# Teams Meeting Transcript: Tailspin Toys & CubiX

Speaker: Kay (00:01)

Good day everyone, I am pleased that we can discuss a potential collaboration today. At Tailspin Toys, we are impressed by the idea behind CubiX. Your kits made from recycled plastic in cube form are not only innovative but also fit perfectly with our focus on sustainable and creative toys.

Speaker: CubiX Representative (00:32)

Thank you, Kay. We are delighted that our values and products align so well with your brand. Our latest kit, which will be introduced under the name 'CubiX Creator,' is particularly exciting. It allows children to build up to ten different models with the same cubes, stimulating creativity.

Speaker: Kay (1:15)

CubiX Creator – a great name that perfectly captures the creative potential of the product. I see great potential in positioning this product as a highlight in our sustainable toy line. But before we proceed, we should consider potential challenges. Is there anything we should be aware of during the market launch?

Speaker: CubiX Representative (2:07)

One point is certainly the communication of the concept. Some parents might think that cube shapes are less versatile than traditional building blocks. We need to clearly highlight the added value – the simplicity of the cubes combined with endless creative possibilities.

Speaker: Marketing Team Member (2:58)

That's a good point. We could use videos in our marketing strategy that show children playfully experimenting with the cubes and building exciting models. This way, we can directly showcase the versatility.

Speaker: Kay (03:17)

A great idea. Additionally, we should emphasize the sustainability of the product. The fact that CubiX Creator is made from recycled plastic appeals to environmentally conscious parents. But what about production capacity if demand rises quickly?

Speaker: CubiX Representative (04:12)

A valid point. We can currently produce up to 50,000 units per month. If we encounter higher volumes, we would be ready to expand our capacity, although this would involve additional investments.

Speaker: Kay (04:58)

Good to know. For the first phase, we could start with a test campaign to analyze demand. In parallel, we could work on co-branding to combine our brand values. Packaging that presents both CubiX and Tailspin Toys could make a strong statement.

Speaker: CubiX Representative (05:59)

That sounds like a sensible approach. We could also ensure that the packaging is minimalist and environmentally friendly to further emphasize the sustainability message.

Speaker: Marketing Team Member (06:49)

Absolutely. For the campaign, I suggest a combination of social media, influencer marketing, and targeted ads. We could also host events in our stores where children can play with CubiX Creator live.

Speaker: Kay (07:52)

That would be perfect to demonstrate both the versatility and quality of the product. One point we should keep an eye on, however, is pricing. Have you already developed a pricing strategy?

Speaker: CubiX Representative (08:47)

Yes, our recommended retail price is €29.99. We believe this is a good compromise between affordability and premium positioning.

Speaker: Kay (09:42)

That sounds reasonable. We could also create special offers for the launch to promote market penetration. For example, we could offer discounts for purchasing multiple sets.

Speaker: Marketing Team Member (10:16)

I think a bundle offer would also be interesting. For example: CubiX Creator with an exclusive accessory set available only in our stores.

Speaker: Kay (11:06)

A great idea. As the next steps, we should create a detailed project plan that includes the market launch, marketing, and training of our sales team. CubiX, could you provide us with product samples and initial drafts for co-branding by next week?

Speaker: CubiX Representative (11:56)

Of course. We will send you the materials by mid-next week. Thank you for the collaboration – we look forward to bringing CubiX Creator to market together with Tailspin Toys.

Speaker: Kay (12:51)

Thank you! I will summarize the results of this meeting in a presentation and send it to all involved. I look forward to making this innovative product successful together.