

The logo for Kin dermusik is centered on a large, light purple circle. The word "Kin dermusik" is written in a purple, rounded, sans-serif font. The letter "d" is replaced by a black eighth note with a stem pointing upwards. To the right of the word is a registered trademark symbol (®). The background of the circle features several overlapping, light purple, leaf-like shapes that create a sense of movement and depth.

Kin dermusik®



We're so much more than just music.

www.dimensionalbranding.com



Why Kindermusik®?

We're so much more than just music!

- World's most respected name in musical learning
- Leading music & movement program for kids newborn to 7
- KM educators touch the lives of over 1.5 million families & continues to expand annually
- Reaches approximately 450,000 children per year
- In over 66 countries
- KM Awards: Multiple Parents Choice, Dr. Toy, Oppenheim, iParenting Media, NAPPA, National Parenting Center, Creative Child magazine & the Teacher's Choice Award from Learning Magazine
- More annual enrollments than Gymboree, Little Gym, or KinderCare

KM Brand Messages:

- Understands every child is musical
- Is process not performance based making kids school ready
- Integrates music skills into academic and life skills
- Does what is best for the parent & the child
- Uses music to address the whole child: social expression, creative play, motor skills, early literacy and language development

Target Demo:

Parents who want products for their children, ages newborn-7, that have educational value

Current Programs & Assets:

- Nearly 5,500 KM educators offer KM classes throughout the world
- KM owned & operated music recording studio with over 1,500 unique tracks with original musical arrangements, 95% of which are royalty free
- Extensive catalogue of books and publishing products

Categories Available:

Toys & Games
 Music Publishing
 Party Goods
 Back to School
 Bath Products
 Interactive
 Domestic
 Apparel

The diagram shows a brain with arrows pointing to icons for: social development (smiley face), emotional development (smiley face), language development (letter 'a'), physical development (stick figure), and cognitive development (equals sign).



Exclusively Represented By:

DIMENSIONAL BRANDING GROUP
 A Marketing-Focused Brand Extension Agency

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