

# PING & ROAR



52 x 5 min episodes / ages 4 to 7 and co-viewing

# PING & ROAR

Ping and Roar follows two single-parent families who live next door to one another in a community of unicorns and dinosaurs in the town of Forrest Hill. The series is a lighthearted preschool family sitcom that appeals to both preschoolers and their parents. Kids will relate to the challenges and amusing moments of being a kid, while parents will recognize the struggles and delights of being a parent.



## CASSANDRA SPRINGTIME

A graceful, majestic, single-mom yoga instructor unicorn.



## PING

A fearless 6-year-old unicorn who loves getting dirty, playing sports, and speaking her mind loudly. She can pop in and out of different locations, making the sound “ping!” each time.



## ROAR

A curious 6-year-old tyrannosaurus who is obsessed with robots. When Roar gets excited, he bellows out a friendly “Roooooar!”



## TREMBLE McGRUFF

A gruff, woodworker single-dad tyrannosaurus.



# OUR FAVORITE EPISODES

EP41 LAVA PLAYGROUND



CLICK  
HERE  
← ☺

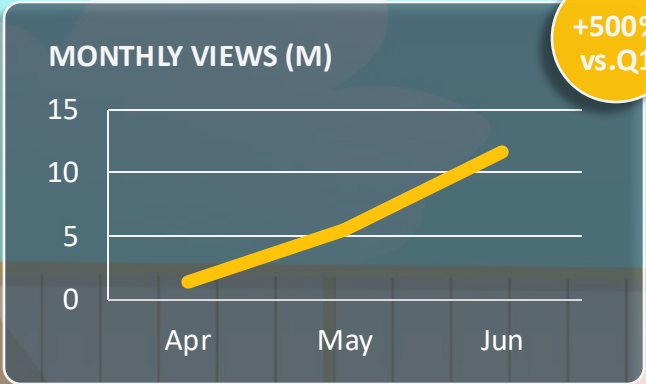
EP29 THE LITTLEST LITTERBUG



EP2 THE SLEEPOVER

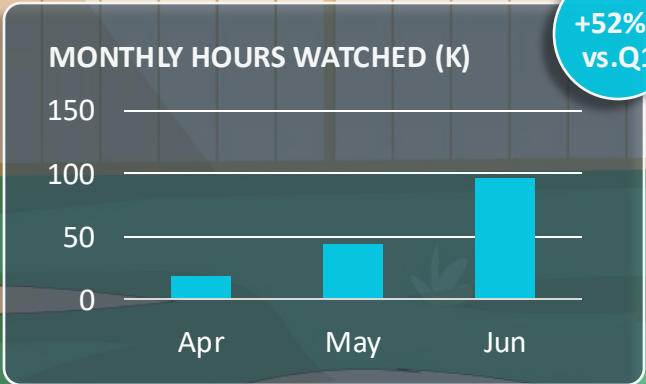
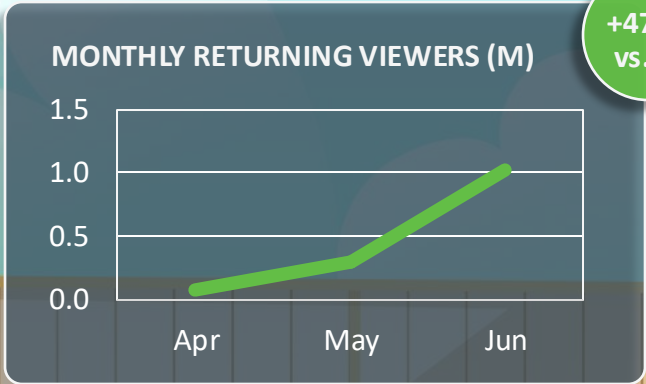


# YOUTUBE KPIs Q2 2024 – 6 MONTHS AFTER LAUNCH



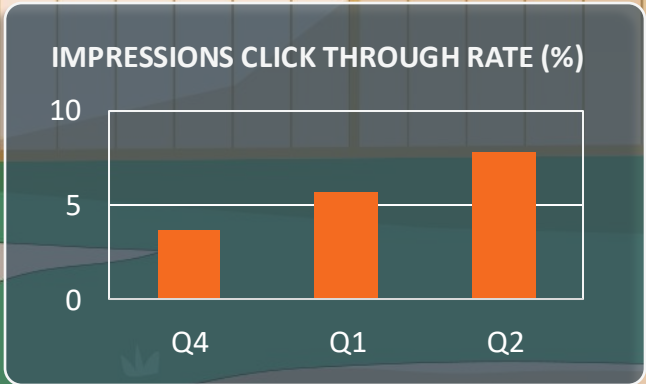
IEWS SINCE LAUNCH DEC/23 (all regions)

**63.519.868**



TOTAL SUBSCRIBERS END Q2 (all regions)

**389.173**



# 100+ PROMO REELS AVAILABLE FOR PARENTS

To promote Ping & Roar globally amongst parents, we are producing viral short form content ("reels") to reach parents across all social media, i.e. YouTube Short, Instagram Reels, TikTok Reels, etc. Our most viral reel "dirty dishes" has gathered over 20 million views within a couple of days.

23M  
views



🎥 What I Say VS What  
They Hear 🎥: Doing th...

23M views

CLICK  
HERE  
← 😊

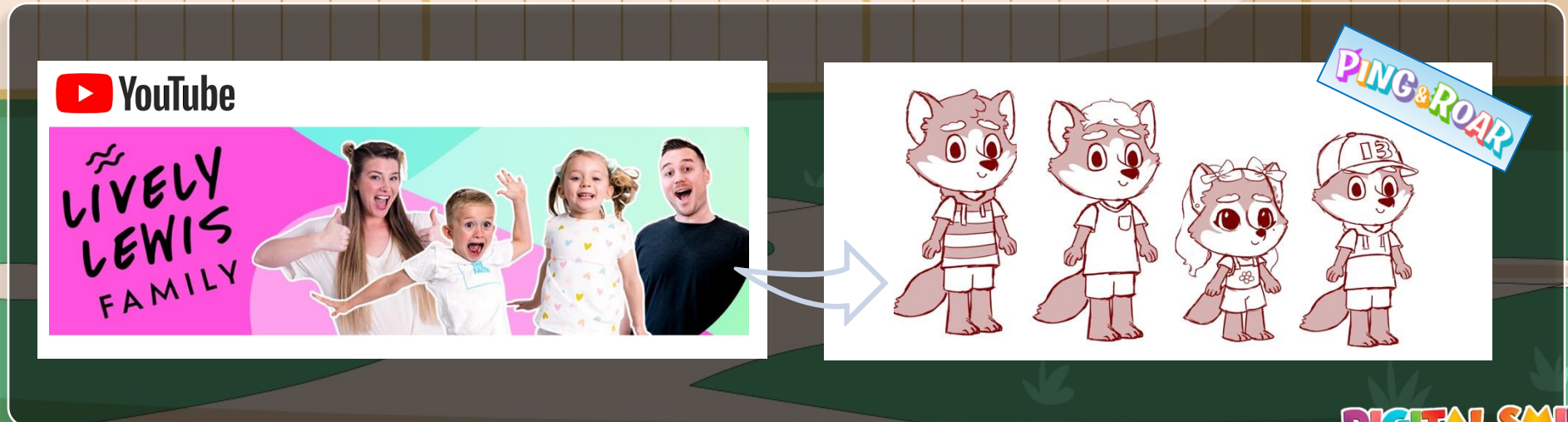
# UNIQUE INFLUENCER EPISODES TO DRIVE AWARENESS



## LIVELY LEWIS

YouTube: 2M subs – 2B views

Family channel that believes in promoting positive values and making learning fun. Join siblings Levi and Ivy on an incredible storytelling adventures. See them explore the world a step a day! The Lewis family will promote and appear in Ping & Roar as their favorite animals – the wolf pack!



# UNIQUE INFLUENCER EPISODES TO DRIVE INCLUSIVENESS



**TJ & Kylee** ----- **TikTok: 5.3M follower | YouTube: 1M subs**

Kylee was born deaf to two hearing parents. Along with videos featuring her and her parents, they also posts videos about learning ASL, cochlear implants and raising a deaf child. Kylee is going to promote and appear in Ping & Roar as Rylee, the deaf Raccoon.



**cargo\_shorts\_dad**

TJ and Kylee

Folgen

2716 Folge ich 5.3M Follower 170.1M Likes

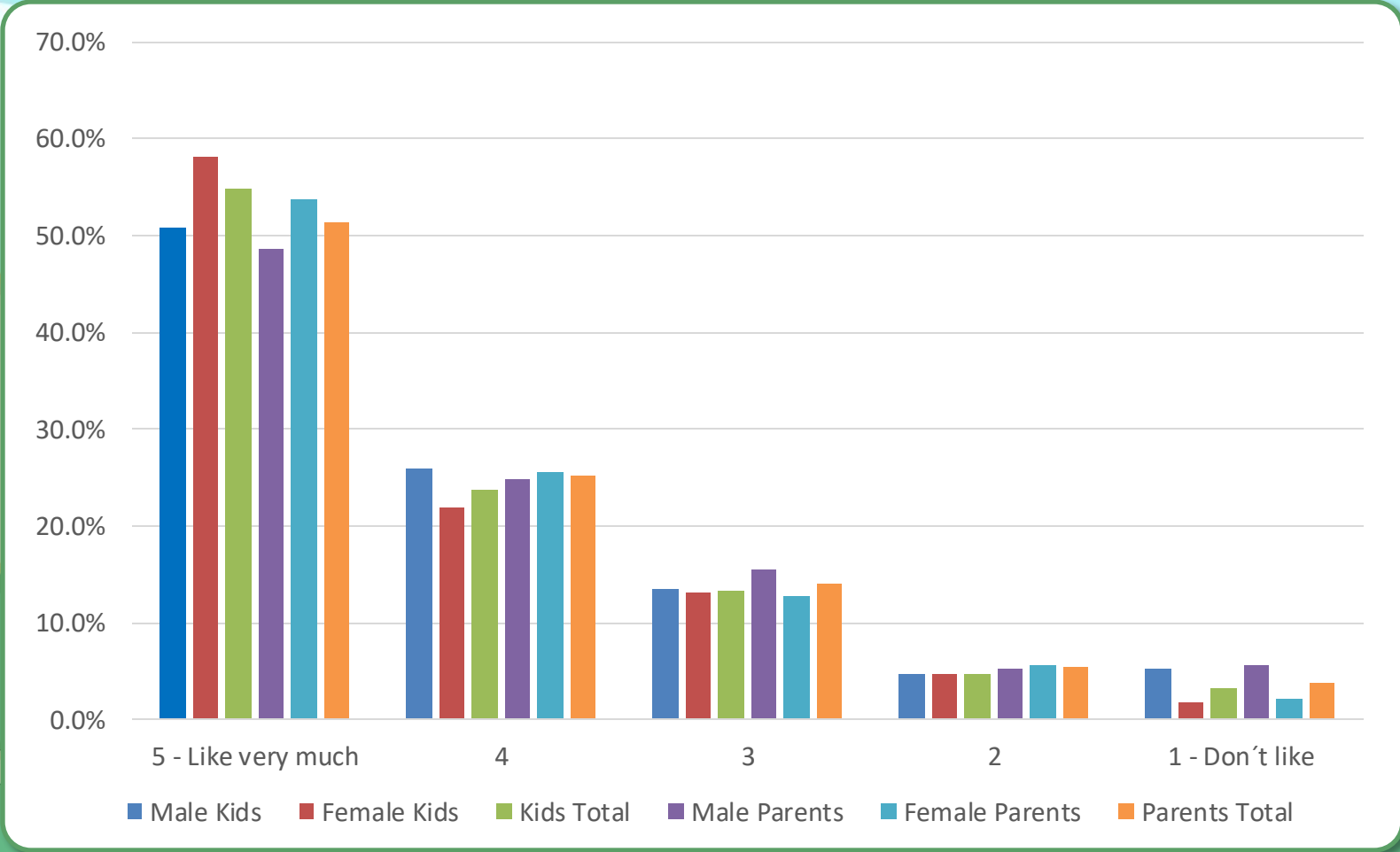
TikTok





# GREAT FEEDBACK ON FIRST SURVEY

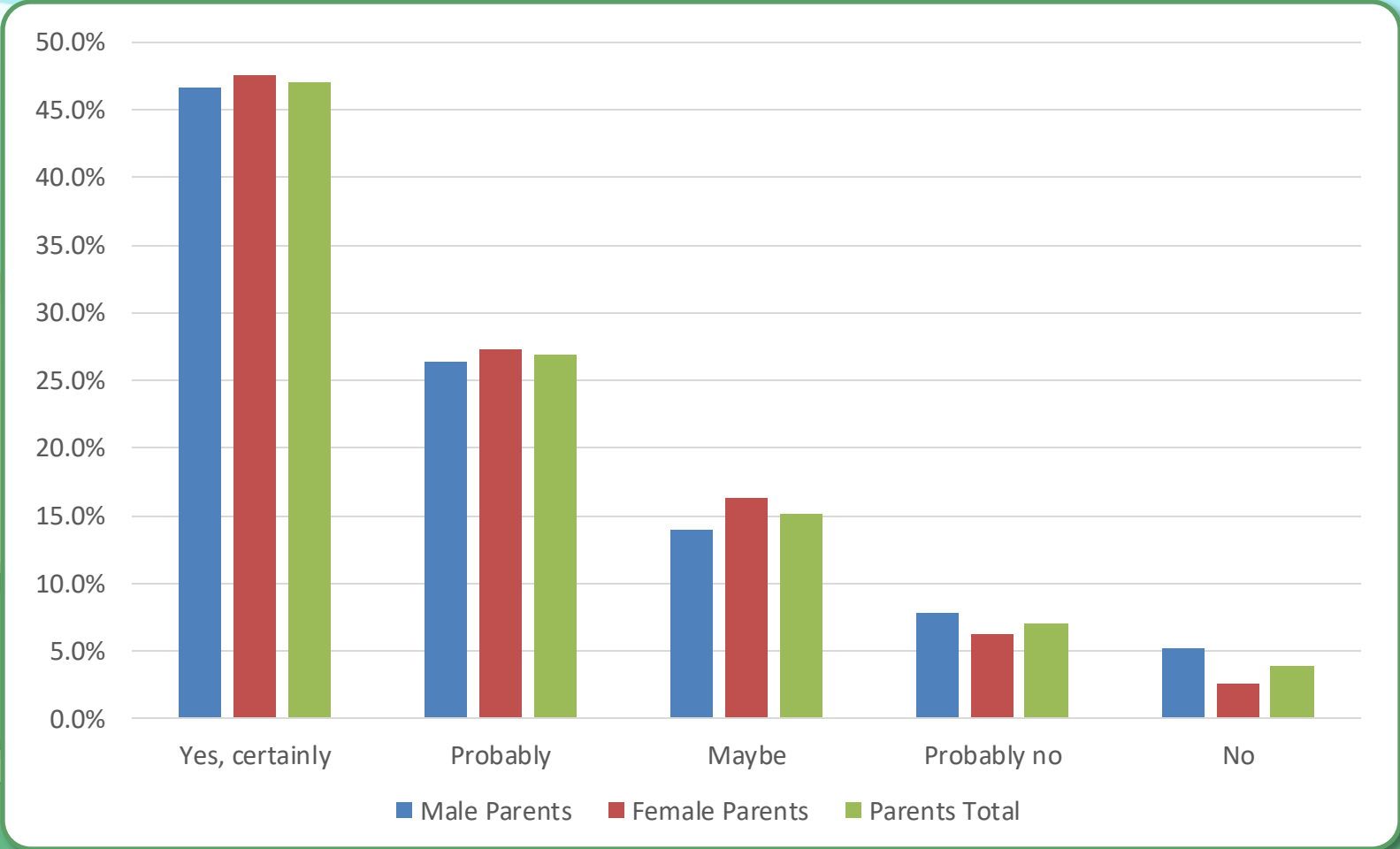
## 5 STARS = LIKE VERY MUCH



Source: Panelbase quantitative survey, n=400 kids age 4 to 6, US and UK based

# GREAT FEEDBACK FROM PARENTS

## WOULD YOU WATCH THIS SHOW REGULARLY WITH YOUR KIDS?



Source: Panelbase quantitative survey, n=400+ parents of kids age 4 to 6, US and UK based