Tajar Tales

Join Tajar for Adventures at Camp
Once upon a time there was a Tajar. Do you know what a Tajar is? Well, he is something like a tiger, and something like a jaguar, and something like a badger; and if you should see him once, you would forget what he looked like, but if you should see him twice you would forget to forget what he looked like and that would be quite dangerous.
Backstory*

The Tajar lived somewhere near a Camp – in a Camp and around a Camp and under a Camp and over a Camp, and in all the places where a Camp was, he lived, except when he stayed in his Hiding Place, which was somewhere between the bottom of a tree and the top of the sky.

* Based on the 1924 book “Tajar Tales” by Jane Shaw Ward, illustrated by Herman Lui Drucklieb
Game Genre

• This is a hybrid game
  – Educational
  – Adventure

• The format includes
  – Maze
  – Platform
  – Matching
  – Drawing

• There will be an on-line component to the game
Game Premise

• Join Tajar and Friends at Camp
• Compete in Camp Activities
• Learn new things
• Earn points and awards
Target rating

• Everyone

• Titles rated E (Everyone) have content that may be suitable for ages 6 and older. Titles in this category may contain minimal cartoon, fantasy or mild violence and/or infrequent use of mild language.

• This game will have no violence or foul language.

• Will include challenges that are too difficult for children under 6.
Target market

• Kids under 12
• Kids who have been to Camp or have gone camping
• Kids who have would like to go to Camp or would like to go camping
• Girl Scouts, Boy Scouts and Campfire kids
Player motivation

• The player wins by collect awards
• The player will be playing to collect the highest award – the Tajar pin
• The player will collect awards in platform levels, maze levels, educational and creative levels
USP (unique selling proposition):

• Designed especially for kids who like to camp
• Based on a story familiar to many campers
  • “Tajar Tales” is promoted by the American Camping Association
• Action components
• Creative components
• Why is it special? Tajar.
Competitive analysis

- Camp Funshine
  - Carrie the Caregiver 3
- Dora the Explorer
  - Camping Adventure
- Slater & Charlie
  - Go Camping
- Hermie & Friends
  - Camping the Bug-A-Boo Way
- The Berenstain Bears‘
  - Camping Adventure
Goals

• The player will enjoy the competitive, educational, and creative components of the game
• The player will compete for points
• Players who have been to Camp will recognize familiar activities
• Players who have not been to Camp will learn about exciting Camp life
• Players will create their own Camper character
Characters

- Tajar
- The Witch
- Range Ranger
- YOU! The camper
Highlights

• Join Tajar in a maze game – search for the Tajar while he is visible and invisible – see him twice and be transported to the magical (yet dangerous) world of Camp.
Maze Level 1

- Find Tajar before the Range Ranger finds you and sends you back home!
Maze Level 2

- Find Tajar before the witch pins a magic on him and makes him invisible and before the Range Rangers send you back home!
- Befriend the witch to unpin the magic!
Welcome to Camp Piney Wood!

• Complete maze level 2 and join Tajar at Camp!
• More games and activities…
Highlights

• Follow Tajar in a fun filled platform game – flying through the branches of the trees – taking death defying life leaps while watching for the nails left by Kenneth the Tallest Camper.
Conclusion

- Appeals to kids who have been to camp and know about Tajar
- Provides an educational experience
- Encourages kids to get outside and go camping!