

# TNHM Product Information Document: Boris the Walk-About T-Rex

## Boris the T-Rex: Overview & Target Audience

Category	Detail
Name	Boris the T-Rex
Type	Ride-on Walk-About Dinosaur Costume
Inspiration	The popular children's TV series, " <b>Dinosaur Train</b> "
Classification	Tyrannosaurus Rex (T-Rex) - Life-Size Version of the character
Appearance	Distinctive Orange and Blue Stripped Pattern
Target Audience	<b>Very Young Dino Fans</b> (Ages 2, 3, and 4) and their parents/schools
Key Selling Point	Not too big and scary; large enough to impress, but gentle and budget-friendly.

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## Essential Measurements & Logistics

These points are crucial for answering venue-related questions from schools and parents.

- **Length:** 2.75 metres
- **Height:** 1.75 metres (Designed to be shorter and less intimidating than standard walk-about dinosaurs)
- **Width:** 85 cm – **Crucial Fact:** This width ensures Boris can pass through **virtually any standard doorway** with no issues.

## Transport & Storage

Boris is designed for maximum transport flexibility, offering significant business advantages:

- **Operation:** Requires only **ONE person** to operate, which allows for a **cheaper hiring price** compared to the two-person *Reggae Rex*.
- **Van Fit:** Fits comfortably in the smallest fleet van (**Renault Traffic**), making parking and transport easier.
- **Dual Fit:** Can be stored in the large **Luton van** alongside the *Reggae Rex* simultaneously.
- **Hanging Frame:** The metal hanging frame (used for getting in/out) is easily dismantled for quick storage or hiding during changeovers.

Frame Size (for storage)	Height	Width	Length
Dimensions	1.86 metres	1.18 metres	1.75 metres

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## ✨ Features and Interactive Elements

Boris is built to engage and charm the youngest audience members:

- **Movement:** Walks around easily and is classified as a ride-on walk-about dino.
  - **Facial Expressions:** Eyes can blink and wink, adding a friendly, interactive element.
  - **Sounds:** Opens mouth and produces growling and roaring sounds that are exciting but not frightening.
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## 🔑 Key Marketing Messages (The "Why Book Boris?")

Use these USPs (Unique Selling Points) in all advertisements:

1. **"Friendly Giant" Appeal:** The perfect, gentle T-Rex for really young children (2-4 years old) who might find bigger dinosaurs overwhelming.
2. **Unbeatable Access:** At just 85cm wide, Boris can get through **ANY standard doorway**, eliminating venue restrictions for schools, nurseries, and indoor parties.
3. **The Budget Dino:** Only requiring one operator allows us to offer Boris at a **cheaper, more affordable price** point than larger models like the *Reggae Rex*.