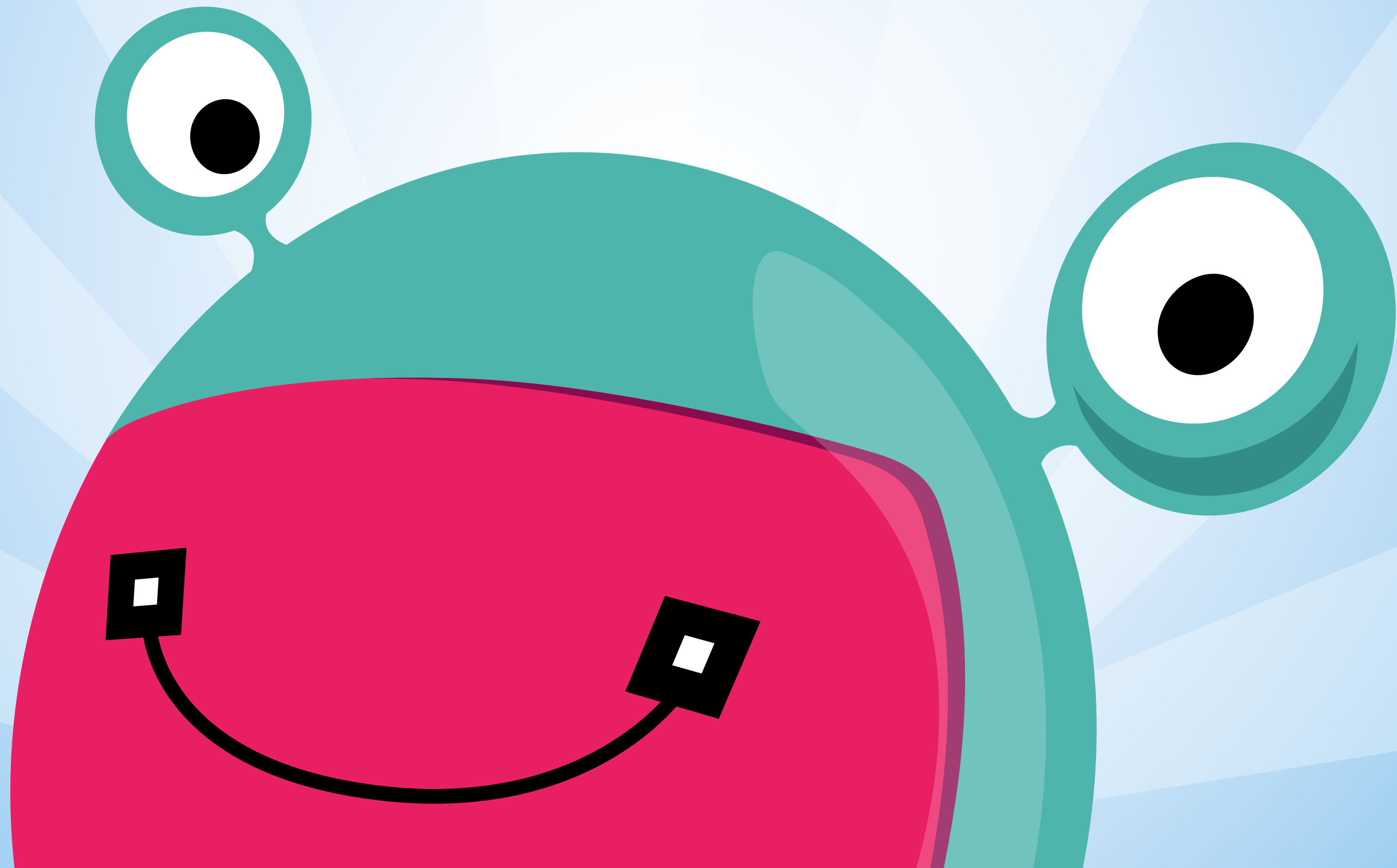


KÖZMIX CONCEPT



KOZMIX CONCEPT



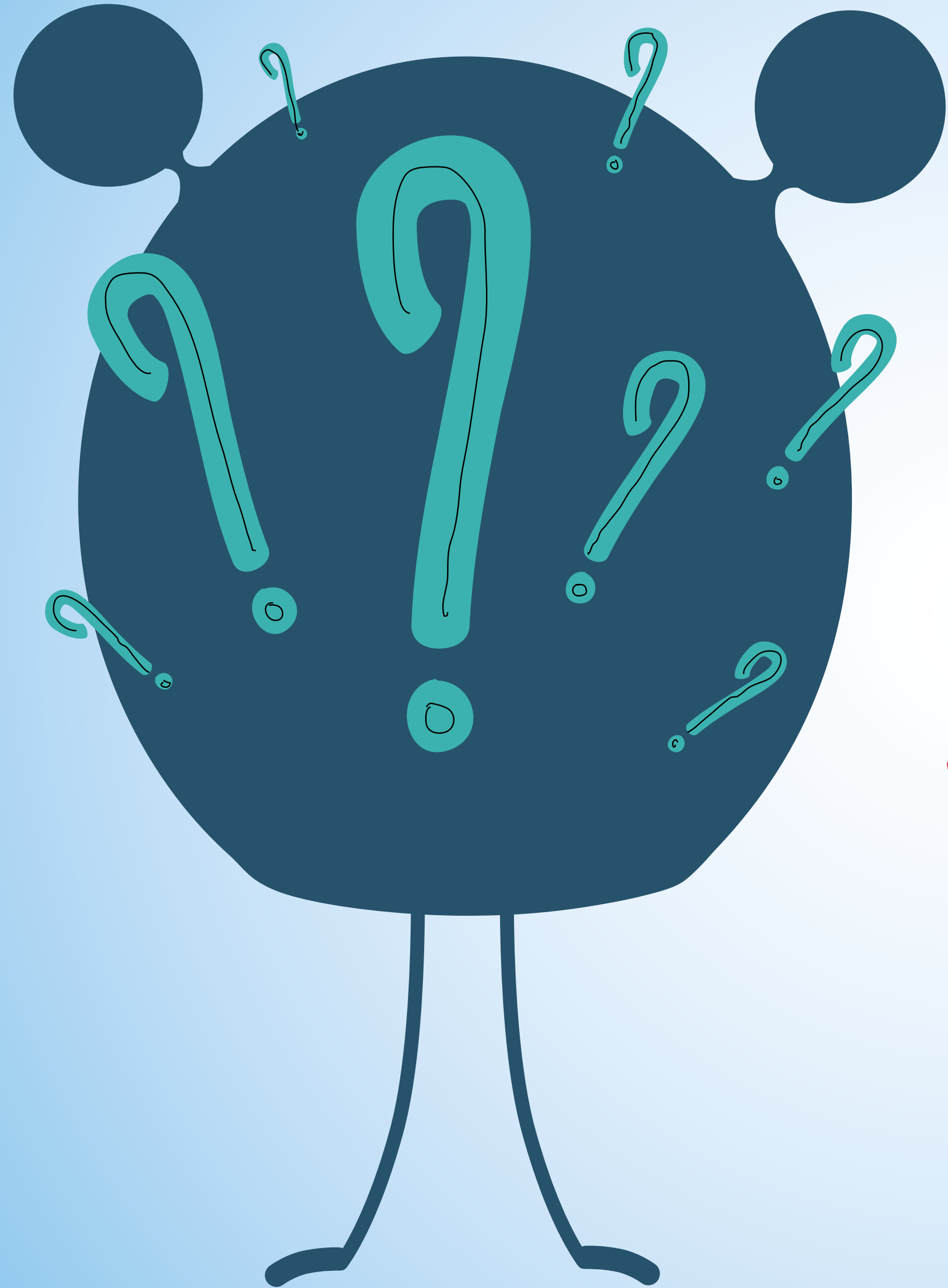
Unify, streamline and centralize the education system on a single platform tailored to the target audience. Create a hybrid education solution that combines digital content with printed materials.



With one concept that is tailored to the target group. We bring one brand / story and motivation for all in different forms.

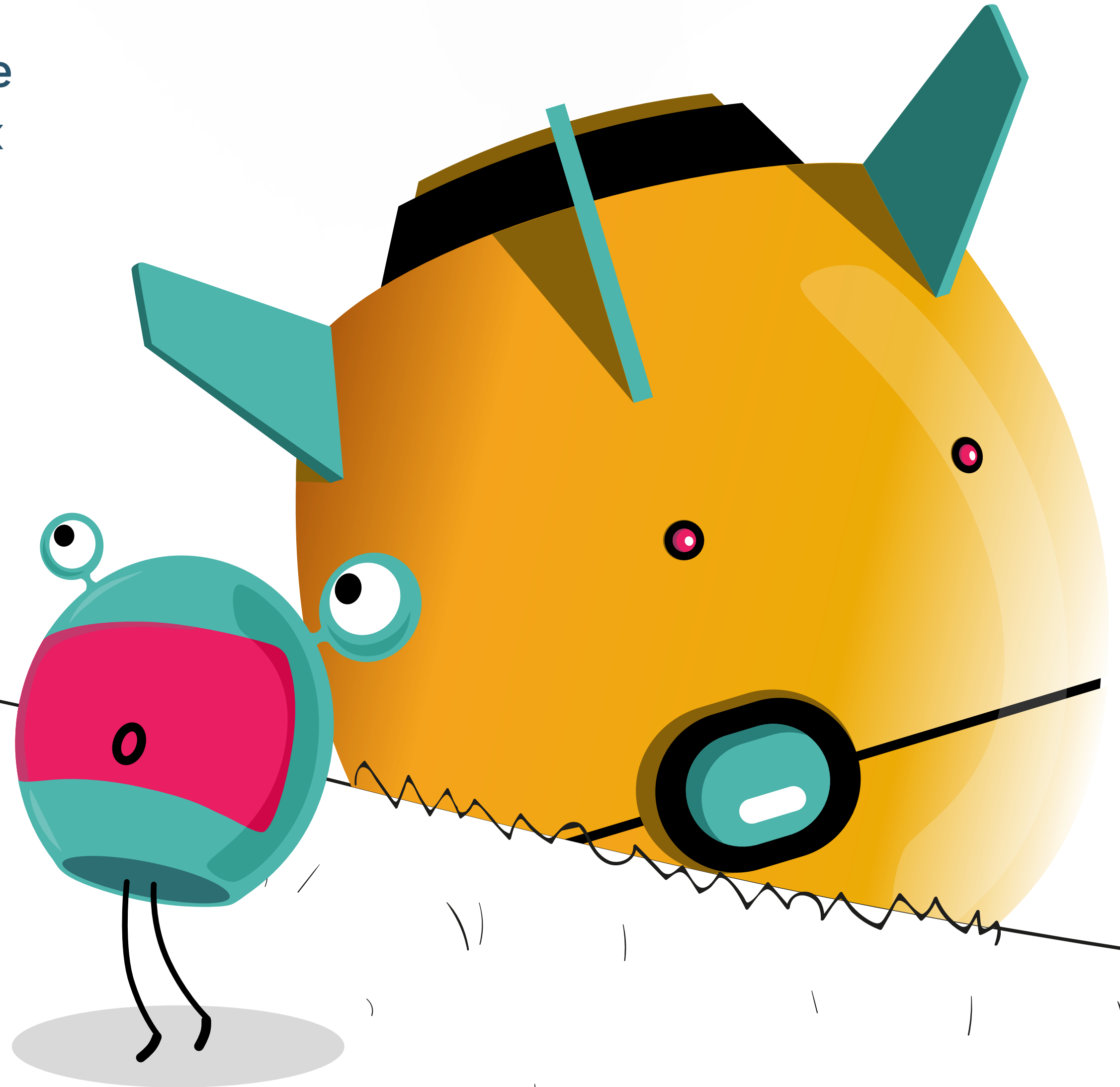


A unique educational solution and creative concept with a story for 3 target groups (kindergarten, 1st and 2nd grade elementary school).



WHO is
KIZMIX?

A little space being crashed into Earth. As the saying goes, 'Practice makes perfect'. Kozmix was no exception and needed to study to become perfect just like every other human child. And so, Kozmix found some friends to accompany him on his journey of discovery and proficiency.

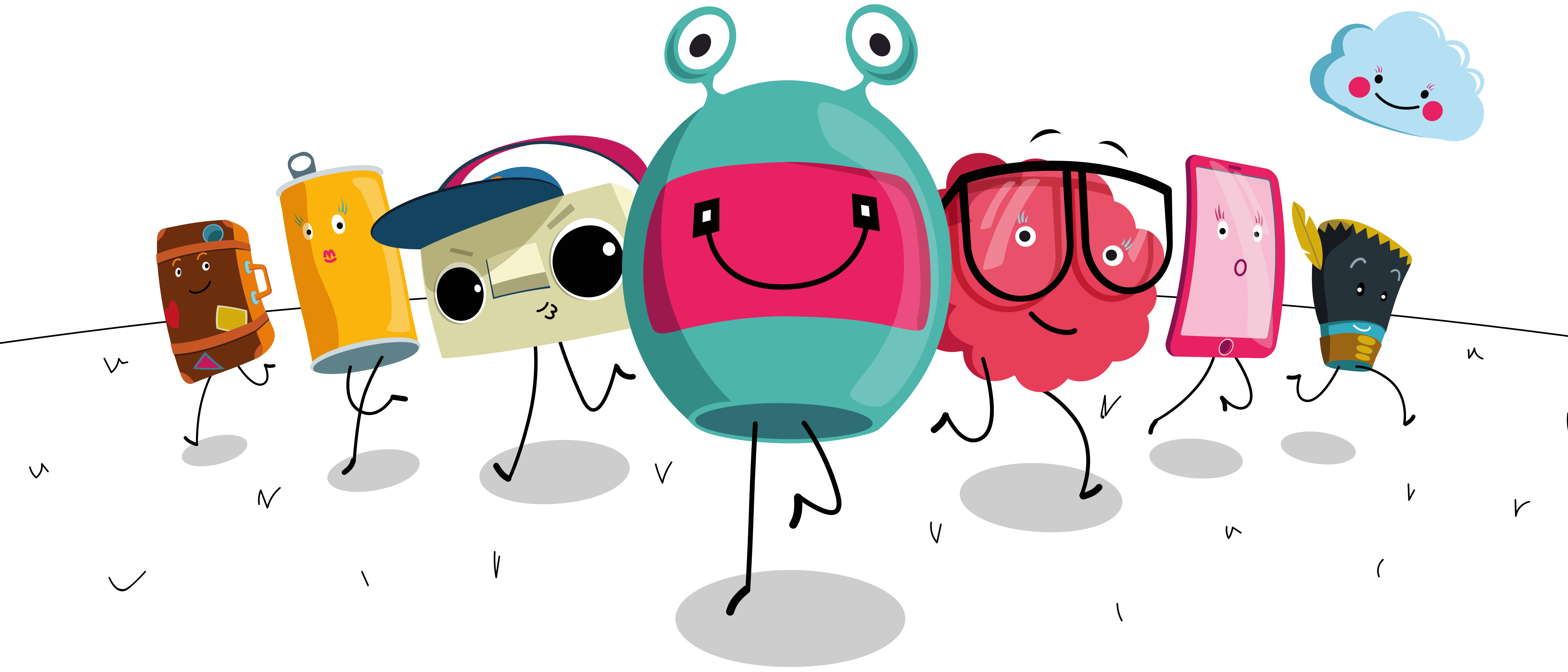




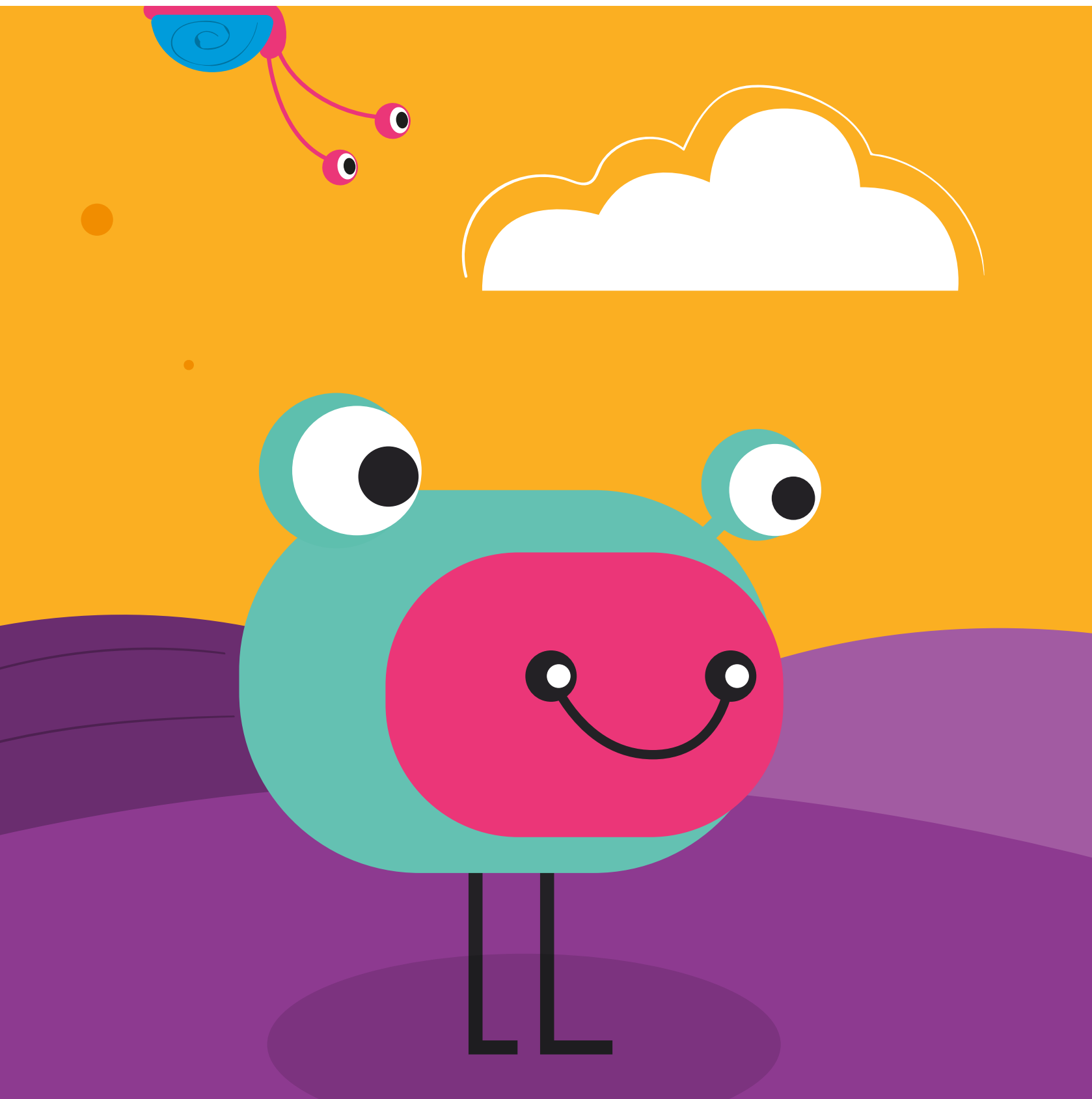
HOW DID HE

GET HERE?

KÖZMIX & HIS FRIENDS



DEVELOPMENT KÖZMIX STORY



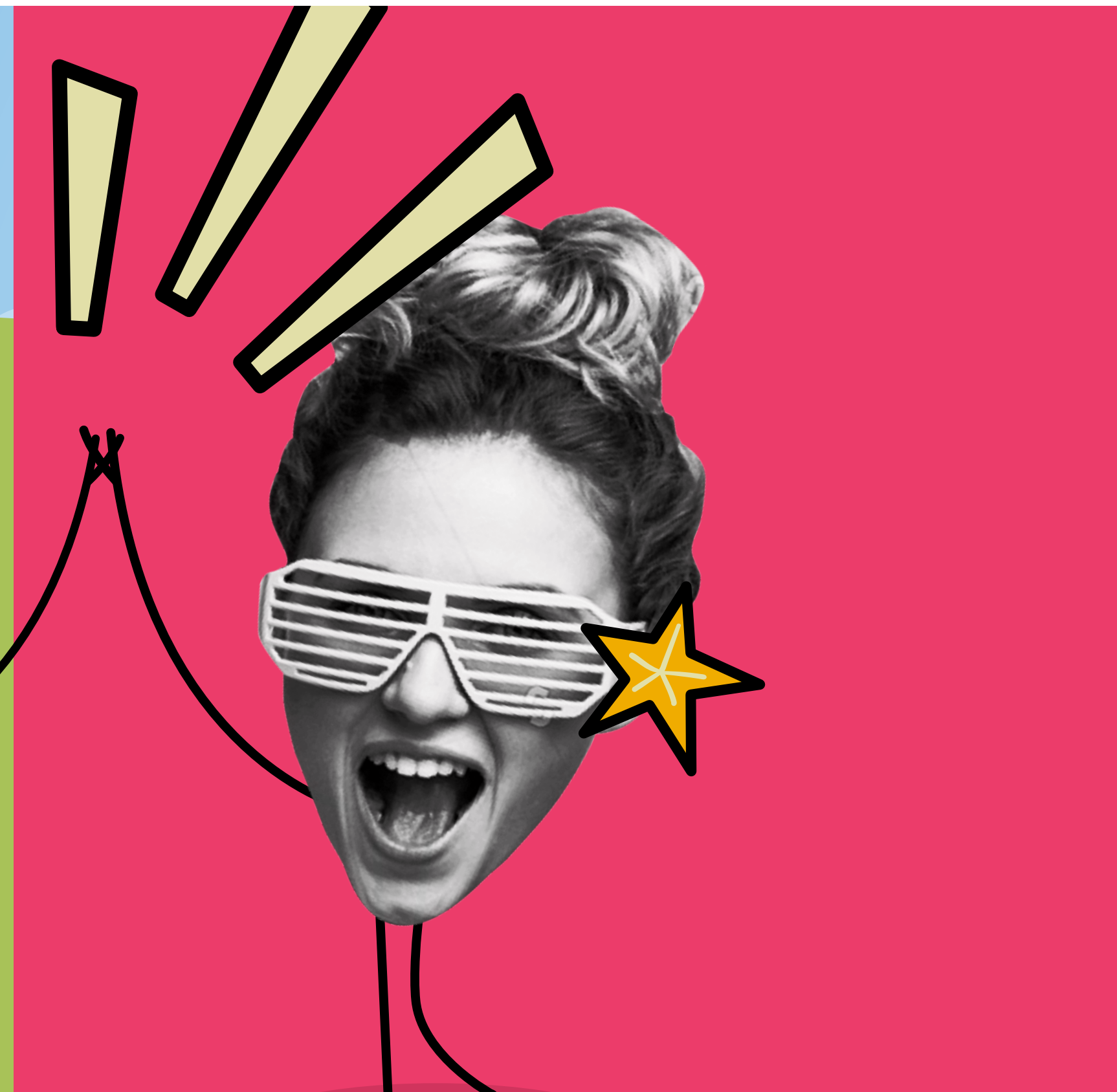
KINDENGARTEN

Target group: 3-6 years old



**1. GRADE
ELEMENTARY SCHOOL**

Target group: 6-10 years old



**2. GRADE
ELEMENTARY SCHOOL**

Target group: 11-14 years old

BABY KOZMIX

Target group: 3-6 year old children

Story: Baby Kozmix and his story

Content: Digital educational content and printed materials

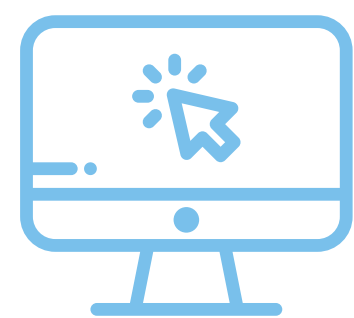
COMUNICATION CHANNELS:



Direct distribution
to schools



Direct marketing
newsletters



Online marketing
social media and online
communication



Offline
communication



JUNIOR Kozmix

Target group: 6-10 year old children

Story: Junior Kozmix and his story

Content: Digital educational content and printed materials

COMUNICATION CHANNELS:



Direct distribution
to schools



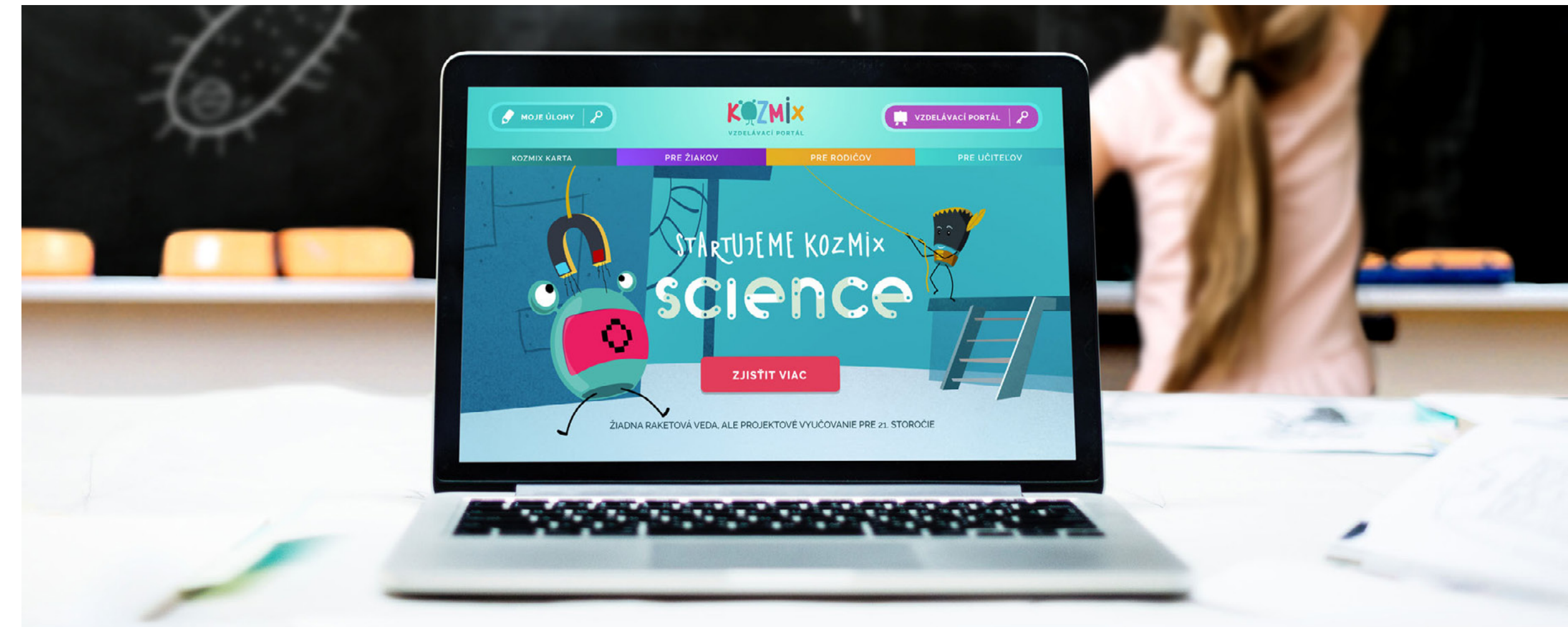
Direct marketing
newsletters



Online marketing
social media and online
communication



Offline
communication



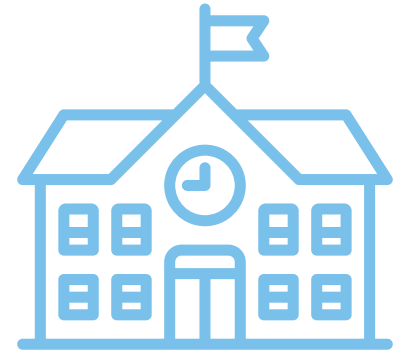
TEEN KŮZMIX

Target group: 11-14 year old children

Story: Junior Kozmix brand and his unique content

Content: Digital educational content and printed materials

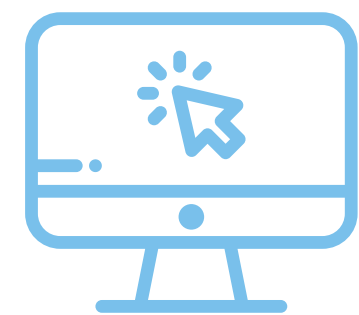
COMUNICATION CHANNELS:



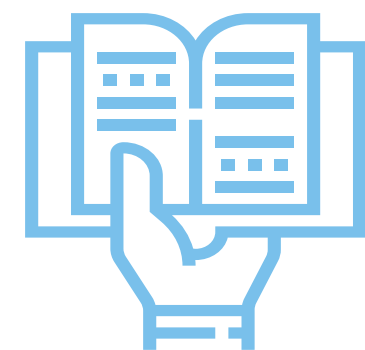
Direct distribution to schools



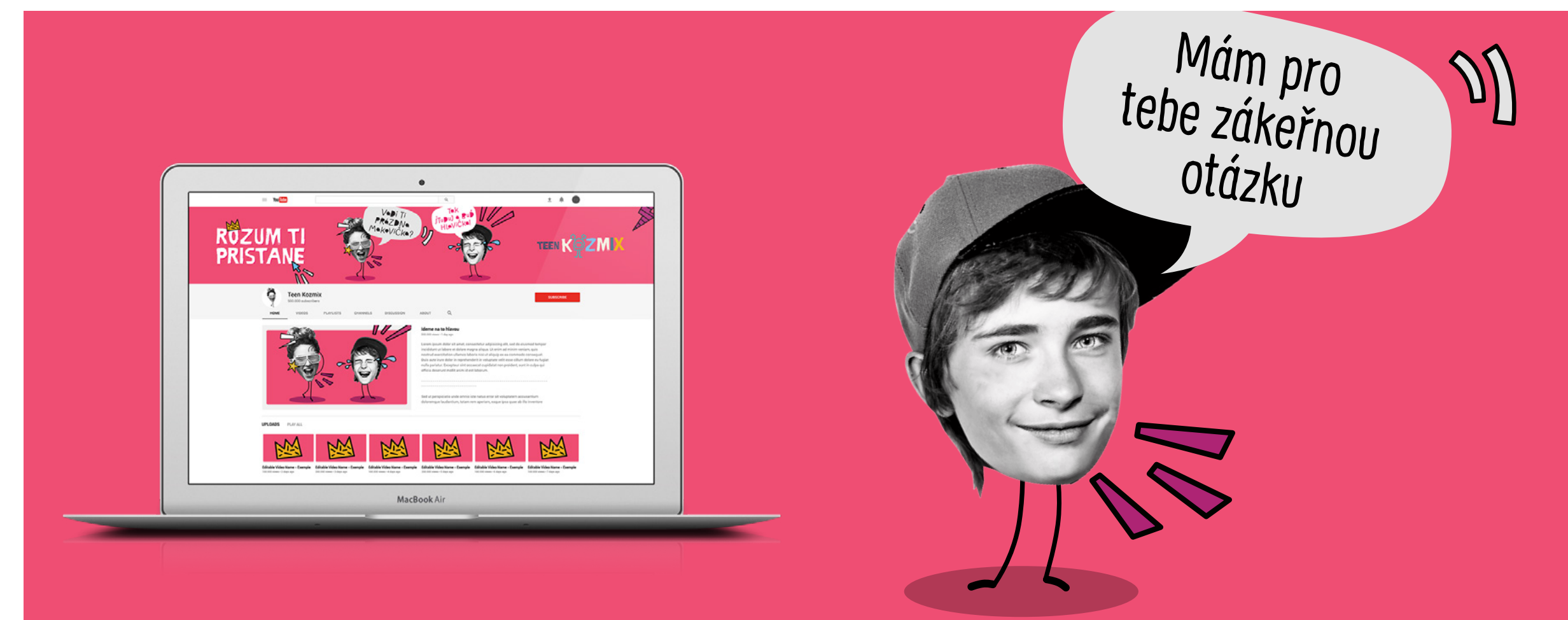
Direct marketing newsletters



Online marketing social media and online communication



Offline communication



KOZMIX CONCEPT SUMMARY



To bring a concept in education with ready-made solutions and materials.



To motivate children to learn through stories with Kozmix and his friends and additional activities.



To globally build awareness of one brand in 3 target groups and stay consistent in communication.

TARGET GROUPS:

teachers, children
and parents

CHANNELS:

offline, online
and direct marketing

TOOL:

the KOZMIX brand
and additional activities
consistent communication
with one brand

TIMELINE:

yearly