

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

Evaluation and Accreditation from the Good Learning 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 Learning 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 Learning 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

