



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

Evaluation and Accreditation from the Good Toy Guide

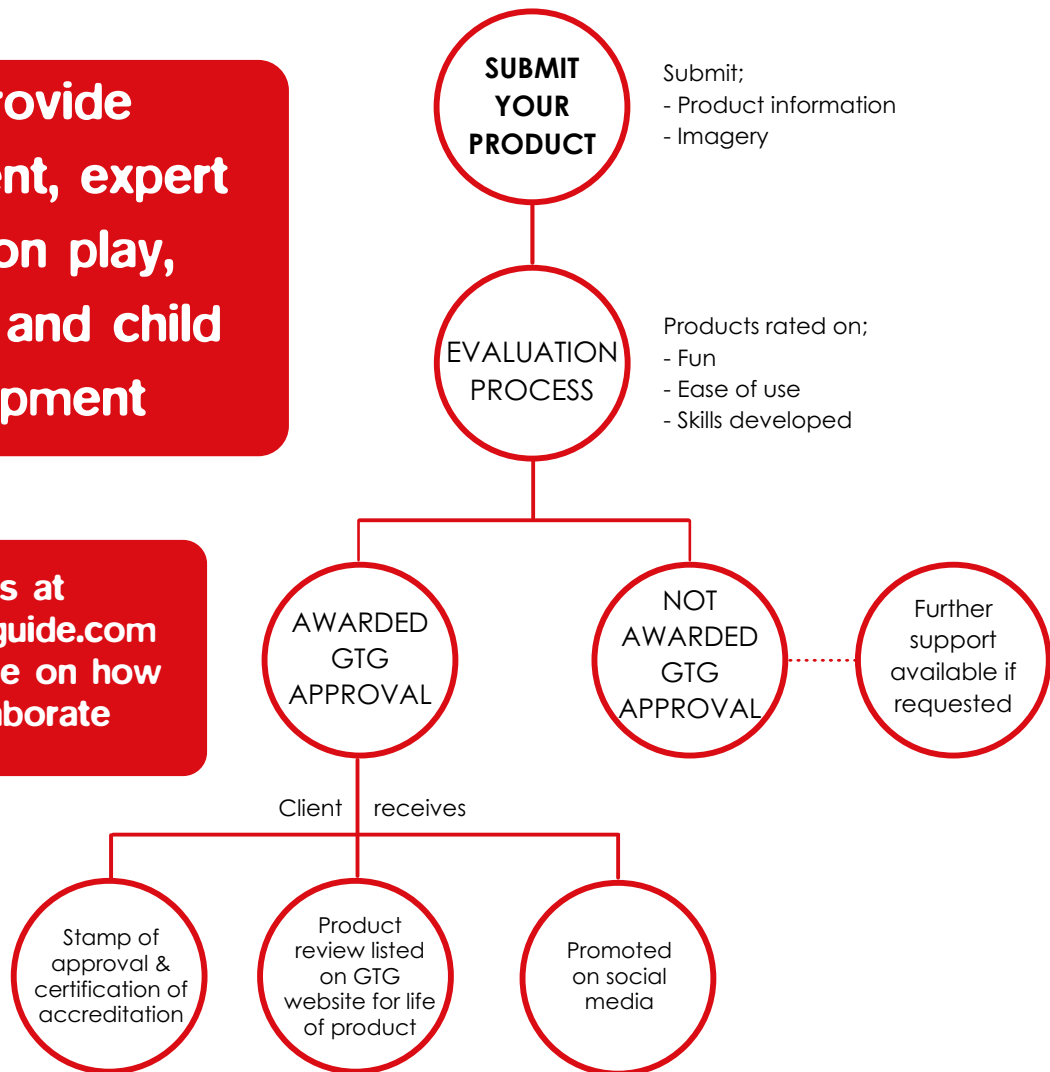
Reviews are an essential part of any marketing plan, but comprehensive evaluation by **experts in child development and play**, as well as by children themselves, will make your reviews, and in turn, your products, **stand out from the crowd**.

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 Toy Guide**, and the use of the stamp, which can be leveraged across packaging, PR, retail, events and much more, **giving your brands a real point of difference**.

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

We provide independent, expert advice on play, parenting and child development

Contact us at info@goodplayguide.com to find out more on how we can collaborate



An overview of the Good Toy Guide



Our Approach:

The **Good Toy Guide** has been developed to:

- **Provide trusted advice for parents and carers** during this important time in their life
- Help producers of good toy products **stand out** in a crowded market
- **Raise standards** within the toy 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 Toy Guide** was an obvious addition to our family of Guides.

Toy products 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.

Baby toys (those aimed at infants under 2 years) will be assessed against the **Good Toy Guide** criteria but if successfully accredited will feature in the **Good Baby Guide's** playtime category.

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:
info@goodplayguide.com**