

Super Science Buddies



Science is a Blast!



An Award Winner at Tokyo Contents Market 2009



Character Introduction

[CONCEPT]

The time has come to make science fun! People often get bored with science because of the complicated way they study it in school. Once kids find out all the wonders of the scientific world beyond the codes and figures, they will definitely become science enthusiasts.

[CHARACTER INTRODUCTION]

Each character and its colors are based on the nature of the element that they represent.



World of Super Science Buddies

The characters are distinguished by the features that each element has. They work together and learn the magic to create things. They explore Petri Dish Lake, Spirit Lamp Volcano, Test Tube Cavern, and the Fluorine Forest to acquire magical science powers.

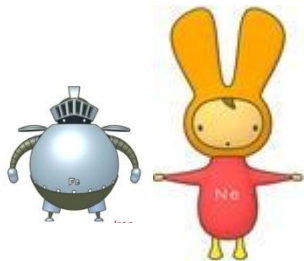
Beginning with simple combinations such as water, they gradually learn how to produce more complex compounds. They learn to form water and fertilizer to raise flowers, even the compounds necessary to create colorful fireworks.



By working together and utilizing each others specialties, the characters accomplish their goals. In the “Super Science Buddies” world, there is no violence or war, only fun and friendly scientific learning.

Promotion Development

- ◆ School/education
- ◆ Food/beverages
- ◆ Novelties
- ◆ Vitamin supplement



Product Development

- ◆ Educational material
- ◆ Stuffed animals, mascots
- ◆ Figures
- ◆ Stationery
- ◆ Books/comics
- ◆ Games
- ◆ Mobile phone apps

Keywords/target

[Key words]

"Vivid," "Colorful," "Science," and "Chemical Elements"

[Target]

Primary: Elementary school students

Secondary: Infant, preschoolers

Awards

Tokyo Contents Market (TCM) Supporters Award

