


**Playola**

**BY CRAYOLA**





WE INTERRUPT THE  
REGULARLY SCHEDULED  
PROGRAM TO BRING YOU  
THIS IMPORTANT MESSAGE

**LISTEN UP!**

Kids (ages 6-13) are going crazy at home  
because everyday feels the same.



# WHAT'S GOING ON?



Most media does not require an active imagination to consume.

Kids have wild imaginations, but it's hard to think outside the box, when you're stuck inside a box.

**THAT'S WHY WE CREATED..**



The word "Playola" is written in a bold, rounded, bubbly font. Each letter is a different color: 'P' is red, 'l' is yellow, 'a' is light green, 'y' is green, 'o' is blue, 'l' is purple, and 'a' is magenta. The letters have a thick black outline. The background consists of several horizontal, slightly wavy lines in the same color palette as the letters, drawn with a crayon-like texture.

# Playola

MAKE BELIEVED.

An augmented reality game that lets players draw from and play with their own creative imaginations.



Did you just yawn?

Probably, it's day 342 watching the same cartoon in your grey-painted room.  
Today feels like tomorrow. Wasn't it tomorrow yesterday?  
Hard to think outside the box when you're stuck inside a box.

**What if there was a way to play what you create?  
Heroes, monsters, treasures — you invent the game.  
Transform your room into a jungle.  
Your couch to a red volcano.  
The floor into hot lava. The TV's a tornado!**

**And all you need is a crayon and a screen  
To scribble what you think of  
Then scan it up to make it breathe.  
The boring days are over.  
A new game has arrived.**

**Grab some paper, some Crayola.  
Make Believed.**

**This is Playola.**

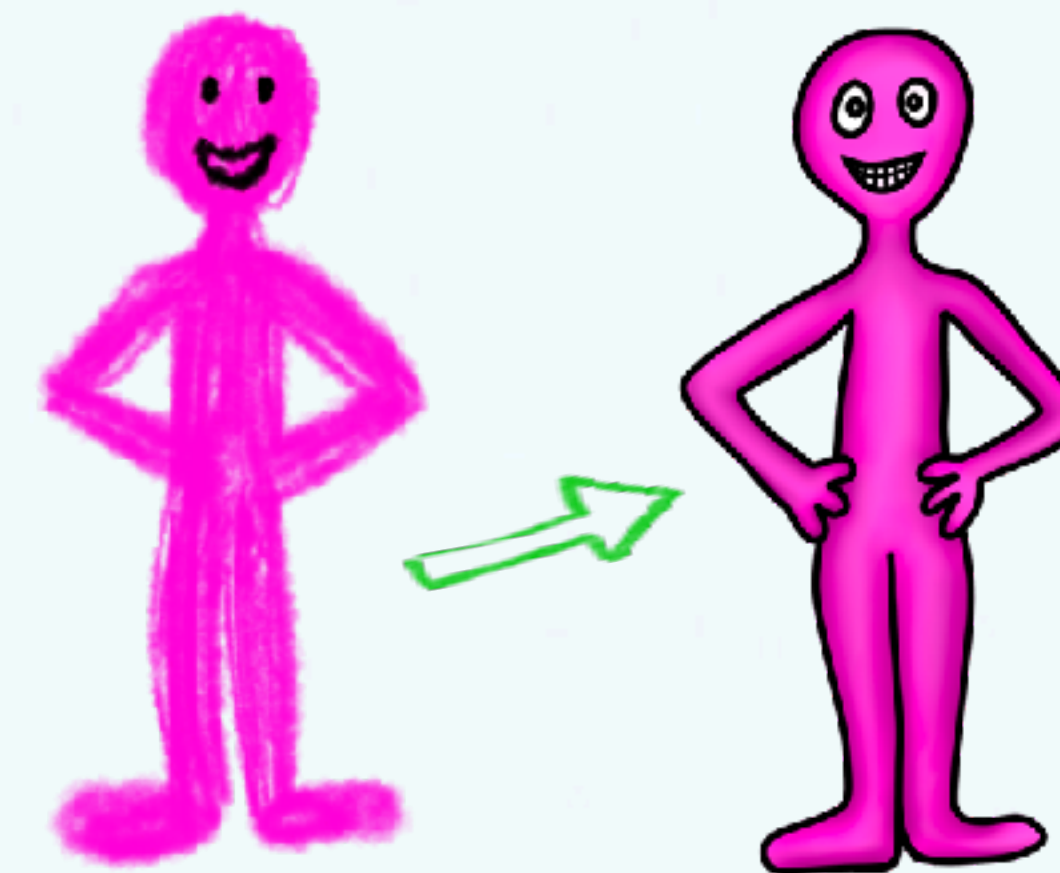
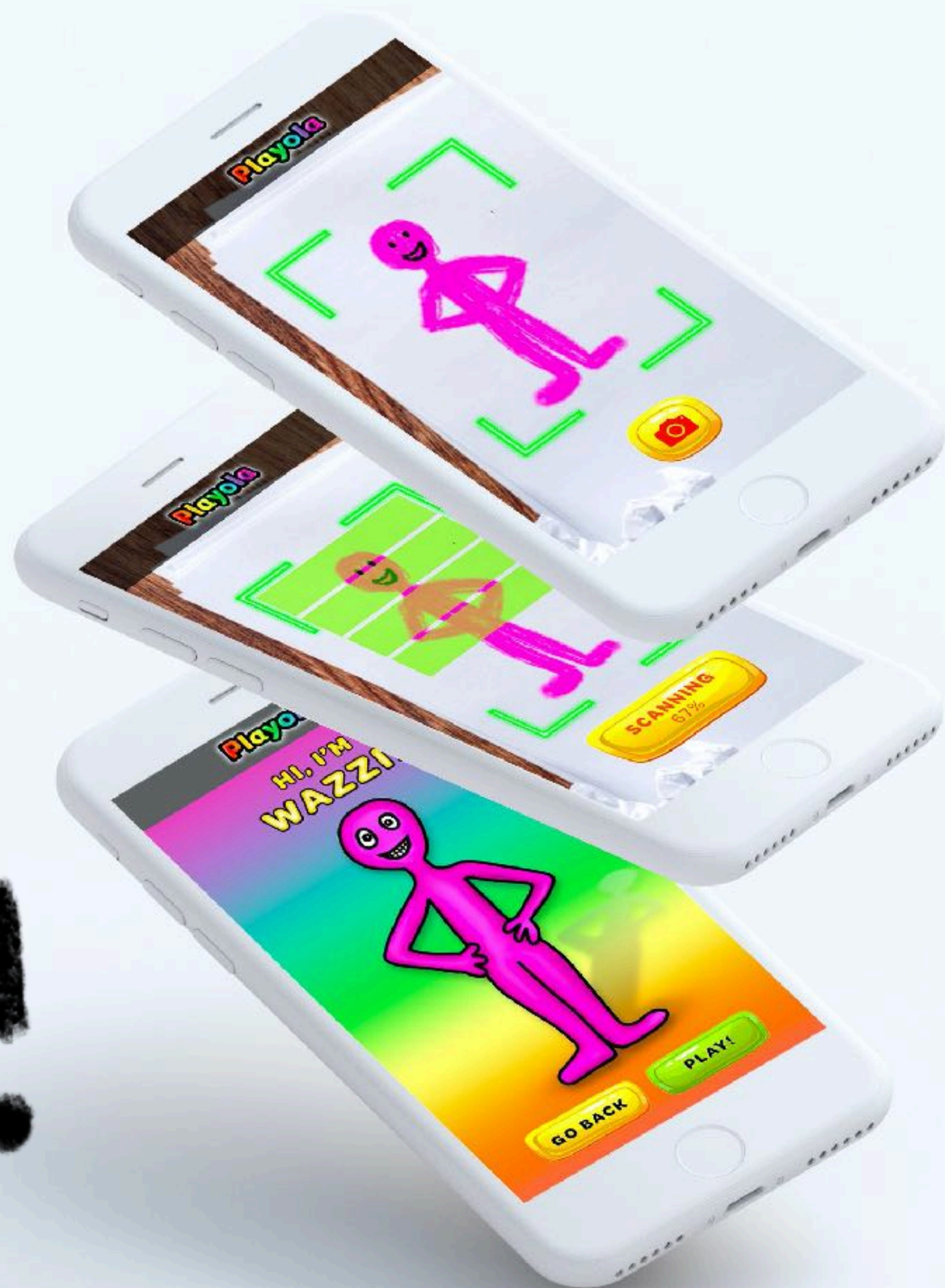




ON YOUR  
MARKER,

GET  
SET,

GO!



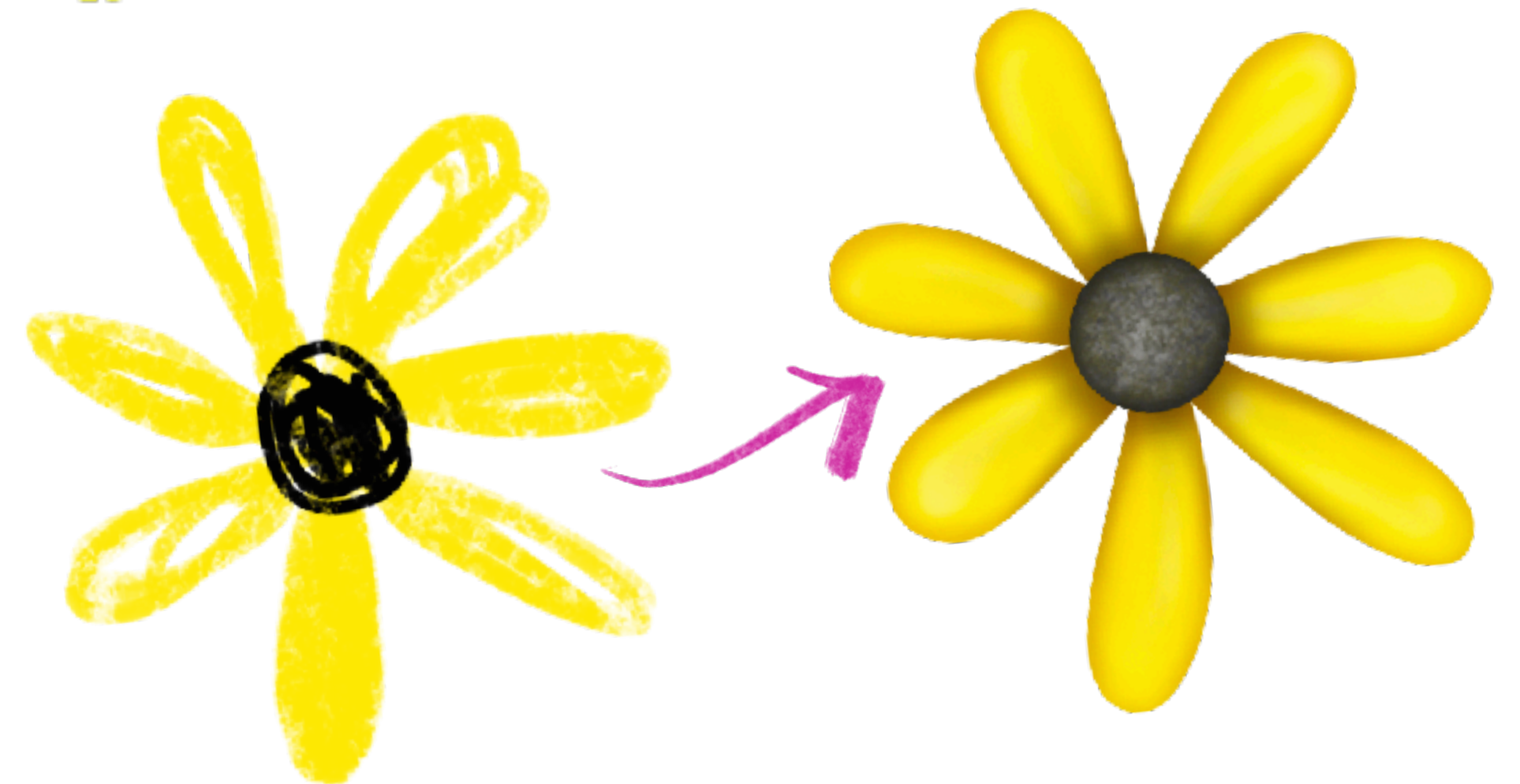
Draw, Scan, and watch your sketch  
come to life as your animated avatar.

**Before you play, there are a few  
easy steps to set up your world!**





DRAW FROM  
YOUR OWN  
IMAGINATION!

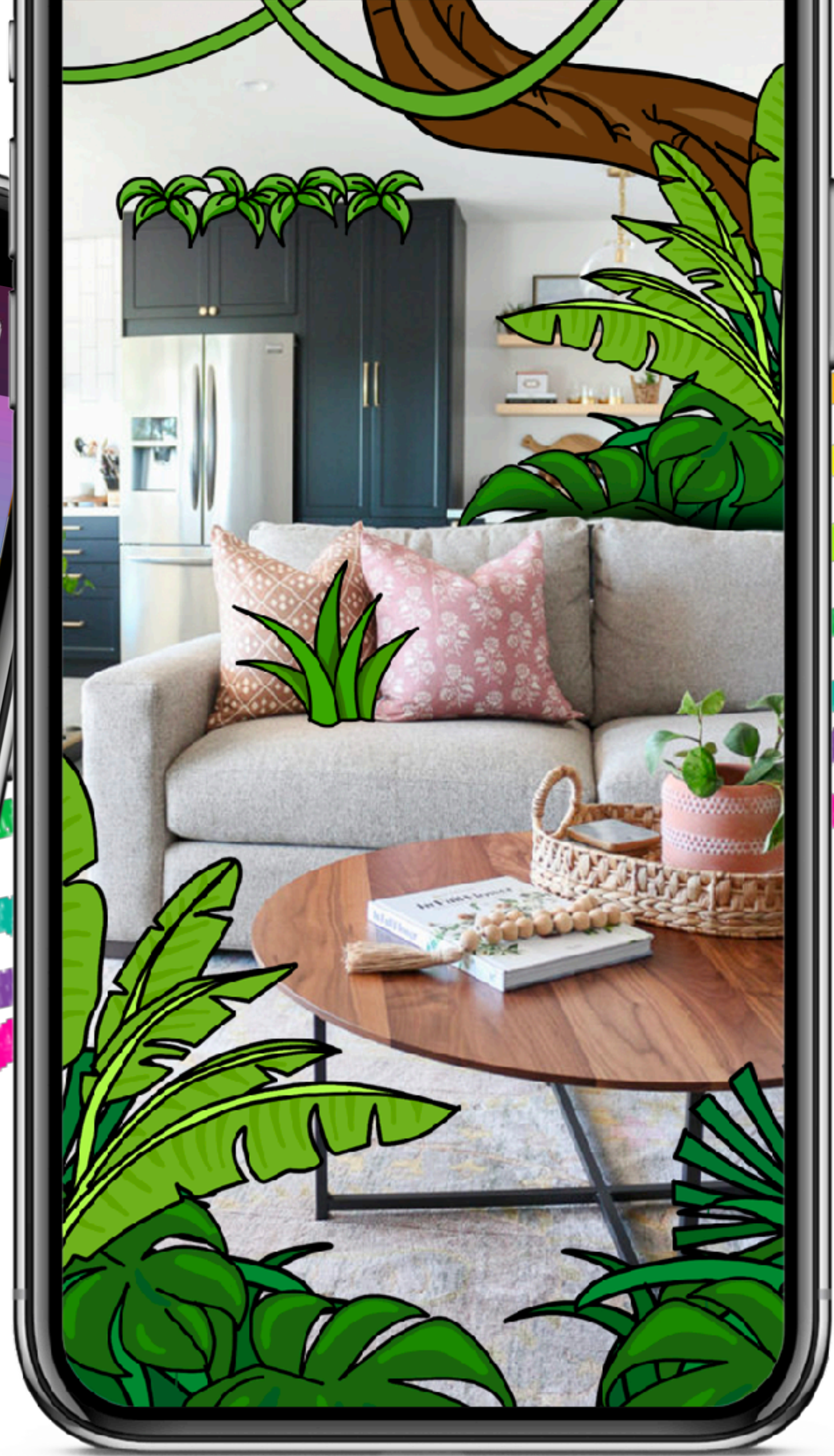


Draw and scan your own coins!  
Draw and scan your favorite thing  
in the world.





TRANSFORM  
YOUR HOUSE





# WAZZI LIKES TO MOVE IT MOVE IT!

Move your character by moving your phone.  
Wazzi will collect coins as you pass over them.



[SWIPE UP TO JUMP!]  
[DOUBLE TAP ITEMS TO COLLECT.]  
[QUICKLY MOVE YOUR FINGER  
IN A CIRCLE TO FLY.]



**BUT WAIT!  
EVERY VIDEO  
GAME NEEDS  
A VILLIAN...**

Draw a monster.  
Scan, upload, and name it.







# QUICK!

After a long search for your baseball, Wazzi is tired and needs more energy. Draw a snack and scan it to feed them!



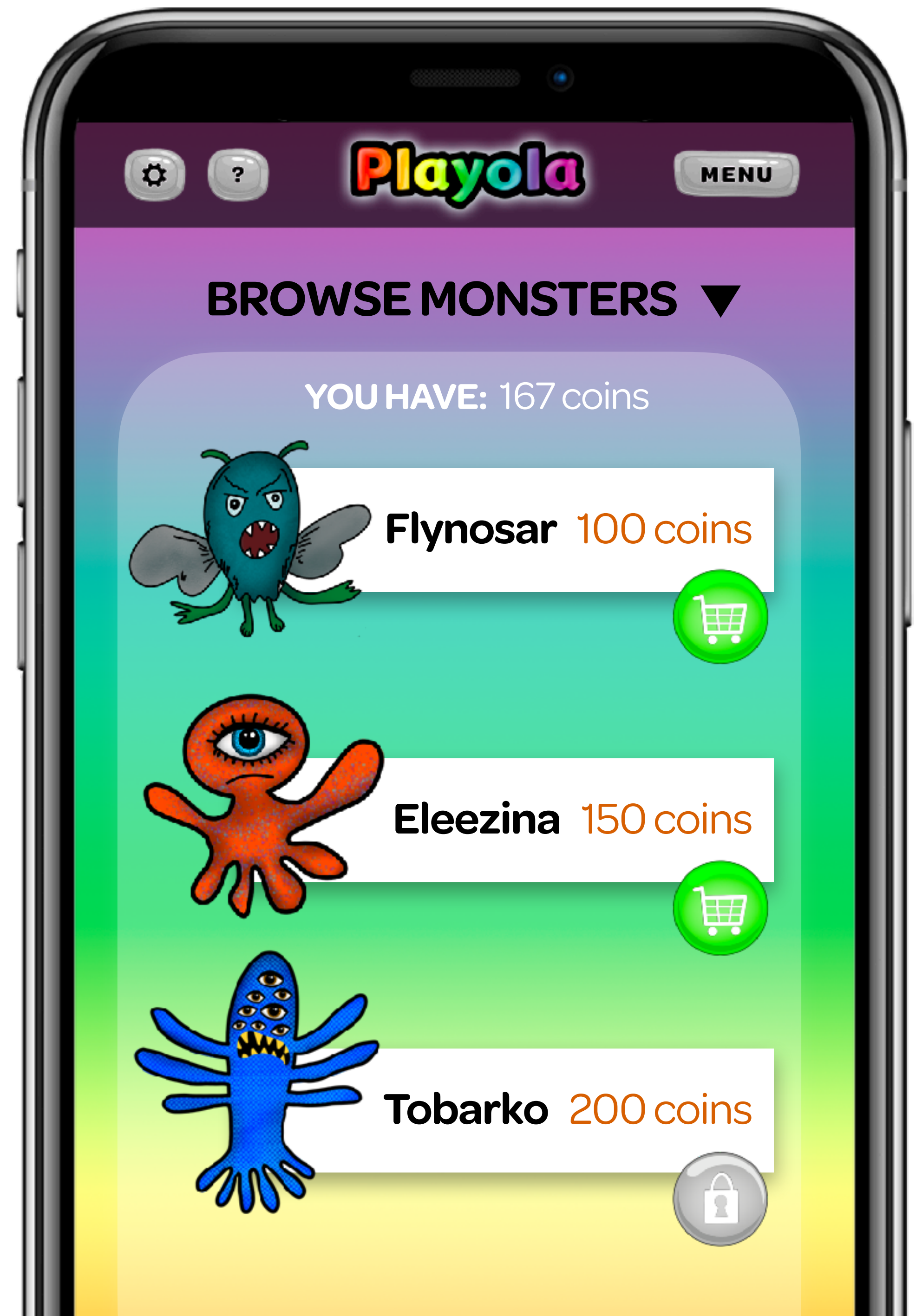


# GOT COINS?



Collect coins to run faster, jump higher, & unlock new levels, challenges, and prizes.

By visiting the digital Playola store in the app, you can exchange your coins for items created by top players around the world.







# IT GETS REALER!

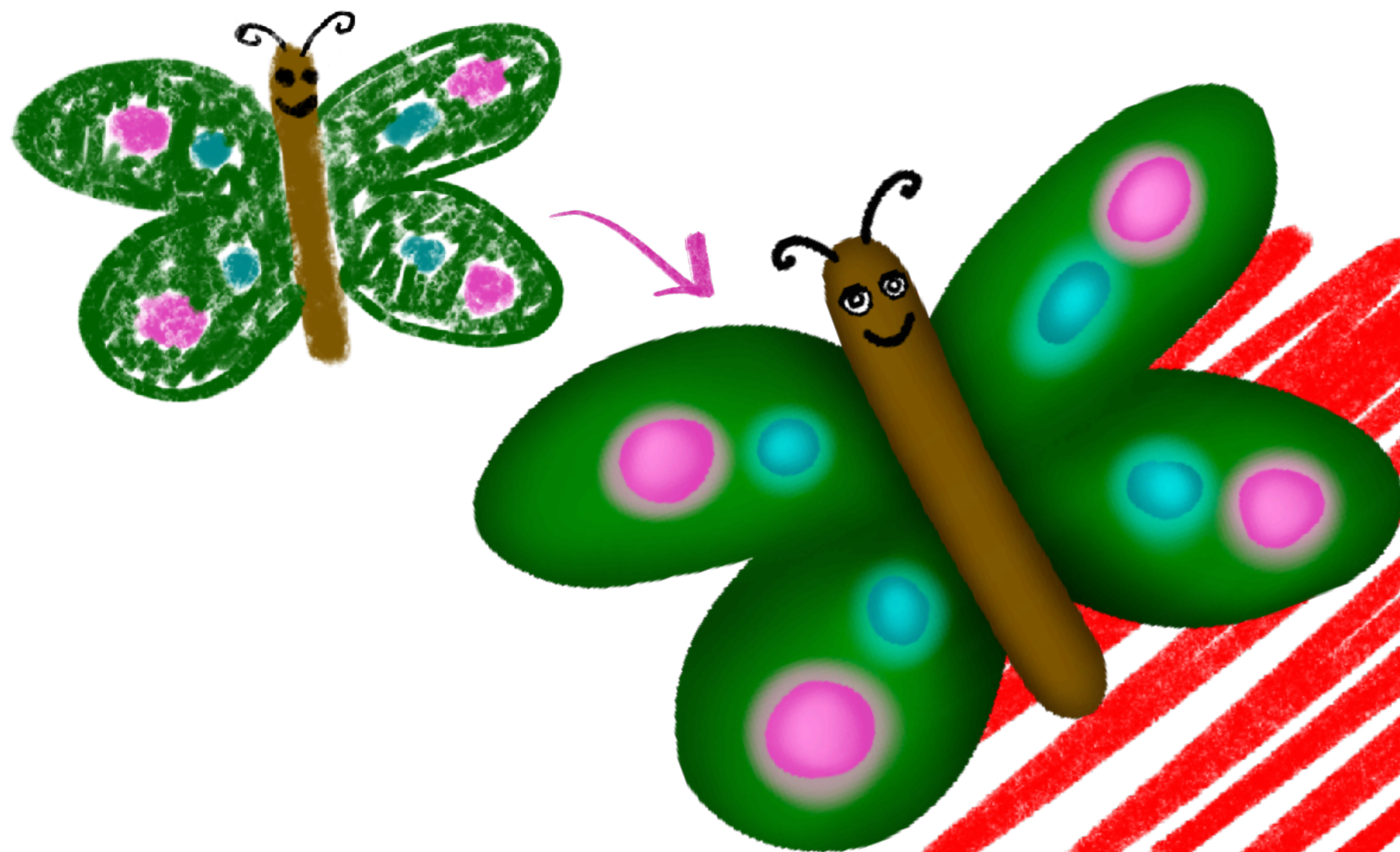
As you beat new levels and gain enough coins, Crayola will send you stickers, keychains, and even action figures of the drawings you created.



# HOW WILL KIDS HEAR ABOUT IT?



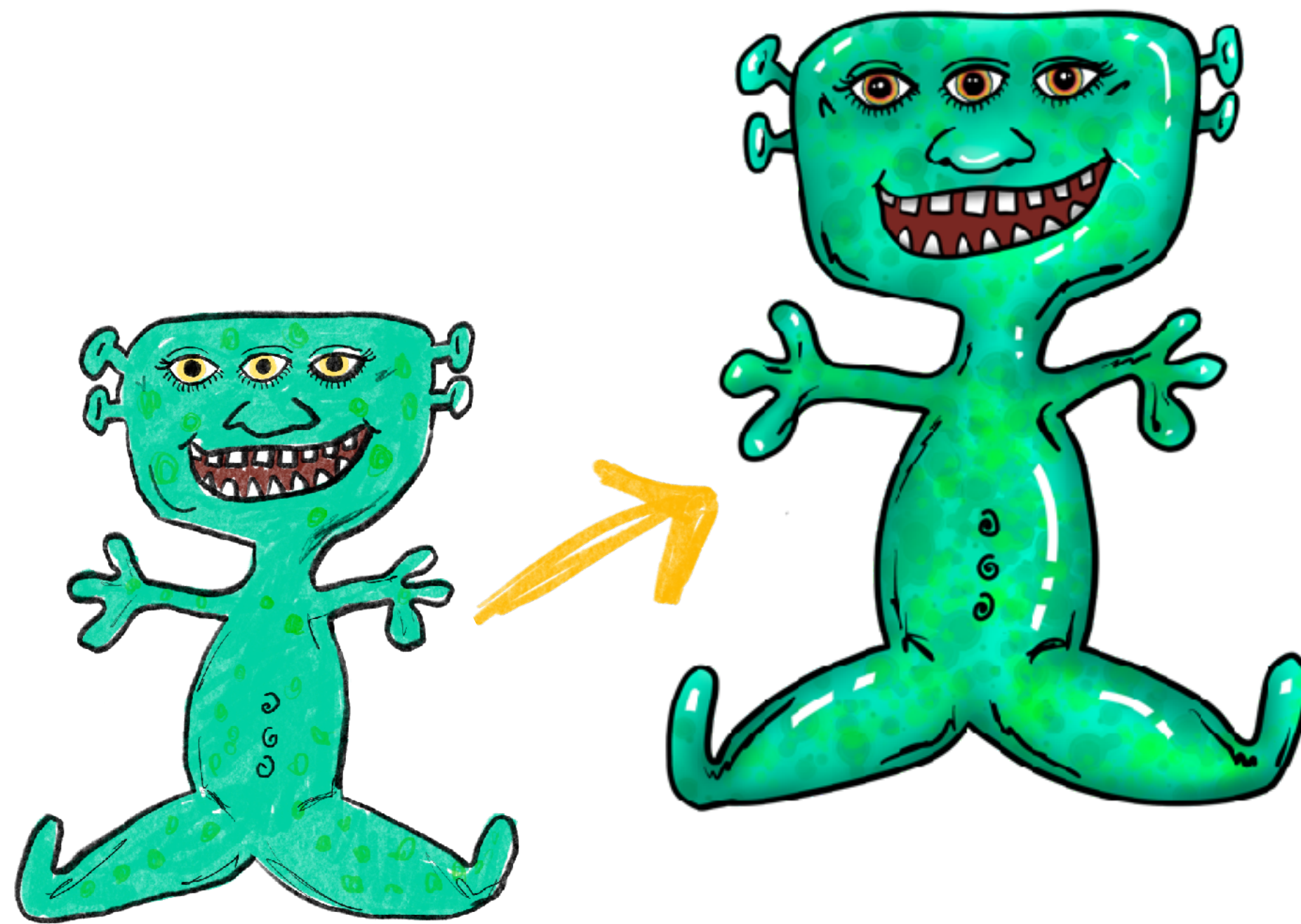
When buying a box of Crayola, kids will be able to bring their character to life immediately.





# INVISIBLE ADS

A clear glass panel filled with animated imaginary creatures will only be seen from a child's perspective.







# PUTTING YOUNG ARTISTS ON THE MAP

Kids' art will be featured on buildings and the digital store for others to download and bring home.



**Ditch the mindless media  
to play with your imagination.  
It's time to make believed. This is Playola.**



THANKS!

