Dear all,

This task is about analysis of Kidzania, an edutainment brand which combines education and entertainment. In this task, either individually or in pairs, please come up with critical discussion about the following links. In this task I would like you to provide as many detailed comments on the brand as possible. This task should take around 5 (+/-1) pages of discussion.

Please send your TASK to my email address ([ozan.inamlik@emu.edu.tr](mailto:ozan.inamlik@emu.edu.tr)) not later than 13th of June 2017. In case you have any questions, please feel free to call me 05338363791.

Part 1

* Please watch any two of the following commercials about kidzania. Focus what unique selling points the commercials offer. Come up with as many contributions (at least 10) and selling points of the brand as possible. (for kids and parents)
* Please mention which 10 of them attracted your attention most. Please use a personal tone of voice. (I found this… I really like this because… I found this interesting because… This is really…)
* Please critically analyze activities, colors, design, staff.
* Please find similarities and differences between commercials in UK/India/Saudi Arabia. As a global brand do they ensure standard in their commercials or are there any significant difference?

<https://www.youtube.com/watch?v=EA5F-V6RKW4>

<https://www.youtube.com/watch?v=lYm4pQKgq-U>

<https://www.youtube.com/watch?v=KWxUaDE8sek>

<https://www.youtube.com/watch?v=amKyizIsedU>

<https://www.youtube.com/watch?v=UjyHPdN2OtE>

Part 2

Please comment on <http://kidzania.com/ztory.html>. What do you feel/think about their story?

Please comment on <http://kidzania.com/rightzkeepers.html> What do you feel/think about the values of Kidzania?

Part 3

Do you think Kidzania can attract many kids if it is opened in your country? Please explain why?