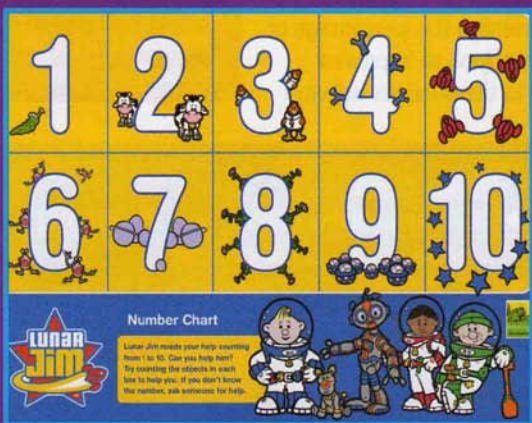


# Sense for Lunar Jim

Sense, has created specially themed Lunar Jim activity packs in support of a national partnership between Leapfrog Day Nurseries and the popular preschool brand, based on the hit series airing on CBeebies.

Sense explored the potential for integrating Lunar Jim within Leapfrog Day Nurseries, one of the UK's largest childcare providers, having identified the strong synergies between both and their common appeal to preschoolers and their parents.

As part of the integration, Sense designed Lunar Jim-branded activity packs featuring height charts, number learning, healthy eating and take-home reward charts, and games. Each of the UK's



over 80 Leapfrog Day Nurseries locations has received and is incorporating these packs into their activity programs to promote learning through fun.

Further to this, Sense has also branded bespoke mailers for parents, including monthly newsletters.

Nick Adams, managing director of Sense said: 'It makes perfect sense to synthesize a marketing partnership between this much-loved preschool brand and this childcare environment, with each contributing to and enhancing the others' presence.'

Alliance Atlantis marketing director Karen Touma added: 'Sense has provided a truly strategic experiential marketing opportunity that enables preschoolers to interact with one of their favourite brands in a learning environment.'

Sense has also planned interactive family fun-day appearances taking the Lunar Jim costume character and Jim's specially recreated 'Moona Luna' environment to the Royal Bath and West Show and the East England show this summer.