

Help your app stand out from the crowd and build trust in your brand



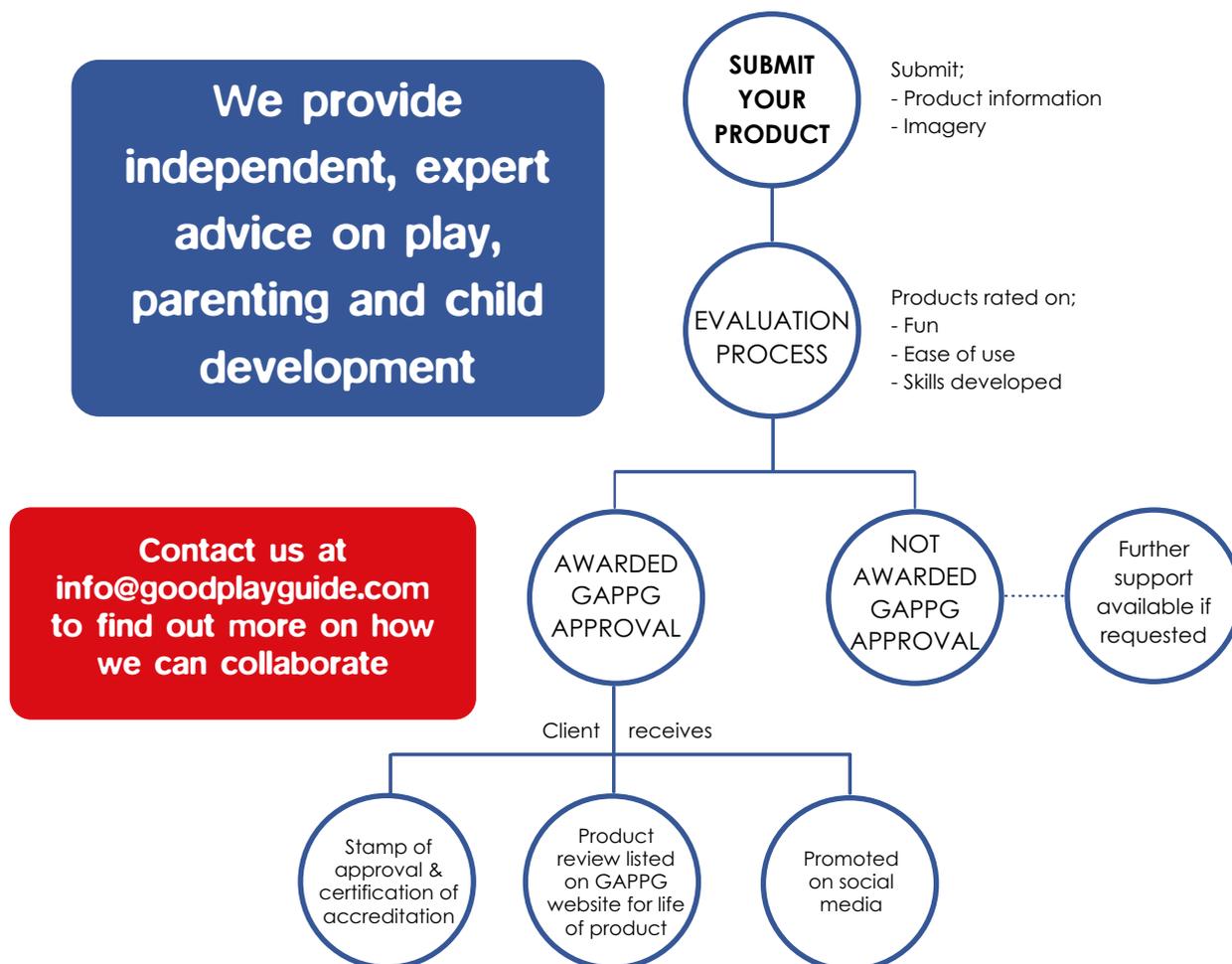
Evaluation and Accreditation from the Good App Guide

Reviews are an essential part of any marketing plan, but comprehensive evaluation by *experts in child development and play*, as well as by children themselves, will make your reviews, and in turn, your products, stand out from the crowd.

Our rigorous evaluation process means that our stamp of approval is highly sought after in the industry, as well as well recognised and trusted by parents. Products which meet our criteria are awarded a place in *The Good App Guide*, and the use of the stamp, which can be leveraged across PR, retail, events, online and much more, giving your brands a real point of difference.

Having a product in *The Good App Guide*, also opens up a range of new services from us, including experiential marketing, expert articles, online campaigns, lifestyle imagery and more.

All of this and more including money can't buy opportunities such as ad hoc press and media coverage you can't really afford not to submit your lines for evaluation.



An overview of the Good App Guide



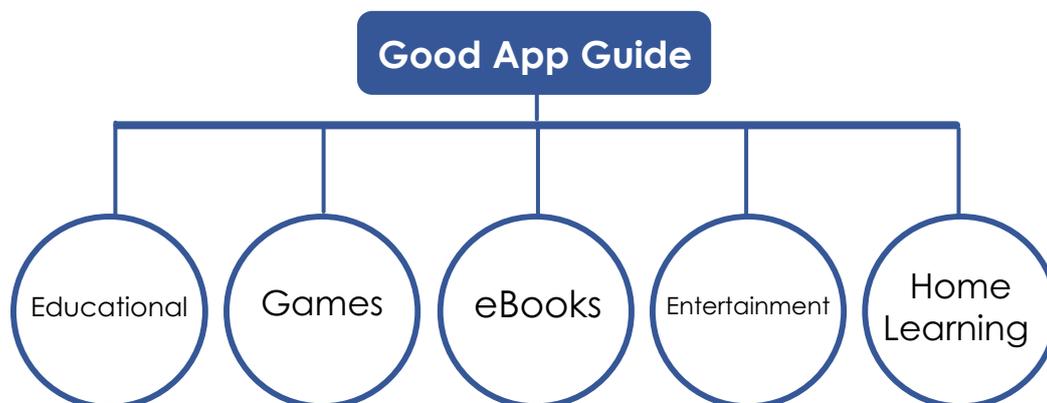
Our Approach:

The Good App Guide has been developed to:

- Provide trusted advice for parents and carers during this important time in their life
- Help producers of good app products stand out in a crowded market
- Raise standards within the app industry

Whilst the over-riding mission of Dr Gummer's Good Play Guide is to **make the world more playful**, we understand that parents are less likely to be playful with their children if they are stressed and confused. With an audience of parents and guardians already using the Good Play Guide website, the **Good App Guide** was an obvious addition to our family of Guides.

Apps will be categorised into the following categories:



These are a few examples of the categories we offer, more can be found on our website www.GoodPlayGuide.com

Products must fall into one of our categories, but will be featured in all relevant ones.

All products submitted must meet the **ease of use and safety criteria** and will be assessed against the claims made on the submission form regarding what makes the product better than the standard competitor products.

Get in touch to find out more:
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