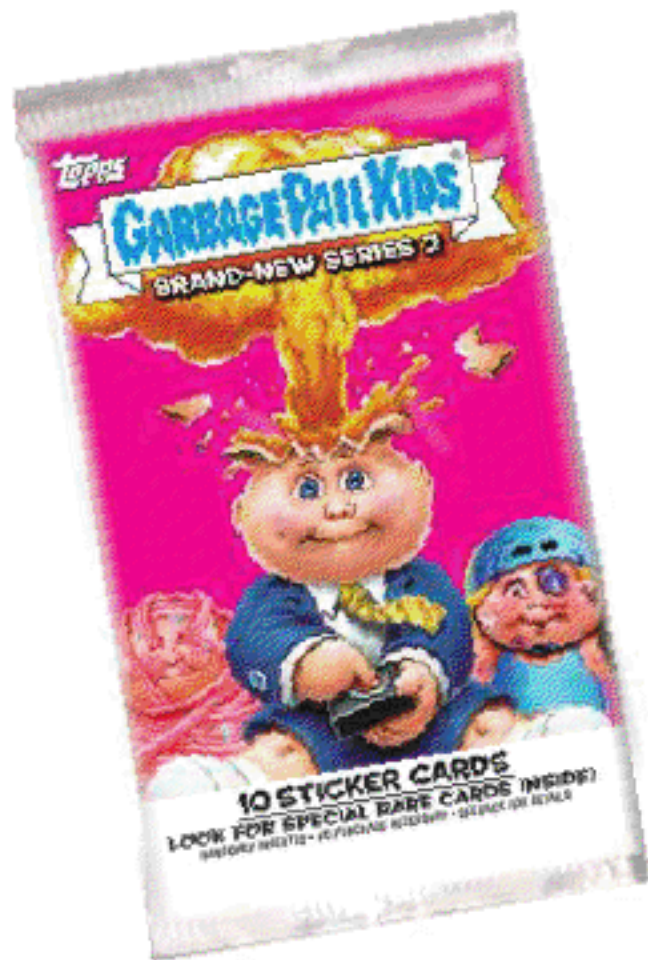




# Product Release Sales Plan

HOBBY DISTRIBUTOR



Garbage Pail Kids

**Brand New Series 2**

Trading Cards

November 16, 2012





# Agenda

- **About the Brand**
- Consumer
- Product
- Support Plan
- Launch Details





# GPK Brand New Series platform

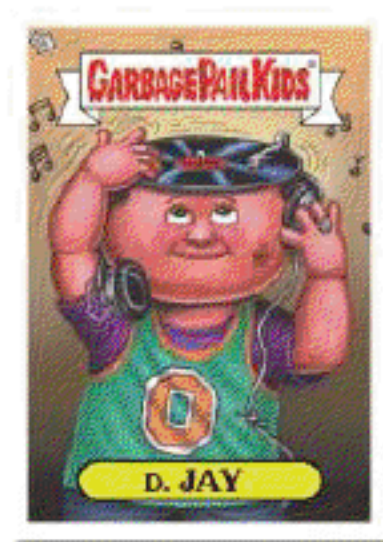
- The **Brand New Series** platform has broadened fan appeal and rejuvenated **Garbage Pail Kids** by shifting away from over-the-top shock value, and moving towards endearing characters and varied humor
- In 2013, **Garbage Pail Kids** will deliver two new **Brand New Series** card sets that dial up the hilarity even more with hundreds of new characters, re-imaginings of past favorites, and unlikely pairings



Original Series  
(1985-1988)



All New Series  
(2003-2007)



Brand New Series  
(2012+)



# GPK Brand New Series platform has pushed fan excitement to new levels



## GPK BNS1 catapulted brand popularity

- Highest selling set in 8 years
- 254 media placements and **82MM** impressions on launch day



## Thriving social media presence

- Facebook community grew from 134K to 162K fans (+21%) in 3 months from August to October



GPK Facebook Page Spikes With GPK BNS1 Release!





# Agenda

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# Set Collectors and Kid Fans have overlapping and unique needs

## Set Collectors & Kid Fans:

### Set Collectors Want:

Classic characters  
Valuable "hits"



New gags  
Witty art



### Kid Fans Want:

Fun inserts



**GARBAGE PAIL KIDS**

**TOPPS**



# Agenda

- About the Brand
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# Brand New Series 2 dials up the laughs even further with more content than ever!



## Goals

- Drive sales with a highly differentiated property
- Maximize sales velocities by appealing to nostalgic Adult Collectors and Kid Fans

## Strategies

- Extend the Brand New Series platform with the biggest set ever
- Excite Set Collectors and Kid Fans with new art, fun inserts and valuable bonus content
- Build fan engagement and product awareness with social media, PR, and new marketing promotions





# Brand New Series 2 is the biggest GPK set to collect ever!



## 146 new, hand-painted characters (vs. 110 in BNS1)

- (110) **Brand New characters** – 55 new images, each with unique A & B name variants
- (36) **Returning Favorites** – 18 additional pieces of new art depicting classic characters in hilarious new situations
- Cards hand-painted by a roster of talented artists including fan favorite Tom Bunk and James Warhol, Andy Warhol's nephew
- +33% more base cards, +25% cards per pack

## 30 additional cards deliver gags with fun twists

- (10) **Glow in the Dark** – hidden jokes add a layer of humor
- (10) **Foldees** – perforated cards can be folded multiple ways to create 9 different jokes with one card!
- (10) **3D Cards** – see your favorite characters come to life



# Bonus content will delight kids and keep fans collecting



Fan  
Excitement



Glow in the Dark



Foldees



Re-imagined favorites

Collector  
Value



Printing Plates



Sketch Cards



Bonus Cards

Hobby  
Exclusive





# Agenda

- About the Brand
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# GPK will engage fans who are eager for more Brand New Series!



## “Make a GPK” project

- Month-long crowd-sourced card creation on Facebook
- Fans submit and vote on gags, sketches, and names
- Fans who submit winning ideas will have their name immortalized in the final art

facebook

## PR and fan outreach

- Partner with digital news sites, AP outlets, news feeds, journalists, and bloggers
- Announce “Make a GPK” project and card set launch via Facebook

## Social Media

- Engage 167K+ Facebook fans with regular posting schedule
- Build set excitement with previews, polls, and downloadable content
- Boost awareness with shareable Easter card on Facebook



Check it out!!

<https://www.facebook.com/GarbagePailKids>





# Agenda

- About the Brand
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- **Launch Details**

**BNS2 is the largest set release in GPK History!!**





# Product Content: HOBBY CHANNEL

- **First Ship:** 2/20/13
- **In Store:** 3/13/13

## Product Mix

SKU	SRP
Single Pack (10 Cards)	\$2.49

## Hit Rates (Single Packs)

Insert	Hit Rate
Sketch Cards	1:92 total
Printing Plates	1: 306 total

Rare Hits/  
Valuable Chase!

## Inserts & Parallels (1 per Pack)

Insert	Hit Rate
3D Lenticular	1:12
Glow in the Dark	1:6
Foldees	1:4

Parallel Color	Hit Rate
Black	1:2
Gold	85 per subject

**Hobby Guarantees!**  
Higher Hit Rates on Printing Plates and Sketch Cards!

Insert	Hit Rate
Silver Parallel	2 per Box
Bonus cards (10 subjects)	1 per Box
Printing Plates	4x Retail Rate
Sketch cards	6x Retail Rate





# Product Images: HOBBY CHANNEL

## Garbage Pail Kids Brand New Series 2

Product Line<sup>1</sup> Release March 13, 2013

**Better Hit Rates!**



**Hobby Box with EXCLUSIVE Bonus Card**  
(24 10-card Packs)  
\$2.49 SRP

**Artwork Not Final**

(1) See Price & Packs for Item Numbers and UPC Codes

