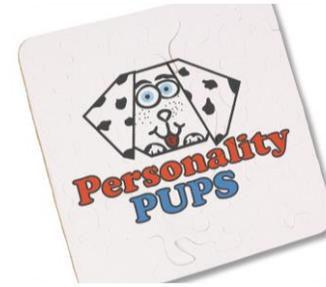


** We pull reports in the first week of each month and will pay using your payment details on file.*



Content Review Process

The process of earning commission through Personality Pups is easy. Create the links for the products you want to talk about use the artwork or create your own content and share. Once the sale has been made it gets added automatically to your Affiliate account and you can see in real time how much you are due. Then on the first day of the month we take the amount and pay direct into your PayPal (other methods can be discussed).



CHOOSE PRODUCT

**CREATE
LINK**



**EARN
COMMISSION**

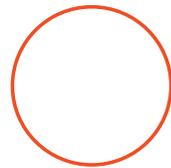


P-Pups



Growing the P-Pup brand together

Choosing to work with the Personality Pup brand will earn commissions for you in many ways. We see this as a partnership and will work with affiliates to get the best from working with us. Get in touch and let us know how things work for you.





Personality PUPS™

