A STUDY ON DIGITAL MARKETING STRATEGIES OF THE EDUTAINMENT SECTOR: A CASE STUDY OF GIGGLE TOWN

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Abstract

With the growth of the edutainment industry, developing countries in Asia have seen a significant increase in this sector in recent years. Although Pakistan has been a latecomer to this emerging industry, it faces challenges in effective marketing strategies, limiting its appeal to potential customers. The concept of edutainment is still relatively unknown, making it crucial to raise awareness of its potential benefits. Pakistan requires more initiatives to build children's confidence, enhance communication skills, foster cognitive growth, and support overall mental development. This research focuses on Giggle Town, a newly established center in Karachi, Pakistan, and examines its digital marketing strategies to position itself favorably within the competitive entertainment industry. Giggle Town offers a unique learning environment that fosters children's curiosity, creativity, and exploration. However, the study reveals that the center's digital marketing efforts are disproportionately focused on entertainment, overlooking the critical educational components that make it unique. This study assesses the effectiveness of these existing digital marketing strategies and explores alternative approaches to enhance Giggle Town's market positioning and outreach. Through qualitative methods including interviews and observational data, we explored how parents and educators perceive these offerings. The center currently relies heavily on influencer marketing and referrals, lacking a comprehensive digital marketing strategy. The findings propose a comprehensive digital marketing strategy that equally emphasizes both educational and entertainment aspects, thus appealing to parents' desire for meaningful and engaging experiences for their children. This approach not only aims to boost Giggle Town's visibility but also sets a new standard for edutainment marketing.

Keywords: Edutainment, digital marketing strategies, Giggle Town Karachi, child development, influencer marketing, entertainment industry, Pakistan

Introduction

The Edutainment industry is one of the growing industries. Edutainment, a combination of education and entertainment, is a sector that aims to make learning more appealing and entertaining by blending elements of fun, interactivity, and cognitive development. The adoption of edutainment in Pakistan is still in its early stages, but it holds immense

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potential to transform the education landscape and enhance learning outcomes for Pakistani students.

The impact of entertainment in edutainment is significant, turning dull facts into exciting experiences that improve the ability to remember and recall information over time. Imagine children learning about history through interactive games or adults mastering new skills through captivating simulations. Entertainment acts as a powerful tool, making education more accessible, enjoyable, and ultimately, more effective. This concept has been formally recognized as "Entertainment Education" (EE) by scholars, who have documented its efficacy in promoting prosocial behavior and disseminating health information within popular entertainment media (Brusse et al., 2015; Moyer-Gusé, 2008).

The edutainment industry is rapidly gaining traction as educational paradigms shift globally. Major economies (US, Canada, Mexico, Singapore, India, UAE) recognize edutainment's potential to augment conventional learning with interactive, engaging experiences (Smith & Marcus, 2024). Technologies such as augmented and virtual reality enhance cognitive and social outcomes, catering to diverse learning styles (Singh, 2024).

In Pakistan, the concept remains nascent. Traditional education often lacks interactivity, making edutainment a promising avenue to fulfill SDG 4 (Quality Education) and SDG 12 (Responsible Consumption and Production). These SDGs underscore the importance of providing quality learning experiences responsibly and sustainably (Educational Television, 2024). Giggle Town, located in Karachi, exemplifies the local edutainment potential but currently emphasizes entertainment over education in its marketing. Adjusting this balance could influence parental perceptions, improve cognitive outcomes for children, and foster long-term societal benefits (Adams, 2024).

The public response to edutainment in Karachi has been overwhelmingly positive. Parents are eager to see their children engaged in learning through fun and interactive methods (See appendix 1). Educators are recognizing the potential of edutainment to address the challenges of traditional teaching and cater to diverse learning styles (See appendix 2). Despite the positive response, there are still some challenges that need to be addressed. One major hurdle is the lack of awareness about edutainment among some segments of the population. Additionally, there is a need for more investment in the development of high-quality edutainment resources and training for educators to incorporate these tools effectively

The aim of this study is to analyze the effectiveness of incorporating diverse marketing strategies in promoting Giggle Town's edutainment offerings and to identify the most impactful approach for reaching and engaging with the target audience in Karachi. Shifting towards a diversified marketing strategy not only propels Giggle Town's growth but also ensures that its edutainment wonders are accessible to a wider audience. This change is not just about business; it's about positively impacting the growth and development of children. By strategically aligning marketing initiatives with what children and parents prefer, Giggle Town envisions a future where every child can step into a world that seamlessly blends learning with joy. In Karachi, a hub for educational initiatives, a number of these projects are making waves and garnering positive reactions i.e., The Owl's Nest Play Café, The Buzzing Beez, TDF MagnifiScience etc. From the

available industries, we selected Giggle Town for study, and the reasons for selecting Giggle Town is more than just about individual exploration. It fosters social interaction and collaboration through shared activities and challenges. Children develop communication skills, problem-solving abilities, and empathy as they work together towards common goals. This focus on social development equips them with essential life skills for becoming responsible and engaged citizens in the future.

The objectives of this study are:

(1) To analyze the performance and effectiveness of Giggle Town's existing digital marketing platforms in highlighting educational and entertainment aspects.

(2) To assess current marketing strategies with proposed alternatives that better reflect Giggle Town's edutainment value and

(3) To develop cost-effective, balanced marketing strategies that improve Giggle Town's positioning, parental trust, and outreach, aligning with global standards.

AA Joyland, a name synonymous with entertainment and leisure in Pakistan since 1980, launched its first project in 1981 named Joyland Amusement Park and it boasts over 25 amusement parks, including iconic destinations like Aladin Amusement Park and Pavilion End Club, offering families and individuals of all ages exhilarating and unforgettable experiences. (Joyland Company Profile Presentation, n.d.) AA Joyland has established itself as a leader in the industry. Within this impressive portfolio, Giggle Town shines as a unique and innovative edutainment destination specifically designed for children.

AA Joyland's Giggle Town transcends the traditional playground concept. It creates a meticulously crafted environment where children learn and flourish through immersive play. Thematic playscapes mimic real-world scenarios, allowing children to embark on imaginative journeys as doctors, chefs, car washers, and countless other professionals. This sparks creativity, ignites future aspirations, and cultivates a love for learning in a fun and engaging way. (Giggletown Brand Profile, n.d.)

The body of this paper comprises of five sections. The paper starts with an introductory section which provides the significance of study, a brief introduction to the edutainment sector of Pakistan and an introduction to Giggle Town. Section 2, which is a literature review, presents a thorough analysis of the subject of this study. This section presents the evidence from the literature in relation to the framework of this paper. The methodology section describes the pathway of how this study is carried out, including the research framework, nature of data, research approach of this study and the techniques used to collect data. Section 4 highlights the analysis and findings discussed in accordance with the literature in terms of similarities and limitations. Finally, outlines the conclusion and suggestions for future research.

Literature Review

Edutainment Industry

Edutainment is a form of entertainment that is used for educational purposes. Edutainment combines learning with entertainment, offering activities that satisfy curiosity and foster knowledge acquisition (Graus et al., 2021). While the concept has been around for decades, technological advancements and changes in consumer behavior have led to the emergence of edutainment as a distinct niche market. (Marshall, 1994)

Early literature highlights engagement as critical for retention and cognitive development (Marshall, 1994). Modern studies show that integrating digital elements into education enhances learner attention and fosters interactive, meaningful learning experiences (Das, 2023; Diamond, 2015). Globally, edutainment aligns with SDG 4 and 12, ensuring accessible, high-quality education produced and consumed responsibly (Smith & Marcus, 2024)

Culturally, regions like South Asia require strategic marketing to raise awareness of edutainment's holistic benefits (Qureshi & Ahmed, 2024). Singapore's success with augmented reality-based learning (Singh, 2024) and parental engagement metrics in virtual platforms (Chen & Li, 2024) exemplify effective models. These insights affirm that marketing must highlight both educational and fun aspects. Incorporating testimonials and tangible learning outcomes can distinguish edutainment centers as credible learning environments rather than mere entertainment venues (Adams, 2024)

Edutainment has become a niche market due to several factors. Firstly, traditional educational methods often lack engagement and fail to capture the attention of learners, particularly in today's digital age where entertainment is easily accessible. Edutainment fills this gap by blending educational content with interactive and entertaining elements, creating an engaging learning environment. (Madanagopal, 2020)

Moreover, the increasing demand for informal learning experiences has contributed to the growth of the edutainment industry. Many individuals, especially younger generations, seek alternative methods to acquire knowledge 12 outside of traditional classroom settings. Edutainment provides an avenue for immersive and experiential learning, aligning with the preferences of these audiences hence providing them with several options. (Das, 2023)

Furthermore, the effectiveness of edutainment in addressing complex educational concepts and fostering critical thinking skills has positioned it as a valuable tool in educational settings ("Educational Television," 2024). As a result, edutainment has carved out a unique niche within the broader education and entertainment industries, offering a compelling blend of learning and enjoyment (Aksakal, 2015).

Impact of Technological Advancement

Edutainment has been used as a classical formula in producing educational computer games which are based on learning theories since the 1970s. (Brown & Singhal, 1999)

The first person who suggests the idea of edutainment is Robert Heyman from the American National Geography Academic Union. Robert Heyman named the film of game-type education 'Education by Entertaining' (Aksakal, 2015).

Digital technologies such as virtual reality (VR), augmented reality (AR), touchscreens, 3D imaging, multimedia presentations, and mobile applications have gained global recognition for their transformative potential in enhancing educational experiences within museum settings.(Xu & Fagan, 2023).The proliferation of the internet and digital media has allowed for the development of a wide range of edutainment platforms, including educational video games, interactive mobile apps, and online learning platforms. (Jayasinghe & Athukorale, 2023) Understanding the impact of these technological advancements is crucial for recognizing the dynamic nature of edutainment and its potential for further innovation. (Dergach, 2023)

The integration of augmented reality and virtual reality technologies is poised to play a pivotal role in the future of edutainment. (Rueda Márquez de la Plata et al., 2023) These immersive technologies provide opportunities for deeply engaging and interactive educational experiences, allowing learners to explore virtual environments and interact with educational content in unprecedented ways. (Lampropoulos et al., 2022)

Implementation of Digital Marketing in Edutainment Industry

Edutainment models are increasingly embracing play-based learning, particularly in scientific content, as a core strategy in early childhood education (Graus et al., 2021). Global perspectives on edutainment marketing provide valuable insights into the evolving landscape of educational and entertainment integration. In many countries, edutainment has gained traction as a powerful tool for engaging learners across various age groups. (Khalifa & Gawi, 2020) As technology continues to play a pivotal role in shaping educational experiences, the global edutainment market is witnessing dynamic shifts, with a growing emphasis on interactive and immersive learning solutions. (Robinson et al., 2021)

The global edutainment market is also witnessing a surge in diverse formats, including digital platforms, mobile applications, and interactive multimedia content. These developments underscore the demand for versatile edutainment solutions that cater to the varying learning styles and preferences of learners worldwide. (Wirdatul, 2023) Moreover, the COVID-19 pandemic has accelerated the digital transformation of education and entertainment, leading to an increased focus on virtual edutainment experiences. (Soykan et al., 2023) As a result, the global edutainment landscape has seen a proliferation of virtual learning environments, augmented reality, and virtual reality applications aimed at delivering immersive educational content to learners. (Tcha-Tokey et al., 2017)

The global perspectives on edutainment marketing reveal a paradigm shift towards innovative, technology-driven approaches to educational engagement. As the edutainment market continues to evolve, it presents opportunities for stakeholders to leverage emerging trends and advancements in digital media to create impactful and enriching learning experiences for audiences worldwide.

Incorporating Approaches from International Edutainment Leaders

The edutainment industry encompasses a diverse array of products and services aimed at educating and engaging audiences across various age groups. From interactive educational games for children to virtual reality simulations for professional training, edutainment has permeated multiple sectors including formal education, corporate training, and personal development. Edutainment centers serve as a crucial counterbalance to the negative effects of children's excessive technology use, by fostering an environment that encourages physical and social activities. In the global arena, several organizations have set the benchmark for edutainment on an international scale. Though AA Joyland has successfully tapped into this demand by offering interactive educational games and virtual reality experiences that cater to the preferences of Pakistani audiences. (Chaudhary, 2021)

In addition to its impact on the national market, the international influence of edutainment cannot be ignored. As global giants like Disney expand their footprint in the entertainment industry, their entry into the edutainment space has the potential to shape the landscape of the international market. With the introduction of initiatives like Giggle Town, which brings Disney's educational content to countries like Pakistan, the international edutainment market is being influenced by the expertise and resources of established players in the entertainment industry. (Chaudhary, 2021)

The convergence of technological innovation, changing consumer behavior, and the demand for more engaging learning experiences have created a dynamic landscape for edutainment in both national and international markets (Timchenko et al., 2020). As the industry continues to evolve, the influence of key players like Joyland and the entry of international brands like Disney will play a pivotal role in shaping the future of edutainment, offering a balance of entertainment and educational value to audiences worldwide.

As a market follower in the international edutainment market, Joyland can draw inspiration from the strategies and approaches of global leaders while also focusing on tailoring its offerings to cater to the specific needs and preferences of the Pakistani audience. By leveraging the advancements in technology and understanding the evolving landscape of education and entertainment, Joyland can position itself as a key player in the national edutainment market (Graus et al., 2021). Furthermore, by emphasizing culturally relevant and locally tailored edutainment content, Joyland can create a unique value proposition for its audience, setting itself apart in the competitive national landscape.

Cognitive Development through Edutainment

At the core of edutainment lies Cognitive Theory, which asserts learners actively process and organize educational content presented in an entertaining format. Cognitive development in children is significantly enhanced when scientific concepts are introduced through play, blending imagination with factual knowledge (Diamond, 2015).

The success of Giggle Town can be viewed through the lens of various educational theories. For instance, Vygotsky's Social Development Theory, which emphasizes the fundamental role of social interaction in the development of cognition, resonates with the social aspects of learning experienced in Giggle Town. Similarly, Piaget's Theory of Cognitive Development, which focuses on the progression of learning through exploration and hands-on activities, finds practical application in the activities and experiences provided by Giggle Town. (Madanagopal, 2020).

Conceptual Framework

The conceptual framework below illustrates how balanced digital marketing strategies can enhance parental awareness, drive visitation, and ultimately contribute to improved educational outcomes and responsible consumption patterns (Chen & Li, 2024).



Figure 1: Flow chart showing the impact of improved digital marketing on trust, engagement, child development, and societal benefits.

This flow chart illustrates how balanced digital marketing builds parental trust, increases visitor engagement, and supports child development. Over time, these efforts contribute to positive societal outcomes, aligning with long-term educational goals.

From 17 SDGs of the UN, SDGs 4 (Quality Education) and 12 (Responsible Consumption and Production) encourage Pakistan’s edutainment market to emerge as a significant segment within the broader educational and entertainment industries. This growth is driven by increasing awareness among parents and educators about the importance of integrating learning with fun and interactive experiences. Students overall Pakistan was also satisfied with the education provided through entertainment (Khalid et al., 2019).

With the increasing digitization of educational experiences, the future of edutainment is likely to be shaped by technological advancements and innovative approaches to engaging learners. Discussions on the balance of free and supervised play in learning are crucial

(Graus et al., 2021). One of the key aspects that will drive the future of edutainment marketing is personalization. (Chandra et al., 2022) As technology enables the collection of data on individual learning preferences and behaviors, edutainment awareness can be tailored to meet the specific needs of learners.

As edutainment continues to expand its presence in the digital space, the future will see a growing emphasis on the ethical and responsible use of technology in educational content. (Moore & Ellsworth, 2014) Striking a balance between entertainment value and educational integrity will be crucial in sustaining the credibility and effectiveness of edutainment marketing strategies. (O'Neill, n.d.)

Ensuring that edutainment solutions are accessible and affordable for a diverse population across different socioeconomic backgrounds, increasing their loyalty and retaining them. (Kalhoro, 2022). In some areas, limited access to reliable internet and technological devices can hinder the adoption of digital edutainment solutions. (Timotheou et al., 2023).

Research Gap

To conduct the research on addressing the digital marketing strategies tailored for promoting edutainment offerings, such as those in Giggle Town, within the Pakistani context, the research gap lies in the absence of a comprehensive understanding of the digital marketing strategies that would be most effective considering factors such as cultural relevance, audience preferences, and budget constraints for Giggle Town to expand its reach and achieve its goal of blending education with play for children in Karachi, ultimately creating a market for edutainment in Pakistan.

Methodology

Research Framework

The approach used is exploratory, which simply means that it's primarily qualitative analysis. Various types of data were employed in this research. The qualitative data was gathered through In-depth interviews conducted with a diverse range of 40 stakeholders, including parents, children, educators, and marketing professionals directly involved with edutainment services and also by observing consumer behavior on the site/entities.

The qualitative data consists of interview content. These interviews involved In-depth interviews with a diverse range of stakeholders, including parents, educators, and marketing professionals directly involved with edutainment services. The primary data was collected through interviews conducted via a questionnaire administered to parents and educators. Secondary data was gathered from the company's past and currently used marketing approaches and theories of marketing professionals done in the past.

Concise interviews were conducted using questionnaires, complemented by semi structured interviews to gain insights into consumer preferences related to edutainment for children. The chosen observation method took a comprehensive perspective. It involved documenting marketing practices through on-site visits, where promotional activities and consumer interactions were closely monitored.

To ensure a representative sample, a convenience-sampling technique was employed. Participants were selected based on their involvement and expertise in the field of edutainment marketing, including parents with children in the targeted group, educators familiar with edutainment content, and marketing professionals working specifically in the children's entertainment industry.

The analysis comprises thematic, comparative and triangulation techniques to derive insights into digital marketing strategies for promoting Giggle Town – Edutainment for Children.

Data Transcription & Analysis:

Interviews were transcribed verbatim. NVivo (2024) was used for coding transcripts and identifying themes like "Parental Awareness," "Educational Value," and "Influencer Impact." Observational notes were integrated to contextualize findings.

Data Visualization:

Quantitative indicators (percentage awareness) were extracted and visualized using charts and graphs. Tables summarized qualitative insights (see figures 2-4).

Analysis & Discussion

Qualitative Analysis

Thematic analysis was performed on the responses of interviews and based on onsite surveys. The interviews and open-ended questionnaires were designed to collect data about people's awareness of the concept of edutainment, which helped to identify the common themes, patterns, and insights pertinent to the effectiveness of digital marketing strategies for Giggle Town. The stakeholder perceptions regarding children's edutainment are mentioned below:

Parents

Most parents visited Giggle Town because their friends recommended it to them, indicating a strong word-of-mouth influence in attracting customers. It was found that 70% of these parents were not aware of the concept of edutainment and visited Giggle Town purely for the sake of fun they said, "We came here just for entertainment but gradually getting the concept" Another parent said that "Main edutainment ke concept mein zyada nhi janta, shayad 2 out of 5". Next when we ask them How they find out about Giggle Town and what types of marketing are most effective in getting your attention? One of them said, "Hum social media par active hain, isliye aksar posts aur unke suggestions se pata chalta hai". This suggests that while Giggle Town's reputation among peers is strong, there is a potential to further educate parents about the educational benefits of the experience.

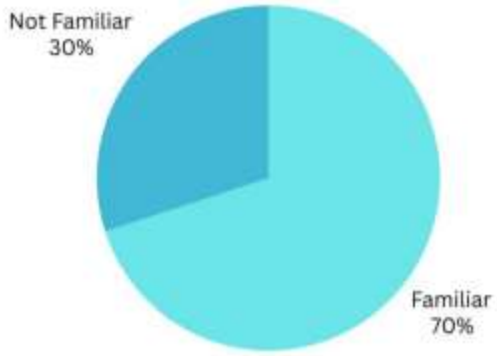


Figure 2 Parents Satisfaction with Giggle Town

On the other hand, the remaining 30% of parents were aware of edutainment, they have a moderate level of familiarity and were particularly concerned about the mental growth of their children. They appreciated the concept of combining education with entertainment, indicating a desire for holistic development in their children's leisure activities. They noted that most advertisements and influencer endorsements focused on the fun aspects of Giggle Town, such as birthday parties, without highlighting its educational value they said, "We mostly hear about new stuff from friends or family". It's much more than showcased in Dr. Sharmila Farooqui's video." (Giggle Town on Instagram, 2024). This suggests a potential gap in communication between Giggle Town's marketing messages and the actual experience offered, which could be addressed to better align with the expectations of parents seeking both entertainment and educational value for their children (Johnson, 2021).

Educators

Educators play a crucial role in understanding and advocating for the concept of edutainment at Giggle Town. Their insights and feedback are invaluable in shaping the experiences offered to children. Most educators interviewed had a strong understanding of the concept of edutainment. They recognized the importance of integrating educational content with entertainment to enhance children's learning experiences. 83% of the interviewed educators use edutainment methods in their teachings, specifying their importance.

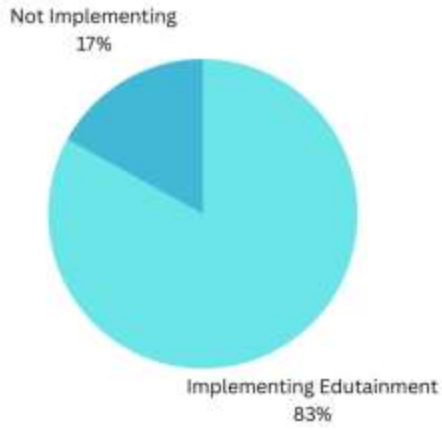


Figure 3 Implementation of Edutainment by Educators

One educator noted, “Edutainment bridges the gap between traditional learning and modern entertainment, making education more engaging for children. From the educators’ perspective, the promotional activities of Giggle Town could better emphasize the educational aspects. They noted that the current marketing strategies largely focus on the fun elements, potentially overshadowing the educational value. An educator mentioned, "Advertisements should clearly show the educational benefits and how play leads to learning."

Marketing Professionals

Marketing professionals provided insights into the effectiveness of Giggle Town's promotional strategies and suggested areas for improvement. They acknowledged that Giggle Town’s current strategies focus heavily on social media and word-of mouth marketing. This has been effective in attracting visitors but may not fully convey the edutainment value. One professional stated, “The vibrant social media presence is great for engagement, but we need to see more emphasis on the educational outcomes for children.” According to the marketing experts, there is a need for a balanced representation of both fun and educational aspects in Giggle Town’s promotions. Potential visitors perceive Giggle Town more as an entertainment venue than an educational one.

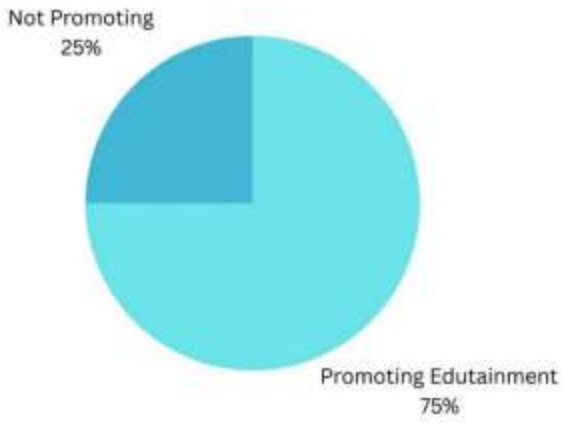


Figure 4 Promotion of Edutainment by Institutes to Attract Parents

A marketing professional suggested creating campaigns to demonstrate the tangible benefits of edutainment, showing how children learn while enjoying themselves. To enhance the effectiveness of marketing campaigns, professionals recommended using testimonials from parents and educators highlighting the educational benefits. They also suggested showcasing success stories demonstrating children's learning improvements. Additionally, incorporating more video content that captures children engaging in educational activities could make the marketing efforts more convincing.

Children

Children's perspectives are central to evaluating the success of Giggle Town's edutainment model. Their feedback provides direct insights into what aspects of the experience are most engaging and educational. The children interviewed expressed high levels of enjoyment and engagement with the activities at Giggle Town. They particularly liked the interactive exhibits and hands-on activities that allowed them to explore and learn in a playful environment. One child exclaimed, "I love the science Museum! We get to see many new things. It's like magic!"

Children reported that they learned new things during their visits to Giggle Town, often without realizing it was educational. They mentioned activities such as building blocks, puzzles, and art projects as their favorites. "*Maine bohot saari cheezon ke baare mein seekha, jaise ki dinosaurs. Yeh bohat cool tha*!" shared another enthusiastic child. While children enjoyed their time at Giggle Town, some suggested that there could be more variety in the activities. They expressed a desire for new exhibits and games to keep the experience fresh and exciting. "*Mujhe chahiye ke har baar naye games hon jo hum khel sake*," suggested one child. Children recommended adding more themed areas that change periodically to keep the experience novel. They also suggested incorporating more group activities that encourage teamwork and collaboration. "*Humare doston ke sath puzzles*

solve karna ya cheezein mila kar banane ke liye teamwork karne wale challenges hon to bohat maza aayega," proposed a child.

Lack of Awareness of the Edutainment Concept

Our study findings indicated that a substantial number of parents were not familiar with the concept of edutainment. This suggests a need for more effective communication and educational efforts to help parents better understand the value and benefits that come from seamlessly integrating entertainment and learning experiences for their children. By increasing awareness and knowledge around edutainment, parents can recognize the unique opportunities it provides for their child's holistic development and be better equipped to seek out and engage with these types of educational and entertaining offerings.

Inadequate Highlighting of Educational Benefits in Promotions

Both parents and marketing professionals noted that Giggle Town's current promotional activities do not effectively highlight or showcase the educational benefits and learning opportunities provided by the edutainment venue. This gap between the marketing messaging and the actual educational value of the offerings needs to be addressed to better attract and appeal to parents who are seeking more holistic development and enrichment experiences for their children.

Need for More Structured Learning Opportunities

While the free play areas are popular, there is a growing demand from educators for more structured and guided learning activities at Giggle Town. They believe that incorporating these intentional learning opportunities could further enhance the educational experience and better support the overall development of children who visit the edutainment venue. Integrating a balance of free play and structured learning activities would provide a well-rounded experience that caters to the diverse needs and learning styles of the young visitors.

Lack of Awareness About Kiki (Giggle Town's local buddy)

It was also found that children were not aware of Kiki, one of the key characters or mascots at Giggle Town. This indicates a missed opportunity to create a more engaging and recognizable brand experience for the children. By introducing Kiki more prominently in marketing campaigns, interactive displays, and educational activities, Giggle Town could better connect with its young audience and foster stronger brand recognition and loyalty among the children visiting the edutainment venue. Leveraging Kiki as a friendly, educational character could help bring the brand to life in a more memorable way, enhancing the overall experience and leaving a lasting impression on the target demographic.

Alignment of Marketing Messages with Actual Experience

There is a disconnection between Giggle Town's marketing messages and the actual experience offered. Parents felt that while the advertisements and influencer endorsements highlight the fun and entertaining aspects of Giggle Town, they do not put enough emphasis on showcasing the educational value and learning opportunities provided. This leads to a mismatch between the expectations set by the marketing campaigns and the actual experience, which could potentially disappoint parents seeking a more balanced edutainment environment for their children.

Enhancing Visitor Experience and Building Community Loyalty

To achieve sustainable growth and visitor retention, enhancing the overall visitor experience is critical. The following flow chart [figure 5], highlights a structured process where improvements in visitor satisfaction and engagement lead to positive word-of-mouth, increased repeat visits, and loyalty.

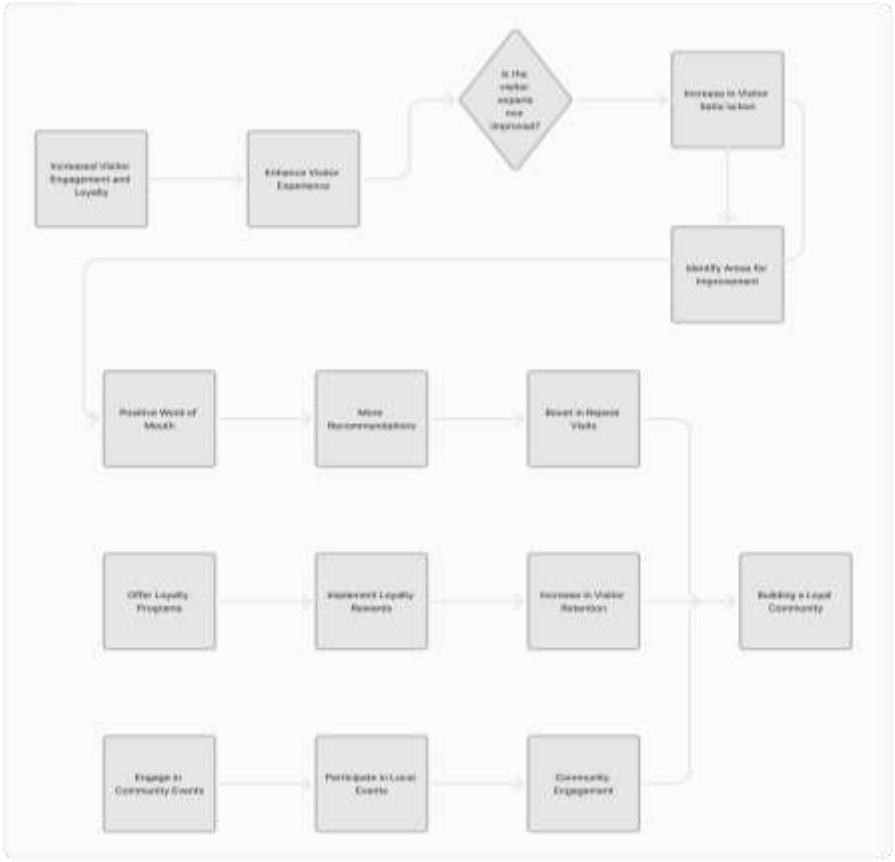


Figure 5 Process of enhancing visitor satisfaction and building community loyalty.

Implementing loyalty programs, participating in local events, and fostering community engagement are key actions that contribute to building a loyal community. These strategies align with Giggle Town's goals to improve its outreach and ensure long-term success.

Conclusion

It is critical to enhance the marketing strategies of Giggle Town to better align with the edutainment value it offers. Currently, many perceive Giggle Town primarily as an entertainment venue, overlooking its educational benefits. Based on research, it is clear that Giggle Town needs to address awareness gaps and better communicate its holistic offerings to parents.

From qualitative analysis it was discovered that 90% of visitors come from friend referrals, highlighting the importance of a robust referral program, and indicating the need to enhance referral programs through banners and digital platforms. Giggle Town can also boost engagement by developing its character, Kiki, through interactive content which includes webisodes, books, and in-park performances that highlight Kiki's adventures and values and influencer marketing. By implementing a strong jingle and expanding its digital presence, including platforms like YouTube Kids, Giggle Town can increase brand recognition and reach. Creating an account on YouTube Kids can allow Giggle Town to share engaging and educational content featuring Kiki and other attractions. Regular updates and interactive videos can maintain interest and attract new visitors.

Moreover, Children and educators supported the idea of using digital platforms to deliver educational content in an entertaining format. Additionally, implementing cost-effective digital marketing strategies, such as social media campaigns, email marketing, and partnerships with family-oriented businesses, can significantly enhance reach and engagement. Marketing professionals emphasized the importance of digital marketing in reaching tech-savvy parents and children, suggesting that a focused online presence can yield substantial benefits.

After analysis of qualitative data, it is evident that Giggle Town's digital marketing strategies in promoting its edutainment services had several key issues, such as a lack of awareness among parents about the educational benefits of its offerings. The results align with global literature indicating that parental awareness and trust increase when educational benefits are clearly communicated (Qureshi & Ahmed, 2024; Chen & Li, 2024). Currently, Giggle Town's brand perception skews towards pure entertainment. By showcasing educational activities, cognitive skill-building tools, and aligning messages with parental values, Giggle Town can mirror international best practices (Singh, 2024).

Strengthening digital marketing with testimonials, video demonstrations, and highlighting alignment with SDG 4 and SDG 12 can reshape consumer perceptions. This approach can transform Giggle Town into a recognized edutainment leader in Pakistan, encouraging responsible consumption of quality learning experiences (Smith & Marcus, 2024). This research not only paves the way for Giggle Town's success but also sets a benchmark for

the emerging edutainment industry in Pakistan, promising a brighter, more engaging future for children's entertainment and education.

Suggestions for further research

This study was conducted on one of the emerging edutainment industries of Pakistan "AA Joyland's Giggle Town". From the study, it is found that Giggle Town's marketing strategies need improvement to effectively highlight its edutainment value, positively impacting customer awareness, engagement, and brand perception. The study identified key areas where Giggle Town can bridge gaps in aligning its marketing messages with the educational and entertainment needs of its audience. As Giggle Town refines its strategies, and the insights gained can serve as a model for similar edutainment ventures. Further research can explore the effectiveness of these strategies in other edutainment centers, and the practices adopted by Giggle Town can be presented as a benchmark for the industry.

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Appendix 1: Parents

Parent 1

1. **How familiar are you with the concept of edutainment?** I'm moderately familiar with edutainment, understanding its blend of education and entertainment for kids.

2. **What types of edutainment products does your child use?** My child primarily engages in extracurricular activities, such as sports and arts, which offer both learning and fun.

3. **What factors do you consider when choosing edutainment products for your child?** When selecting edutainment, I prioritize the enjoyment factor for my child while ensuring there's valuable educational content.

4. **How do you find out about Giggle Town? What types of marketing are most effective in getting your attention?** We often stumble upon new products randomly. No specific marketing strategy stands out; it's more about word-of-mouth or chance discoveries.

5. **How many times have you visited Giggle Town?** This was our first visit to Giggle Town, exploring it for the first time.

6. **Who do you think is an alternative to Giggle Town?** We find Owl's Nest Play Cafe to be a similar alternative to Giggle Town, offering comparable entertainment and educational experiences.

7. **How satisfied are you with the current edutainment products yourchild uses?** Our satisfaction with the current edutainment products is neutral, neither exceptionally pleased nor dissatisfied.

8. **How effective do you think the edutainment products are in educating your child?** We believe the edutainment products are moderately effective in educating our child, striking a balance between fun and learning

9. **Is it economical for you guys?** Yes, overall, the edutainment options we choose are economically feasible for our family.

10. **Was the visit to Giggle Town worth it or not? Would you like to bring your child here again?** Yes, our visit to Giggle Town was indeed worth it. We're open to bringing our child here again for another enjoyable experience.

11. **Would you recommend Giggle Town to others?** Absolutely, based on our experience, we would recommend Giggle Town to other parents seeking a blend of entertainment and education for their children.

Parent 2

1. **How familiar are you with the concept of edutainment?** I have limited familiarity with edutainment, primarily associating it with books for my child's mental growth.

2. **What types of edutainment products does your child use?** My child mainly engages with books, emphasizing mental growth and development.

3. **What factors do you consider when choosing edutainment products for your child?** I prioritize products that stimulate my child's mind and are recommended by friends for their effectiveness.

4. **How do you usually find out about new edutainment products? What types of marketing are most effective in getting your attention?** I discover new products through recommendations from friends, and marketing strategies that emphasize mental growth tend to catch my attention.

5. **How many times have you visited Giggle Town?** More than twice, indicating familiarity with the venue.

6. **Who do you think is an alternative to Giggle Town?** Sindbad, located at Dolmen Mall, serves as a comparable alternative to Giggle Town.

7. **How satisfied are you with the current edutainment products yourchild uses?** My feelings about the current edutainment products are mixed, suggesting both positive and negative experiences.

8. **How effective do you think the edutainment products are in educating your child?** I believe the edutainment products provide limited educational value due to the overwhelming number of activities, hindering focusedlearning.

9. **Is it economical for you guys?** Yes, it's economical since Giggle Town offers unlimited time and a variety of activities for children.

10. **Was the visit to Giggle Town worth it or not? Would you like to bring your child here again?** Yes, the visit to Giggle Town was worthwhile, as itprovided unlimited time and numerous activities. However, I'm concerned that children might not benefit fully from the experience.

11. **Would you recommend Giggle Town to others?** Yes, I would still recommend Giggle Town to others despite my mixed feelings, acknowledging its appealing aspects for children.

Parent 3

1. **How familiar are you with the concept of edutainment?** I am quite familiar with the concept of edutainment, recognizing its value in adding education into entertainment for children's holistic development.

2. **What types of edutainment products does your child use?** My child actively participates in extracurricular activities aimed at skill improvement,fostering a well-rounded development approach.

3. **What factors do you consider when choosing edutainment products for your child?** When selecting edutainment products, I prioritize options that offer tangible skill improvement opportunities, catering to my child's specific needs and interests. Recommendations from family, like my sister, hold significant weight in my decision-making process.

4. **How do you usually find out about new edutainment products? What types of marketing are most effective in getting your attention?** I discover new edutainment products through various sources, including word-of-mouth recommendations from family and friends, as well as exploring alternative options like Habbit’s Buzzing Bees and Owl's Nest Play Café. Marketing efforts that emphasize skill improvement and holistic development tend to grab my attention the most.

5. **How many times have you visited Giggle Town?** I have visited Giggle Town more than twice, indicating a familiarity with the venue and itsofferings.

6. **Who do you think is an alternative to Giggle Town?** There are several alternatives to Giggle Town that I have explored, including Habbit’s Buzzing Bees and Owl's Nest Play Café, which offer similar edutainment experiences.

7. **How satisfied are you with the current edutainment products yourchild uses?** I am highly satisfied with the current edutainment products my child engages with, recognizing their positive impact on skill improvement and overall development.

8. **How effective do you think the edutainment products are in educating your child?** I believe the edutainment products are incredibly effective in educating my child, as they focus on skill improvement and provide valuable learning experiences.

9. **Is it economical for you guys?** Yes, the edutainment products we choose are economically feasible for our family, considering the long-term benefitsthey offer in terms of skill development and holistic education.

10. **Was the visit to Giggle Town worth it or not? Would you like to bring your child here again?** Absolutely, the visit to Giggle Town was undoubtedly worth it. I would gladly bring my child here again, as it offers valuable educational experiences in a

fun and engaging environment.

11. **Would you recommend Giggle Town to others?** Yes, I would wholeheartedly recommend Giggle Town to others seeking edutainment options for their children. Its focus on skill improvement and holistic development makes it a valuable choice for families.

Parent 4

1. **How familiar are you with the concept of edutainment?** As a parent, I'm intimately familiar with edutainment, understanding its pivotal role in engaging and educating children through enjoyable experiences. From my perspective, edutainment is more than just entertainment; it's a powerfultool for nurturing young minds.

2. **What types of edutainment products does your child use?** My child is particularly fond of educational games, finding joy and learning intertwinedin these interactive experiences. As a parent, witnessing their enthusiasmfor these games reassures me of their educational value.

3. **What factors do you consider when choosing edutainment products for your child?** When selecting edutainment products, I meticulously assess their ability to provide both entertainment and educational enrichment. As aparent striving for my child's holistic development, I prioritize options that stimulate their curiosity while fostering essential skills.

4. **How do you usually find out about new edutainment products? What types of marketing are most effective in getting your attention?** My discovery of new edutainment products often stems from explorations during family outings to malls. In these bustling environments, options like Sindbad at Dolmen Mall and Owl's Nest Play Café catch my attention, offering immersive experiences that blend learning and fun seamlessly.

5. **How many times have you visited Giggle Town?** My family and I have ventured to Giggle Town more than twice, exploring its offerings andobserving its potential to enrich our child's development journey.

6. **Who do you think is an alternative to Giggle Town?** In considering alternatives to Giggle Town, venues such as Sindbad at Dolmen Mall and Owl's Nest Play Café come to mind. These establishments offer diverse edutainment experiences, catering to varying interests and preferences.

7. **How satisfied are you with the current edutainment products yourchild uses?** As a parent, I am content with the edutainment products my child engages with. Witnessing their enjoyment and witnessing the educational benefits derived from these experiences fills me with satisfaction and reassurance.

8. **How effective do you think the edutainment products are in educating your child?** From my perspective, the edutainment products play a crucial role in educating my child, striking a delicate balance between entertainment and learning. I observe tangible progress in their cognitive abilities and skill development, affirming the effectiveness of these products in their educational journey.

9. **Is it economical for you guys?** Yes, the edutainment products we select arenot only enriching but also economically feasible for our family. We prioritize investments that offer enduring value, both in terms of entertainment and educational outcomes.

10. **Was the visit to Giggle Town worth it or not? Would you like to bring your child here again?** Undoubtedly, our visit to Giggle Town proved to be a worthwhile experience. As a parent, witnessing my child's joy and engagement throughout our time there reaffirmed my decision to explore such enriching environments. I would gladly bring my child here again, cherishing the opportunity for further growth and enjoyment.

11. **Would you recommend Giggle Town to others?** Absolutely, I would wholeheartedly recommend Giggle Town to fellow parents seeking enriching experiences for their children. From my perspective, Giggle Town offers a harmonious blend of entertainment and education, catering tothe diverse needs and preferences of young learners.

Parent 5

1. **How familiar are you with the concept of edutainment?** I'd say I have a moderate level of familiarity, probably around a 2 out of 5.

2. **What types of edutainment products does your child use?** My kid is too much engaged in interactive apps. They find them engaging and entertaining, and it's often hard to tear them away from the screen!

3. **What factors do you consider when choosing edutainment products for your child?** We prioritize entertainment value alongside some educational content. It's crucial that they enjoy what they're learning from, otherwise,it's a struggle to keep them engaged.

4. **How did you find out about Giggle Town? What types of marketing aremost effective in getting your attention?** We're quite active on social media, so often it's through posts and recommendations there. It's more about what our peers are talking about than traditional marketing.

5. **How many times have you visited Giggle Town?** Oh, more than twice, actually. It’s become a sort of family favorite, a go-to spot for weekend adventures.

6. **Who do you think is an alternative to Giggle Town?** When we're not at Giggle

Town, we sometimes explore places like Buzzing Bees, Habbitt, or even hit up Dolmen Mall, which offers some similar activities.

7. **How satisfied are you with the current edutainment products yourchild uses?** I'd say moderately satisfied, around a 3 out of 5. They serve their purpose, but there's always room for improvement, like there should be more interaction with other kids so that kids can develop communicationskills.

8. **How effective do you think the edutainment products are in educating your child?** They do a decent job, but I wouldn't say they're incredibly effective. Maybe around a 3 out of 5. They can enhance the learningexperience.

9. **Is it economical for you guys?** Yes, it's reasonable for us. We don't feel like we're overspending on these products, and they do provide value for the money.

10. **Was the visit to Giggle Town worth it or not? Would you like to bring your child here again?** Absolutely worth it! We even invited all her friends, and they had a blast together.

11. **Would you recommend Giggle Town to others?** Without a doubt. It's been a hit with our family and friends, so we'd happily recommend it to others looking for a fun and educational experience. It's a gem in ourcommunity!

Appendix 2: Educators

Educator 1

1. **What is your current role in the education industry?** I am a General Sciences Teacher.

2. **How familiar are you with the concept of edutainment?** Not familiar,but I know the concept.

3. **What edutainment practices have you used in your teaching?** I use practical demonstrations of science experiments to engage my students.

4. **Do these edutainment services help students learn better?** Yes, studentsnever forget what they have visually observed.

5. **Have you had any problems using edutainment in your teaching?** Notreally, teaching this way is fun for us too.

6. **Does your school promote edutainment when admitting students?** Yes.

7. **How does promoting edutainment affect parents' views?** These days, parents are

very concerned about the mental growth and stability of their children, so they prefer such methods which are light burden on children as well as effective in learning.

Educator 2

1. **What is your current role in the education industry?** I am a Class Teacher for 2nd grade and also teach English language.
2. **How familiar are you with the concept of edutainment?** I am quite familiar.
3. **What edutainment practices have you used in your teaching?** I search for children's movies and series and recommend them to my students to watch and answer questions from those movies.
4. **Do these edutainment services help students learn better?** Yes, most of the time students never delay these assignments.
5. **Have you had any problems using edutainment in your teaching?** Ittakes more time than regular teaching methods.
6. **Does your school promote edutainment when admitting students?** Yes.
7. **How does promoting edutainment affect parents' views?** Parents likethese activities and they give us an edge over other schools.

Educator 3

1. **What is your current role in the education industry?** I am a Preschool Teacher.
2. **How familiar are you with the concept of edutainment?** Not very familiar, but I have a general idea.
3. **What edutainment practices have you used in your teaching?** We give children such toys that help them learn things, like building blocks with alphabets marked on them, puzzles, and shape sorting cubes.
4. **Do these edutainment services help students learn better?** Yeah, they help build a good base and sharpen their little minds.
5. **Have you had any problems using edutainment in your teaching?** No, this is how little children learn.
6. **Does your school promote edutainment when admitting students?** Yes.

7. **How does promoting edutainment affect parents' views?** When parents visit our classrooms, they are very satisfied with our ways of teaching.

Educator 4

1. **What is your current role in the education industry?** I am a 4th Grade Maths Teacher.
2. **How familiar are you with the concept of edutainment?** I am not familiar.
3. **What edutainment practices have you used in your teaching?** Not many,however, we use pictures showing quantities in teaching little children basicmathematics like addition and subtraction.
4. **Do these edutainment services help students learn better?** Yes, children pick what they see more functionally.
5. **Have you had any problems using edutainment in your teaching?** No.
6. **Does your school promote edutainment when admitting students?** No.
7. **How does promoting edutainment affect parents' views?** We don't dothis, but I think it will prove more productive.

Educator 5

1. **What is your current role in the education industry?** I am a General Knowledge Teacher.
2. **How familiar are you with the concept of edutainment?** I know a bit of it.
3. **What edutainment practices have you used in your teaching?** I collect and show my class interesting videos related to my taught topics once a week.
4. **Do these edutainment services help students learn better?** Yes, students are very excited for this session.
5. **Have you had any problems using edutainment in your teaching?** It takes some extra effort, but it is very fruitful.
6. **Does your school promote edutainment when admitting students?** Yes.
7. **How does promoting edutainment affect parents' views?** Parents consider this modern way of education and prioritize such options when admitting their children.

Appendix 3: Marketing Professional

Marketing Professional 1:

1. **Can you describe your overall impression of Giggle Town's current promotional strategies?** Giggle Town's promotional strategies are vibrant and engaging, particularly their use of social media and word-of-mouth.

2. **How effective do you find Giggle Town's use of social media and word- of-mouth marketing?** Very effective for engagement and attracting visitors, but it needs a stronger emphasis on educational value.

3. **In what ways do you think Giggle Town's promotional strategies could be improved?** Incorporate more content that highlights educational outcomes and benefits for children.

4. **Do you think Giggle Town adequately conveys its edutainment value in its marketing efforts? Why or why not?** No, it is more perceived as an entertainment venue. The marketing needs to better showcase the educational aspects.

5. **What balance should Giggle Town strike between promoting fun and educational aspects in its campaigns?** The balance should be 50/50, highlighting both fun activities and educational benefits equally.

6. **Can you suggest specific types of content that would enhance Giggle Town's marketing effectiveness?** Testimonials from parents and educators, success stories, and videos showing children learning while having fun.

7. **How important do you think testimonials from parents and educators are for Giggle Town's promotional success?** Extremely important. They add credibility and personal experiences that resonate with parents.

8. **What role do you think video content should play in Giggle Town's marketing strategy?** Crucial. Videos can effectively show real-life examples of children engaging in educational activities.

9. **Do you have any additional recommendations for improving Giggle Town's promotional strategies?** Partner with educational institutions to co-create content and run joint campaigns.

Marketing Professional 2:

1. **Can you describe your overall impression of Giggle Town's current promotional strategies?** The strategies are strong in engagement but lack depth in educational

messaging.

2. **How effective do you find Giggle Town's use of social media and word- of-mouth marketing?** They are good for initial attraction but fall short in conveying the full value of edutainment.

3. **In what ways do you think Giggle Town's promotional strategies could be improved?** Develop campaigns that clearly demonstrate the educational benefits and outcomes for children.

4. **Do you think Giggle Town adequately conveys its edutainment value in its marketing efforts?** Why or why not? Not adequately. More focus is needed on the educational side of the experience.

5. **What balance should Giggle Town strike between promoting fun and educational aspects in its campaigns?** A slight tilt towards education, say 60% education and 40% fun, to shift perceptions.

6. **Can you suggest specific types of content that would enhance Giggle Town's marketing effectiveness?** Videos of educational activities, parent and teacher testimonials, and case studies of children's learning improvements.

7. **How important do you think testimonials from parents and educators are for Giggle Town's promotional success?** Very important. They provide authentic feedback and trustworthiness.

8. **What role do you think video content should play in Giggle Town's marketing strategy?** Essential. Videos are a powerful tool to visually communicate the edutainment value.

9. **Do you have any additional recommendations for improving Giggle Town's promotional strategies?** Conduct surveys to understand parents' perceptions and use the feedback to refine marketing messages.

Marketing Professional 3:

1. **Can you describe your overall impression of Giggle Town's current promotional strategies?** The promotional strategies are creative but need more emphasis on educational value.

2. **How effective do you find Giggle Town's use of social media and word- of-mouth marketing?** Effective for engaging visitors, but there's room for improvement in educational messaging.

3. **In what ways do you think Giggle Town's promotional strategies could be**

improved? Highlight educational outcomes more prominently in all marketing materials.

4. **Do you think Giggle Town adequately conveys its edutainment value in its marketing efforts?** Why or why not? No, it is seen more as an entertainment venue. Educational benefits need to be highlighted more.

5. **What balance should Giggle Town strike between promoting fun and educational aspects in its campaigns?** Equal emphasis on both to ensure parents see the dual benefits.

6. **Can you suggest specific types of content that would enhance Giggle Town's marketing effectiveness?** Use videos to show children learning, share success stories, and incorporate feedback from educators.

7. **How important do you think testimonials from parents and educators are for Giggle Town's promotional success?** Highly important. They can provide real-life endorsements that build trust.

8. **What role do you think video content should play in Giggle Town's marketing strategy?** It should be a major part of the strategy, showcasing real experiences and educational outcomes.

9. **Do you have any additional recommendations for improving Giggle Town's promotional strategies?** Integrate interactive content, such as virtual tours showing educational activities in action.

Marketing Professional 4:

1. **Can you describe your overall impression of Giggle Town's current promotional strategies?** Engaging but lacking in educational emphasis.

2. **How effective do you find Giggle Town's use of social media and word- of-mouth marketing?** Good for visitor engagement but insufficient for conveying educational value.

3. **In what ways do you think Giggle Town's promotional strategies could be improved?** Focus more on educational outcomes and create campaigns around these benefits.

4. **Do you think Giggle Town adequately conveys its edutainment value in its marketing efforts?** Why or why not? No, current efforts do not sufficiently highlight the educational aspect.

5. **What balance should Giggle Town strike between promoting fun and**

educational aspects in its campaigns? A balanced approach is needed, with equal representation of both.

6. **Can you suggest specific types of content that would enhance Giggle Town's marketing effectiveness?** Testimonials from parents and educators, videos of educational activities, and detailed case studies.

7. **How important do you think testimonials from parents and educators are for Giggle Town's promotional success?** Very important. They provide credibility and personal experiences that resonate with parents.

8. **What role do you think video content should play in Giggle Town's marketing strategy?** Should play a significant role, showing children engaging in both fun and educational activities.

9. **Do you have any additional recommendations for improving Giggle Town's promotional strategies?** Collaborate with schools and educational bodies to co-create content and enhance credibility.

Marketing Professional 5:

1. **Can you describe your overall impression of Giggle Town's current promotional strategies?** The strategies are engaging but miss out on fully showcasing educational benefits.

2. **How effective do you find Giggle Town's use of social media and word- of-mouth marketing?** Effective for initial attraction but needs better educational messaging.

3. **In what ways do you think Giggle Town's promotional strategies could be improved?** Create more content that focuses on educational outcomes and benefits.

4. **Do you think Giggle Town adequately conveys its edutainment value in its marketing efforts?** Why or why not? Not effectively. The focus is more on entertainment than education.

5. **What balance should Giggle Town strike between promoting fun and educational aspects in its campaigns?** Aim for a 50/50 balance to ensure both aspects are equally promoted.

6. **Can you suggest specific types of content that would enhance Giggle Town's marketing effectiveness?** Videos showing educational activities, parent and teacher testimonials, and success stories.

7. **How important do you think testimonials from parents and educators are for**

Giggle Town's promotional success? Crucial. They add authenticity and build trust among potential visitors.

8. **What role do you think video content should play in Giggle Town's marketing strategy?** Should be central to the strategy, providing visual proof of educational benefits.

9. **Do you have any additional recommendations for improving Giggle Town's promotional strategies?** Use data and research to support claims about educational benefits and incorporate them into marketing materials.

Appendix 4: Children

Child 1:

1. **Do you know about Kiki, the king of Giggle Town?** No, I haven't heard of Kiki, the king of Giggle Town.

2. **What is your favorite activity here?** Meri favorite activity is jumping castle. Bohot maza aata hai bounce karne aur apne doston ke sath khelne mein.

3. **Have you learned anything new during your visit?** Haan, maine car wash station par gaari dhoona seekha. Sponges aur pani use karke gaariyon ko saaf karna bohot cool tha.

4. **Will you visit Giggle Town again?** Haan, main zaroor wapas aaunga apne doston ke sath. Humein yahan bohot maza aaya.

Child 2:

1. **Do you know about Kiki, the king of Giggle Town?** No, I don't think I've heard of Kiki before.

2. **What is your favorite activity here?** Meri favorite activity car wash hai. Mujhe choti gaariyon ko dhoone ka acting karna aur unhe saaf dekhna bohot acha laga.

3. **Have you learned anything new during your visit?** Mujhe nahi lagta ke maine kuch naya seekha, lekin bohot maza aaya.

4. **Will you visit Giggle Town again?** Haan, zaroor! Main wapas aane ka intezar nahi kar sakta aur aur activities try karna chahta hoon.

Child 3:

1. **Do you know about Kiki, the king of Giggle Town?** No, I haven't heard of him.
2. **What is your favorite activity here?** Mujhe jumping castle bohot pasand hai. Dusre bachon ke sath jump karna aur khelna bohot exciting hai.
3. **Have you learned anything new during your visit?** Haan, mujhe fire fighter wali activity achi lagi aur news anchor wali bhi kiu k mujhay baray hokr news anchor bnna hai.
4. **Will you visit Giggle Town again?** Haan, main zaroor wapas aaunga. Yahan bohot maza aata hai!

Child 4:

1. **Do you know about Kiki, the king of Giggle Town?** No, I haven't heard of Kiki.
2. **What is your favorite activity here?** Mujhe music area mein gaane gaana pasand hai. Dusre bachon ke sath gaana aur instruments bajanay mai bohot maza aata hai.
3. **Have you learned anything new during your visit?** Maine bubbles banana seekha, aur sab activities bohot enjoy ki.
4. **Will you visit Giggle Town again?** Haan, lekin agle baar main apne doston ke sath aana chahti hoon taake hum aur bhi maza kar saken.

Child 5:

1. **Do you know about Kiki, the king of Giggle Town?** No, who is he? I've never heard of Kiki.
2. **What is your favorite activity here?** Mera favorite activity dinosaur area hai. Mujhe dinosaurs ke baare mein seekhna aur unki cool exhibits dekhna bohot pasand hai.
3. **Have you learned anything new during your visit?** Haan, maine bohot kuch seekha dinosaurs aur unke names ke baare mein. Yeh bohot interesting tha.

Will you visit Giggle Town again? Haan, main zaroor wapas aaunga. Yahan dekhne aur karne ke liye bohot kuch hai!