

BRAND GUIDE

BONES & FRIENDS LLC



WWW.BONESISBACK.COM

Halloween Market Insights

- **Popularity:** Halloween ranks as the 3rd most beloved holiday among Americans, according to a YouGov study (2024).
- **Spending Trends:** In 2024, Americans spent \$12bn on Halloween celebrations, with \$4bn dedicated specifically to decorations.
- **Budget :** 71% of Americans allocate up to \$100 for Halloween decorations.
- **Growth:** Average budget for Halloween decorations increased since 2019 by 18.6%.

YouGov. (2024.). Which holidays do Americans enjoy most and least?
Retrieved January 20, 2025,

BONES & FRIENDS LLC

- **Publishing Brand:** BONES & FRIENDS LLC, HQ Florida, USA
- **Sales Channels:** Available on Amazon as an eBook and paperback (print-on-demand, USA). Hardcover: Direct sales on book website.
- **Hardcover Book Specifications:** Dimensions: 6x9 inches. Approximately 40 pages, full-color illustrations with bleed. Printed on high-quality 157gsm matte paper for a premium look and feel.

MISSION

Bring families closer through joyful
Halloween traditions

VISION

Be part of every family's Halloween

Slogan

Together, make Halloween magical and fun

BONES IS BACK



Amazon Hot New Releases

Our best-selling new and future releases. Updated frequently.

- Any Department
- Kindle Store
- Kindle eBooks
- Children's eBooks
- Holidays & Celebrations
- Christmas
- Easter
- Father's Day
- Halloween**
- Jewish
- Kwanzaa
- Mother's Day
- Non-religious
- Religious
- Thanksgiving
- Valentine's Day

New Releases in Children's Halloween Books

#1

kindleunlimited



Bones is Back: A Family Tradition for Halloween

> Marc Fetscherin

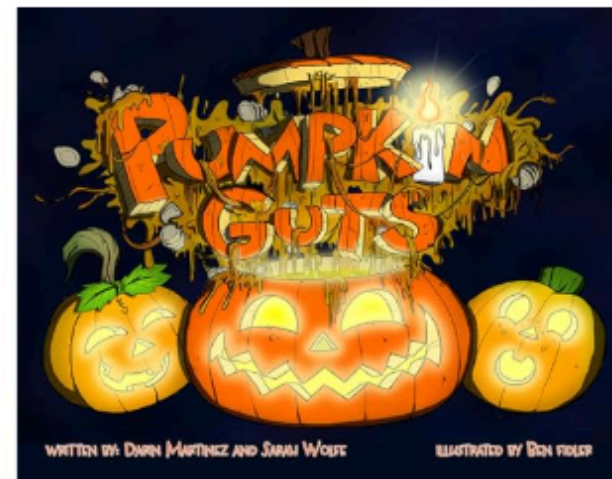
★★★★★ 15

Kindle Edition

\$2.99

9 pts

#2



Pumpkin Guts: Semi-Scary Stories for Kids

> Darin Martinez

★★★★★ 15

Kindle Edition

\$4.99

15 pts

#3

kindleunlimited



Ghost Of Halloween: The Willow Creek...

> YASIR BUTT

Kindle Edition

\$2.99

9 pts

#4

#5

#6

Fonts & Colors

- Company name: BONES & FRIENDS, font: Bahnschrift SemiBold SemiCondensed
- Book title: Bones is Back, font: Frijole

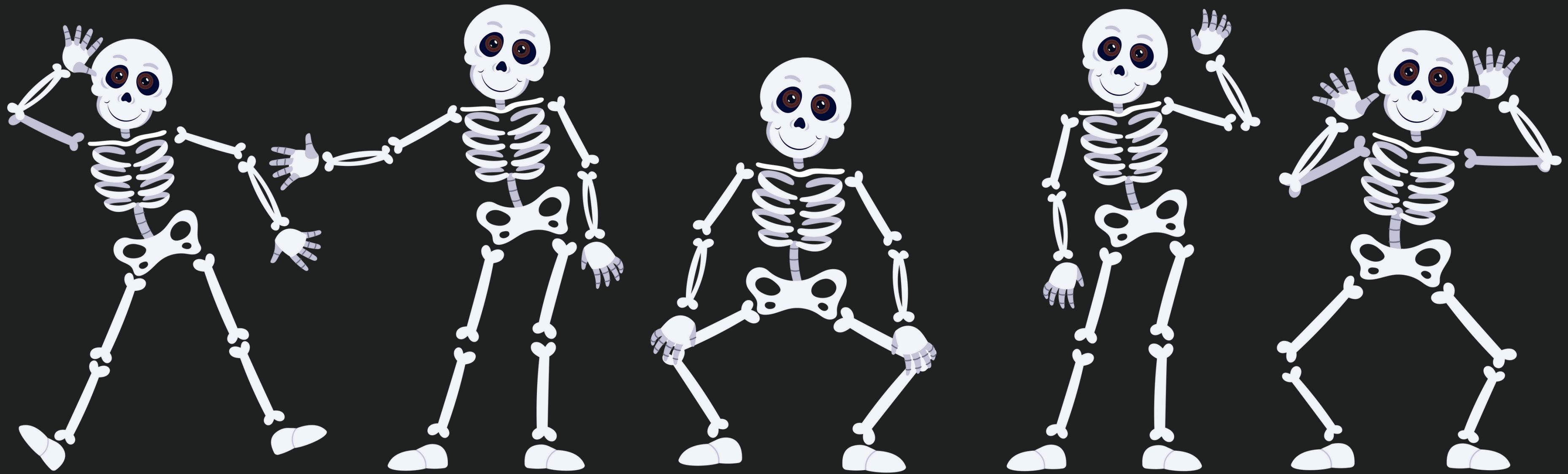
**BONES
IS BACK**

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- Book text: Aptos

Bones and Boo



BONES IS BACK

Create your own Halloween Tradition

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amazon.com

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The Story behind Bones

The idea originated from a fun tradition Marc started with his daughters Margaux and Mireille. They have always enjoyed their Elf, and a few years ago one October day, his daughters asked why their skeleton didn't move at night like the Elf. So, Marc began hiding the skeleton, which quickly became an annual family activity.

Sharing this experience with friends, Marc realized many families who don't celebrate Christmas miss out on similar traditions. Inspired to create an inclusive Halloween tradition, Marc also addressed common concerns about the Elf, such as children not being able to touch it and parents' stress of forgetting to move it. These experiences led to the creation of Bones and the book.

Who is Bones?

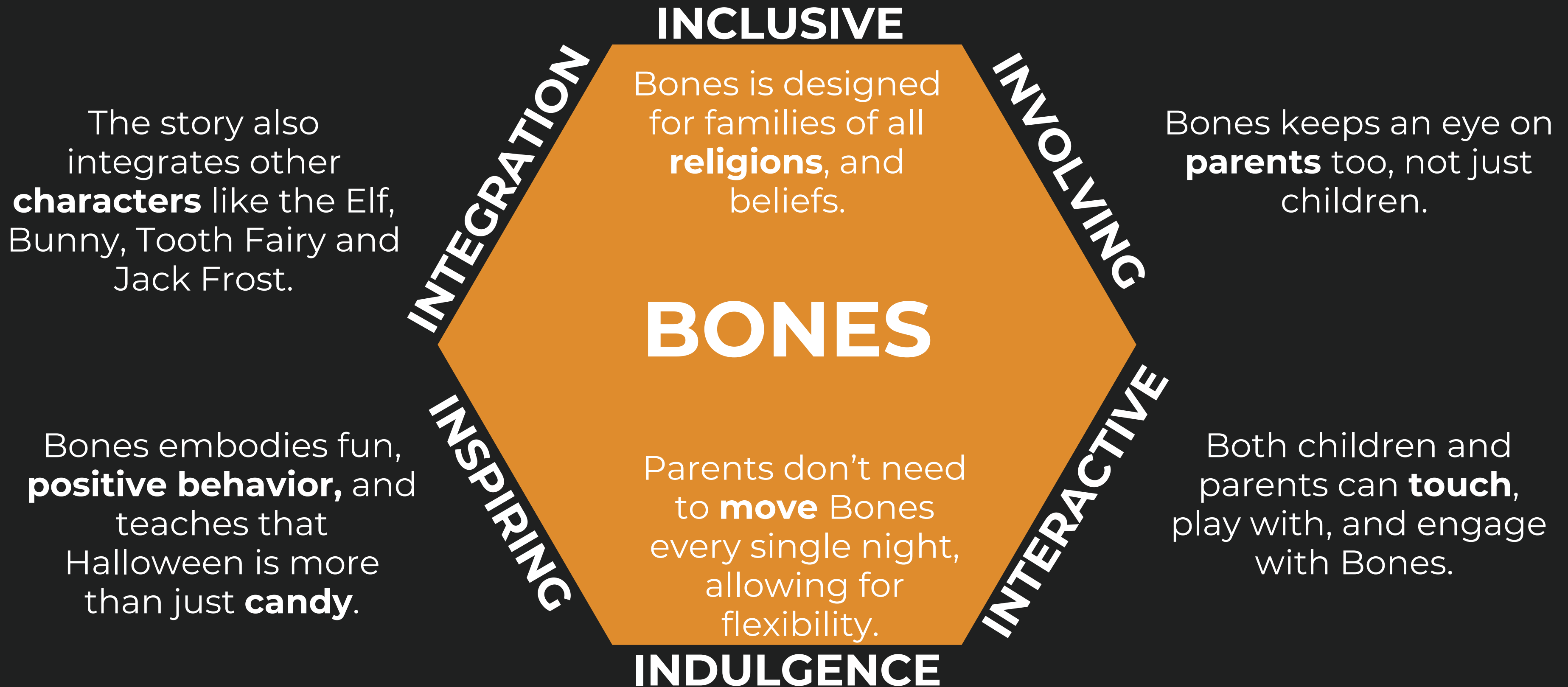
Bones is a mischievous, cheerful, and adventurous little skeleton who comes to life every October fueled by the spirit and imagination of everyone around him. He loves playing pranks, making surprises and encouraging families to create fun memories together. Unlike other holiday characters, Bones is interactive—you can touch, play with, and interact. His motto is, "Together, make Halloween magical and fun"

Bones dreams of being part of every family's Halloween tradition, bringing joy and excitement to all children and parents alike. It's been whispered that Bones wasn't always a skeleton—some say he used to be an Elf, but no one knows yet.

Bones' Personality

- **Name:** Bones.
- **Birthday:** October 31.
- **Personality:** Mischievous, playful, cheerful, and adventurous
- **Favorite Activities:** Playing pranks, surprising families, interacting with children, and encouraging creativity.
- **Special Ability:** Comes to life every October.
- **Hobbies:** Dressing up, telling jokes, making up stories, and inspiring family traditions.
- **Best Friends:** Children, Elf, Easter Bunny, Tooth Fairy and Jack Frost.

How is Bones different?





BONES' CHARACTER

Bones loves his friends, they are all special in their own way. They are also in his book.



	October	December	Easter	Year around
Time of Year	October	December	Easter	Year around
Frequency of Interaction	Daily	Daily	One day	One night
Interaction Level	High	Moderate	Low	Very Low
	Touch & Play	Observes, no touch	Passive, egg hunt	Tooth-for-money
Involvement of Character	Active & High	Passive	Passive	Passive
	Kids & Parents	Moves at night	Hides eggs	Takes tooth
Promotes + Behavior	Yes	Yes	No	No
	Teamwork	Reports to Santa	Tradition	Transactional
Inclusiveness of Religions	Yes	No	No	Yes
Indulgence	Yes	No	No	No
	Moving not required	Has to move	No	No
Customization	Yes	No	One day	One night
	Any skeleton	Requires Elf	Invisible	Invisible
What They Bring	Treats , pranks, surprises	Notes , surprises	Chocolate eggs , treats	Money



What does Bones teach?

The book teaches children the importance of creativity, imagination, and family bonding. Through Bones' adventures, kids learn that Halloween isn't just about candy—it's about making memories and finding joy in small, shared moments.

The story also encourages positive behavior by framing Bones as a fun character who positively motivates children to be kind, cooperative, and playful. Overall, it fosters teamwork, inclusivity, and the spirit of family traditions.

Contact us

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THANK YOU

