Case Study:
Cabbage Patch Kids®
Succeed with Smart Connected Toys
The Company

Wicked Cool Toys (or WCT) is an innovative young toy company founded in 2012 and is an emerging leader in the diverse toy market. The company designs, manufactures, distributes and markets toys for all ages. WCT is the worldwide master toy partner of the Cabbage Patch Kids. The mass market Cabbage Patch Kid was introduced in 1983 and became one of the most successful toy franchises in America.

WCT met Seebo at a toy expo where Seebo successfully communicated its vision for smart connected toys and the Internet of Things. WCT Partners Jeremy Padawer, Michael Rinzler and Thomas Poon decided to kick off a project with Seebo.
The Challenge

WCT wanted to address the new expectations children today have from toys by creating a smart, updated version of the iconic line of Cabbage Patch Kids. Tech-savvy child consumers who scrolled smartphone screens in their infancy are now demanding the newest gadgets and smarter, more connected toys.

WCT looked for these key criteria when choosing their IoT Platform vendor:

- Implementation of unique smart capabilities that will excite today’s kids with a new playing experience
- A matching application that communicates with the toy, connecting kids to the medium where they look to spend time.
- End-to-end guidance across the process for WCT, the manufacturer: Ideation of the right hardware components; development tools that streamline the smart application development process; production and sourcing assistance; and management and monitoring across the entire process.
- Engagement with a vendor that will ensure fastest time to market - even when Christmas is around the corner - at the lowest cost per unit.
- Data and insight on product usage that will empower WCT to optimize their product value, user experience and business model.
- Tools that prolong the product lifecycle through in-market software updates and product maintenance.
Using Seebo’s IoT Platform, the WCT product team pinpointed their smart concept. Working with the Customer Success Manager (CSM) at Seebo, they used the Seebo IoT Creator’s hardware engine and forecasting module to define the smart features, including innovative colored LCD eyes that are revolutionary in the toy industry. The LCD technology enables the unique eyes to communicate emotions which, combined with motion, touch and other sensors, simultaneously provide a human experience and elevate the baby’s famous appearance.

“The Seebo’s IoT Platform Developer Console dramatically streamlined and simplified the development phase of the smart Cabbage Patch Kids. The mobile application starter kit provided a great launchpad, and the SDKs and the code libraries inside dramatically cut the time to market. The Simulator further exceeded expectations by giving us a virtualized environment of hardware components that completely eliminated any need to work against actual hardware components. These, together with the Dev Kit and the Seebo testing app, gave us a more accurate development
"Seebo’s developer tools dramatically simplified the process for our developers. That translates to significant value in shorter time to market, greater quality, less risk and the lowest price per unit."

Michael Rinzler, Co-President / Founding Partner, WCT

The Seebo Customer Success Manager (CSM) provided WCT with support and guidance across the project, from inception to launch. The ‘Baby So Real’ Cabbage Patch Kid previewed in New York on February 18th, 2016 and generated a huge buzz on news networks worldwide.
“The new Smart Cabbage Patch Kid is a great addition to our brand that, thanks to Seebo, will help grow a mature brand that has had 35+ years of continued placement at retail, and, in turn, delight our consumers. This will be one of the most significant new toy introductions for 2016. The buyers are enthusiastic and ready for a game-changer in this aisle, thanks to the IoT technology and interaction with the application that is at its core. We expect it to make a significantly positive impact on our revenue this year.”

Jeremy Padawer, Co-President / Partner, WCT

The Seebo platform continues to support the product after launch. The software maintenance and update center allows for remote software updates and monitoring. Data collected by the Seebo Platform Analytics will show both real-time and historical trends, empowering the client with the insight to make more informed business decisions and further optimize its smart product.
Results

With the new Baby So Real - the smart version of the Cabbage Patch Kids - WCT merged the demands of a young audience who want the latest tech toys with that of parents who are excited by the resurgence of their popular childhood toy. A combination of nostalgia and technology resulted in a product that addresses a gap in the market, attracting both young users and the buyers - their parents.

Through the Seebo smart product platform, WCT rejuvenated the iconic Cabbage Patch Kids and demonstrated the value that an IoT platform creates for its clients: Automated smart product design and development that accelerates time to market at low cost, as well as invaluable in-market insight from data analytics. IoT technology is helping a generation of tech-savvy children strengthen their relationship with toys and empowering Wicked Cool Toys to transform traditional business models, enhance user experience, and increase product value.
Seebo revolutionizes the landscape of day-to-day products, making them smarter and more exciting for today’s digital consumers. Seebo brings the “Internet of Things” to life through an end-to-end IoT Platform that empowers any product team to launch smart connected products fast, safely and cost-effectively.

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