


Brand Radiance Framework Audit



Chosen Brand: Furby

Brand Foundation	
Product or Service Offered	Furby offers an electronic pet/friend from the unknown that you can play with, feed, and take care of. Furbys come speaking their own language, “furbish” and will slowly learn English with you.
Brand Values	<p>Furby values play and kids getting to teach and raise a creature of their own!</p> <p>Personal note with my portfolio project: I want to push towards toys that do not need apps to play with their toys. Furby values kids playing with toys and having play time that isn't taken over by apps and technology. When the Furby can be used over tech, Furby makes it about learning.</p>
Brand Mission	<p>To make Furby a part of children’s families</p> <p>“so when you take a furby home you will never be alone the more you play, the more they do furby will keep amazing you” From the original Furby Poem</p>
Company History	<p>Furby launched in the 1998’s and is well known for the popular 1999 Furby. There are multiple generations of Furbys and the company launched its last Furby in 2018.</p> <p>Longer History is here: https://docs.google.com/document/d/1xINvJ3SOuxkBFtDSMsoQshvR31_eAh5msDzWB3E3yQQ/edit?usp=sharing</p>
Brand Character (archetype)	<p>Jester and Everyman Furby is a fun brand meant to connect and be</p>

	a fun and funny experience for children. Not only that, but Furbys are meant to be an addition to the family.
Competition	Hatchimals: Similar concept but you get the experience of hatching your new friend Tamigotchi: similar idea of nostalgia branding, both Furbys and Tamigotchis connect to their audience by being a blast to the past. https://verbnow.com/toys-like-furby/
Brand Slogans	Let's Have Fun (1998–2001) Your Emoto-Tronic Friend (2005–2007) A mind of its own (2012–2018)
Brand Expression	
Logo Mark	The current Furby logo is an altered version of their 2012 logo. They altered the logo to match the outline of the Furby Connect. 
Typography	It is a black outline of a Furby body and the outline of the words Furby Connect. On top of the black outline is a white font with a colored outline different per letter and connect in a yellow and orange gradient. The type is a sans serif with a curved, angular end to the lettering.
Colors	Black outline with an orange F, pink letter U, pink to blue gradient R, blue B, and blue to purple gradient Y. These colors also match the colored models of the Furbys.
Patterns	The current branding doesn't really have patterns. The older models Furby Boom! And older had patterns like polka dots, stripes, stars, checkered, waves chevron, hearts, and more. The closest thing to patterns I could find was a graphic of all the things the Furby

	connect could do in icons. This is shown in the Furby Style Guide board listed below.
Style Guide Link	https://projects.invisionapp.com/freehand/document/IH5VTDwin
Brand Experience	
Media	<p>Dead: Hasbro has ended the Furby creation.</p> <p>Currently the Furby fandom is really popular on Instagram, Facebook, YouTube, Twitter, Discord, and have their own Fandom Wiki page. Adult fans of Furby customize them and have created their own culture of Long Furbys and taking apart Furbys to make their own!</p> <p>Hasbro is across all social media and media especially YouTube, Cartoon Network and Nickalodian, and Instagram.</p>
Print	<p>Furbys used to come with a booklet explaining where they came from, how to translate what they are saying, and general care instructions.</p> <p>Throughout the years, Furby released an official book about how to take care of your Furby.</p> <p>There have also been official coloring books and poems to come with your Furby.</p> <p>https://official-furby.fandom.com/wiki/Category:Books</p>
Digital	<p>Furbys have had multiple apps and digital content!</p> <p>The Furby Connect app: Allows you to play online with your Furby and raise Furblings</p> <p>Furby Boom App: Same as furby connect but older</p> <p>Furby App: released with the 2012 Furby, this app helped you feed, translate, and play with your Furby</p>

	<p>Website: Currently Hasbro has a section of their website dedicated to Furby but it is very limited and links you out to other websites to find a buy a Furby.</p>
<p>Packaging</p>	<p>There are multiple different designs for the Furby packaging (Shown on the Invision board link above)</p> <p>Original Furbys had a cylinder like packaging with cut windows to see the furby inside (Shown in Invision board).</p> <p>Later Furbys had more sealed packaging without windows to see them. This could be due to the fact that modern Furbys are \$150 and could be stolen</p> <p>Future Furby: I am imagining packaging like Buzz Lightyear's packaging in Toy Story. I am imagining a spaceship that your Furby goes from space to your doorstep!</p>
<p>Additional Touchpoints</p>	<p>Furby launched t shirt designs with the 2012 Furby logo and backpacks</p> <p>Funko Pop! Released a full Furby design and a smaller keychain design</p> <p>McDonalds released a Furby toy during the height of the Furby craze and again in the 40th year anniversary of the Furby</p> <p>Child sized Furby puzzle</p> <p>There was a Furby movie called Furby Island (2005) that was basically a 40 minute long ad. https://www.youtube.com/watch?v=vcKloFW5voc&t=1970s</p>