TALKIN' TOYS

AUSTRALIA'S COOLEST ONLINE TOY SHOW

Talkin' Toys is a creative online toy show with premium production for Australian kids and their parents.

We produce fun, imaginative and educational content to showcase awesome toys.

we create

Amazing Reviews, Unboxings and ‘How To’ videos.

we distribute

Strategically and effectively across Talkin’ Toys and marketing partner channels.

we reach

Millions of viewers and convert them into fans.

OUR WORK – click to play

MONOPOLY GAMER!

Episode views: 99,000 +

STAR WARS CAMERA WATCH

Episode views: 97,000 +

SHARK BITE

Episode views: 105,000 +

TEMPLE OF RUBIK'S

Episode views: 108,000 +

LOADED LEMONS

Episode views: 125,000 +

GUINESS WORLD RECORDS

Episode views: 89,000 +

BABY SECRETS 1

Episode views: 56,000 +

MECCANO

Episode views: 45,000 +

THE HOSTS

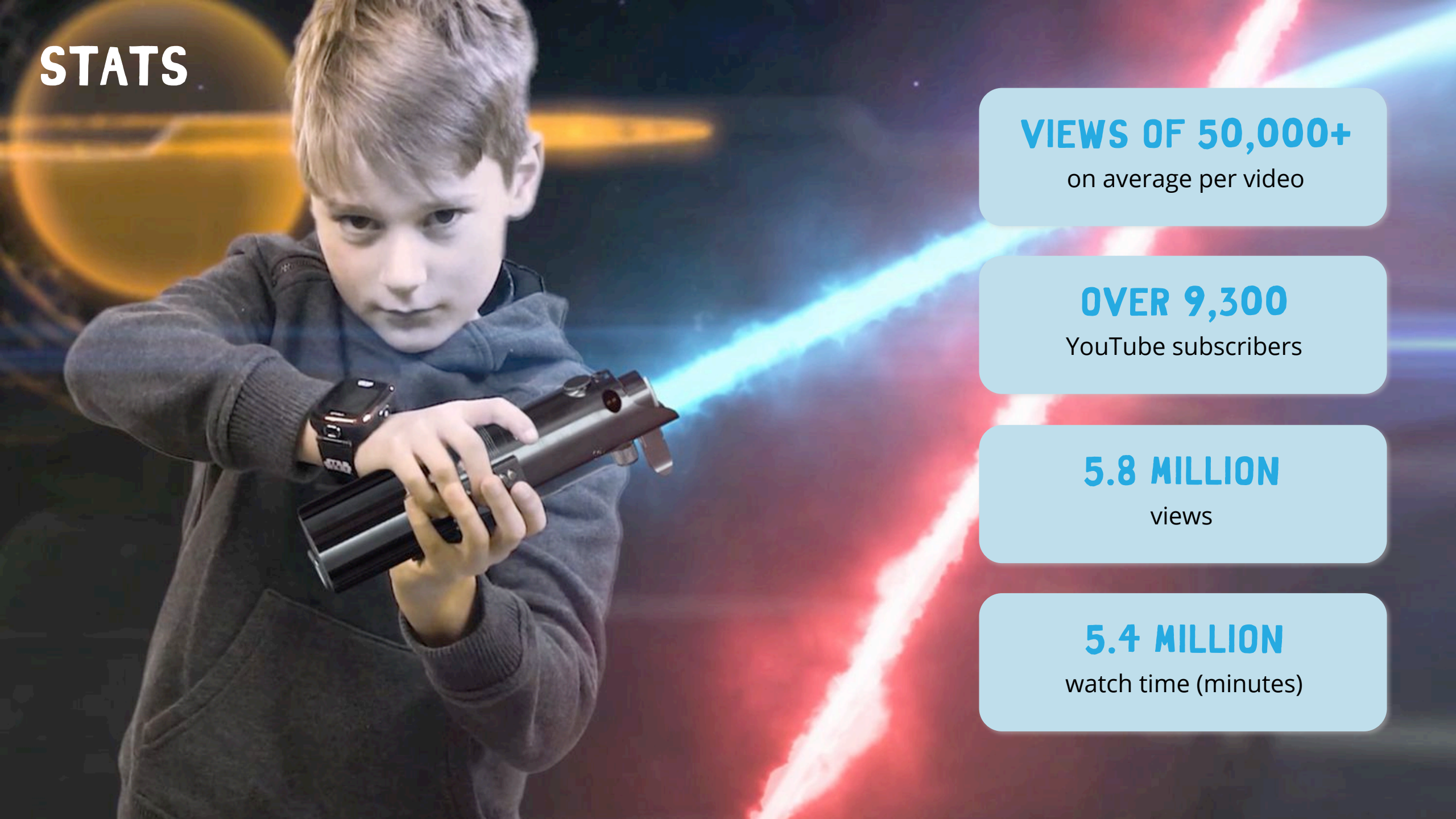
Mel, Xavier, Zane & the gang

Fun, energetic & confident hosts with a natural flair and fascination for toys, take the audience on a journey as they explore, create, discover and comment on the best toys in the marketplace.

Whether you need a spirited Mum to provide a parents perspective or a confident kid to explore and review a toy, Talkin' Toys has it covered!

Your toys will be met with curiosity and excitement as they are unboxed and presented by the hosts.

STATS



VIEWS OF 50,000+
on average per video

OVER 9,300
YouTube subscribers

5.8 MILLION
views

5.4 MILLION
watch time (minutes)

AWESOME CONTENT

Talkin' Toys videos are professionally produced delivering premium quality featurettes

Each custom video includes;

- Conceptual design
- Pre-production
- Scripting
- On location and green screen studio filming
- Post production

DISTRIBUTION

Delivered with impact to your target audience.

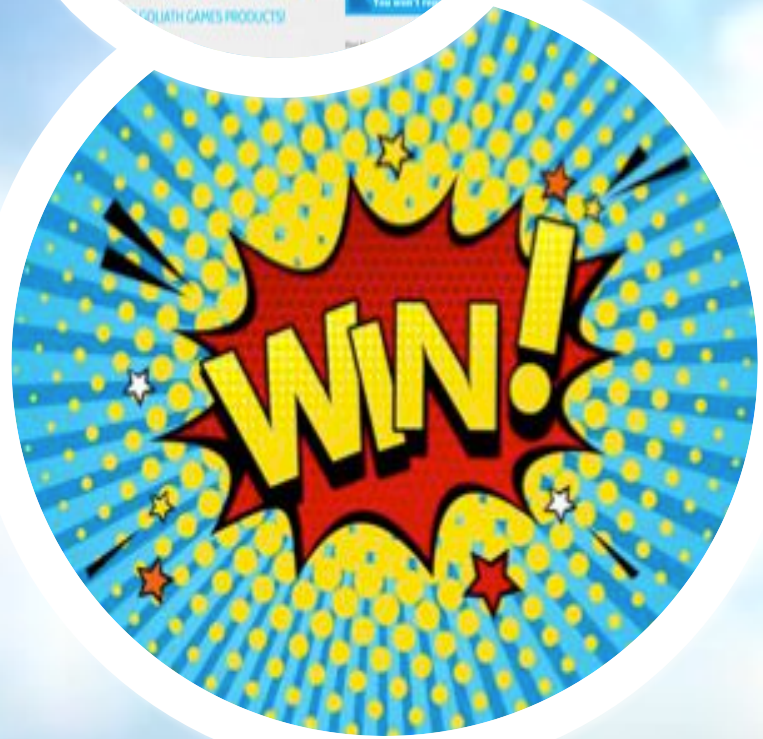
- Episodes on the Talkin' Toys Website and YouTube channel
- Video distribution on Social Media channels – Instagram & Facebook
- Cross promotion with online influencers & marketing partners
- Toy Retail partner distribution – online, social & EDM
- Website Takovers
- Electronic Direct Mail (EDM) to a database of over 10,000

SPONSOR OPPORTUNITIES

Imaginative content that is fun and educational.

- Product previews & reviews
- Competitions and products giveaways within the show
- Event coverage
- Opening/Closing billboards
- Talkin' Toys website promotion

TALKIN' TOYS COMPETITIONS



We create awesome competitions that can help to Build your Fan base and engage your audience. We use competitions to empower the entrants to share, amplify and do the marketing for you.

In addition to driving competitions through our own channels we work closely with our marketing and retail partners to expand our reach and connect directly with consumers.

Competitions are promoted to the Talkin' Toys YouTube, Facebook, Instagram and EDM subscriber databases, as well as being displayed on the Talkin' Toys website.

OUR CLIENTS

vtech
UBISOFT
Disney
EA GAMES
Hasbro
MATTEL
Nintendo
headStart

STAR WARS STORMTROOPER WATCH

Brief

Produce a video to launch The Star Wars Stormtrooper Watch

Response

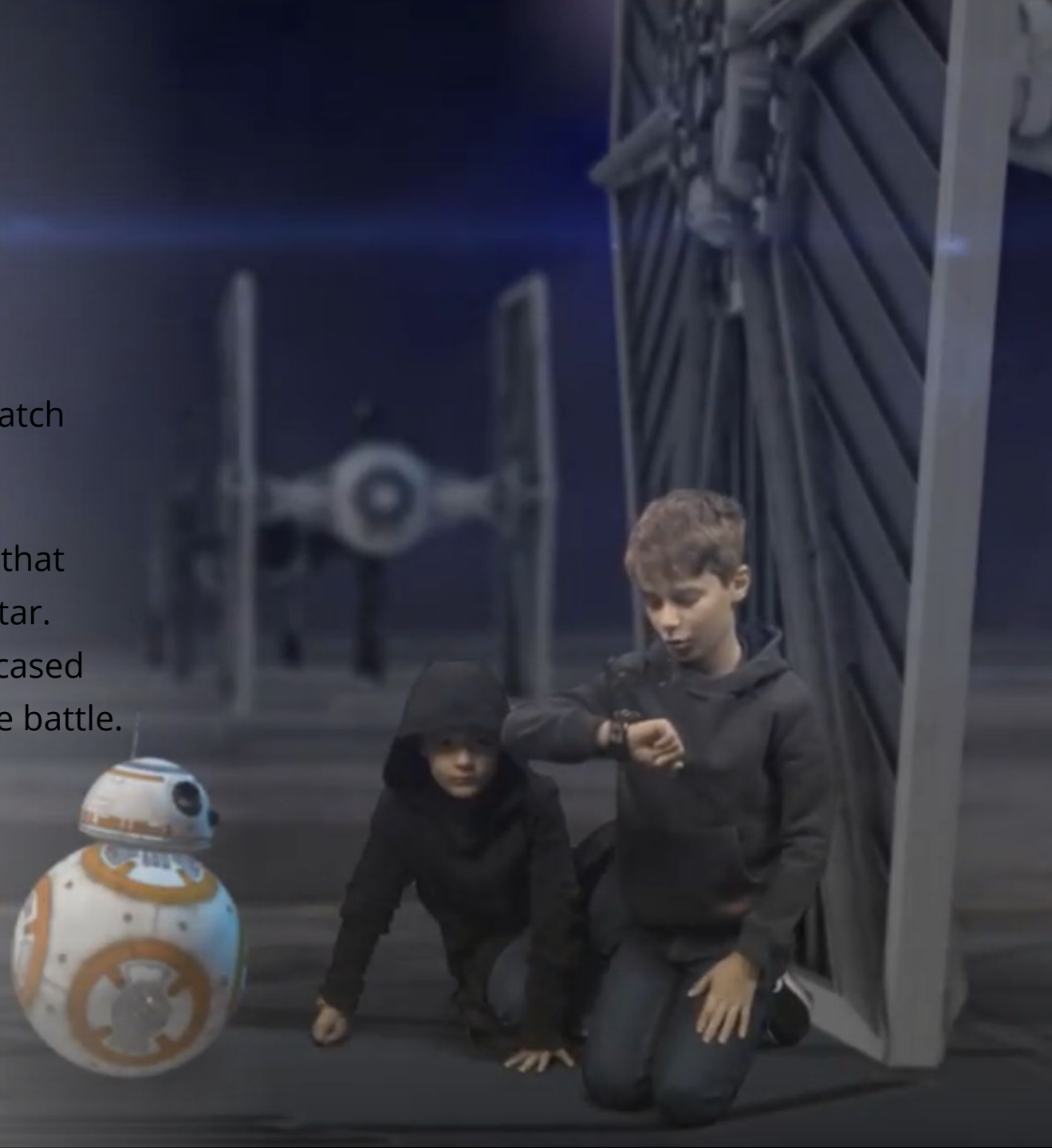
Talkin' Toys created a video with awesome special effects that transported the hosts and our audience onto the Death Star. Xavier & Zane interacted with Star Wars characters, showcased the features of the Watch and even had an epic light sabre battle.

Outcome

96k views, 606 likes, 18 positive comments on YouTube

Client Testimonial

Amazing guys, you did a fantastic job on this!



view video

CONTACT US

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