

Magic Friends – a brand voice to conjure up the magic of childhood imagination

Magic Friends was a digital puppet app. Here's copy I wrote for their website.

Puppets have enchanted young minds for 3000 years. Now they're on your iPhone or iPad.

...Talk with your child through a Magic Friend: see your child spellbound – in moments you'll both remember...

The serious business of fun!

The internal playground of your child's imagination, is key to emotional development, language skills, creativity, confidence...

The more your child improvises, the more their imagination will flourish. And when they chitter-chatter with a Magic Friend, they'll improvise oodles more than they do with the mostly one-way communication of fairy tales and cartoons.

...the chatter, the make-believe, the enchantment, the thrills – the worlds you'll create together with Magic Friends – will nurture stronger bonds between you and your child; will help you give your child the means to live a full life.

Upstairs to Downstairs. London to New York.

...you hand your child a smartphone to video-call their favorite Magic Friend: Daddy slips out and upstairs, to answer the call and chat through the puppet...or maybe Auntie from across the ocean will express herself through a puppet. The MagicFriends puppet master can be in the next room, or anywhere else, from Adelaide to Zürich.

Your child's safety

MagicFriends works over the internet. You need to know your child is safe: Only invited and paired users can call one another. A child-lock is built in, which prevents children inadvertently adding users. MagicFriends fully complies with COPPA – The Children's Online Privacy Protection Act.

Can't do character voices? Use the realtime voice changer...

You don't have to do funny voices: simply chat in your normal voice – adjust how your voice will sound at the other end, with the realtime voice changer. Pick different pitches to fit different characters.

No strings. No gloves. MagicAnimation:

To manipulate MagicFriends puppets, simply swipe the screen and tap on hotspots. You can make Magic Friends jump, dance, wave, wink, chuckle, twirl, thumbs-up...each puppet has its very own moves...

How on earth do you talk in-character – as a tooth fairy, or a reindeer...?

It's easy: with each puppet, is a starter pack of tips, jokes, mini-stories, mini-scripts – a bundle of things you can say through the

character to your child – all made for fun; made to set free the sparkles of your child's imagination...making you never short of a thing to say.

And you can get creative if you want: talk and develop the characters in whatever way feels right...