



Retail Only

Product Release Sales Plan



April 23, 2013



Agenda

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

Minikins™

MINI FIGURES



MiniKins Brand Introduction

MiniKins [min-ee-kins]: *Witty, Edgy, Fun!*

- **MiniKins** is a brand new line of 1" tall mini figures featuring famous Garbage Pail Kids characters brought to life!
- With uniquely hilarious characters who are as endearing as they are gross, an endless universe of new characters, and a heavy dose of wit, **MiniKins** will deliver laughs to a new generation like no other mini figure!
- Kids love the fascinating gross-out humor that's unlike anything else they've seen.
- Adults love the nostalgia of an icon from their youth, and keep coming back for more of the layered humor that ranges from puns to visual gags to parodies.



Sticker

+



Mini Figure

+



Mini Figure



Sticker



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MiniKins will be the next hot sensation in mini-figures!

Insights

- **Adults are demanding mini figures featuring Garbage Pail Kids characters!**
 - Garbage Pail Kids Brand launched “Cheap Toys” mini figures in 1986
 - Over the years, fans have created petitions, created multiple Facebook fan pages, and regularly send messages to Topps asking to bring mini figures back
 - Demand for mini figures featuring GPK characters have made them highly sought after and highly collectible.



1987: Cheap Toys



2013: MiniKins



- **Mini figures have had success in the category with kids**
 - Kids love collecting Trash Packs, Squinkies, Lego Minifigures, Star Wars Fighter Pods, and more!
 - Fun, assorted varieties bring easy play value and stimulate impulse purchase



With an established legacy in Cheap Toys, new Topps MiniKins are already positioned for success

Insights

- **MiniKins are different** (not a “me too!”)
 - Highest quality, hand crafted sculpts and painting with a range of complex poses vs. typical “blocky” figures
 - Large number of variants will keep collectors of all ages coming back for more
 - Famous characters with unique, witty humor
- **Consumer can’t wait!!**
 - Loyal GPK consumers have already shared early feedback on the return of mini figures featuring GPK characters:



Please, Topps...
Launch a new series
of Cheap Toys!

- Midas Wilder

Topps is sitting on a
gold mine!

- Russell Vandiver

I cannot wait!

- NolanJP

Where can you buy
them?

- Michael Reed

Heaven is...being able to live
forever in an afterlife where
Garbage Pail Kids Cheap Toy
packs are available every
single day...forever.

- GPK Cheap Toys Facebook

C'mon Topps bring
them back.

- Darrell La Farge

TOPPS

We Asked Consumers:

Does anyone think it would be cool to make a new line of mini figures featuring famous GPK characters?



3,824 likes in 4hrs!

Kenneth A German
I would like to make an order now!

Thecollection
hell yeahhhh!!

Libby French
Hell yes! I'd buy them in a heart beat!

Bill Howard
can we see more of these figurines? where can I buy them?

Eric Ove:
Shut up and take my money!!!!

Mike Mo Del:
DO IT!!!!

William Meier
Not just cool, it should be required by law!

Mike Sanchez
Cheap toys! Don't tease us Topps you better drop these!

Jennifer Heart
Yes yes yes!!!! I would buy them for myself, and my 3 kids!!!



MiniKins appeal to both Adult Collectors and Kid Fans

ADULT COLLECTORS

Consumer Insight

"I've loved GPK since I was a kid in the 80's, but I always wished they came as figures."

Brand Relevance

"MiniKins are the mini figures I've been dreaming of for decades. I can't wait to build a master set of all the variations!"

Demographics

- Male, 30-40
- GPK fans since their youth in the mid-80's
- Many favorite characters from the past



Primary
Consumer

KID FANS

Consumer Insight

"MiniKins are crazy! The humor is cool and different than any of my other favorite shows and toys."

Brand Relevance

"MiniKins are the best mini figures because they're gross, and funnier than other figures. It's fun trying to find all the different ones."

Demographics

- Kids 6-12
- Intrigued by MiniKins fascinating gross-out humor that's unlike anything else they've seen



Secondary
Consumer

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MiniKins are a new kind of mini figure for a new generation of fans, collectors and kids

Launch Goals

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

Strategies

- Launch MiniKins as a new, ongoing mini figure platform
- Excite Adult Collectors and Kid Fans with famous GPK characters brought to life in a new way
- Motivate collectors with extensive variants of different rarities
- Build fan engagement and product awareness with social media, PR, and new marketing promotions
- Maximize sell-through with in-store marketing



MiniKins offer a wide variety of fun characters and stickers to collect

26 Fun New Figures

- Multi-colored characters, each approximately 1" tall
- Great for collectors and kids!
 - Top quality sculpts and paint for top-notch collectibles
 - Soft, bouncy material that's fun to play with
- 26 unique designs with a wide range of characters!
 - More detail and engaging poses than typical mini figures
 - Gross kids, scary monsters, and cute animals
- 26 sticker cards
 - Include names and backstories for each character

4 Cool Variants to Collect!

- Neon Blue (1 in 3 packs)
- Neon Red (1 in 3 packs)
- Neon Green (1 in 4 packs)
- Neon Yellow (1 in 12 packs)



Collectible stickers bring the mini figures to life with graphic front images and hilarious back stories



Sticker Front



Sticker Back



Sticker Front

MICHELLE MUCK

Oh yuck, it's Michelle Muck! Sprung from a Superfund Site swamp where sewer water that passes by a chemical plant meets the runoff from an abandoned garbage dump, you can smell her from a mile away. Although she actually has a very pleasant personality!

Sticker 18 of 26

Sticker Back



Sticker Front

MARK BARK

Mark Bark is a tween in more ways than one—between childhood and adolescence, and between human and dog! He was trained to use puppy pads, but he prefers to wear a diaper. But why can't he just go to the bathroom like a normal kid his age?

Sticker 17 of 26

Sticker Back



Sticker Front

PATTY PUTTY

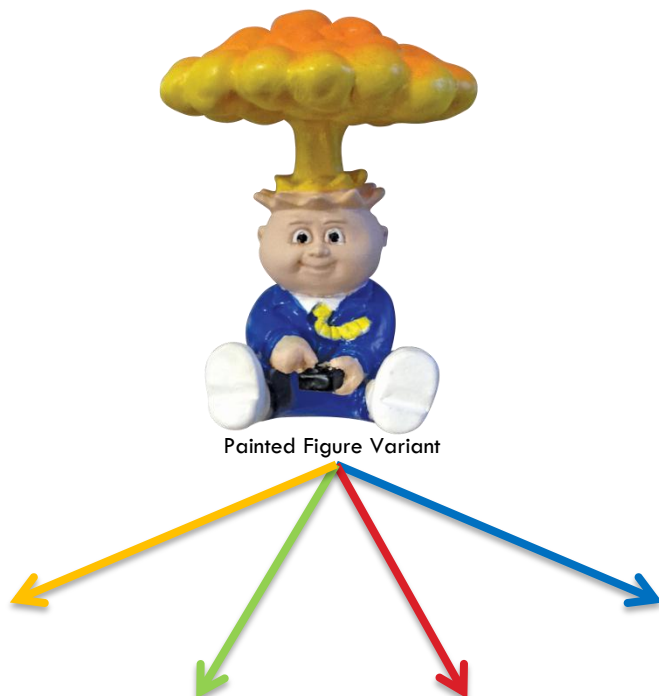
With a career ahead of her in the Coney Island Freak Show, Patty Putty doesn't fret too much about the future. In fact, she doesn't worry much at all. Although, maybe she should. Has she heard about asteroid impacts, alien invasions, or the robot apocalypse?

Sticker 10 of 26

Sticker Back



MiniKins will keep adults and kids engaged with 130 different figures to collect!



Neon Variants Drive Collector Chase



Character Configuration

1 Painted
+ 4 Neon Variants
5 Figures per Character



26_(total characters) x 5



130 to Collect in All!

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MiniKins will engage existing GPK fans and new kid fans!

“Where Are My MiniKins?” Campaign Q4’13

- Crowd-sourced promotion to show off our fans’ MiniKins
- Fans submit Facebook photos of their MiniKins in funny places and situations
- Each week, the best idea will win a bonus prize

facebook

PR and fan outreach Q4’13

- Partner with digital news sites, AP outlets, news feeds, journalists, and bloggers
- Announce “Where Are My MiniKins?” project and product launch

Social Media

- Engage 197K+ Facebook fans with regular posting schedule
- Build set excitement with previews, polls, and downloadable content



Check it out!



www.facebook.com/GarbagePailKids

Leverage in-store marketing programs to generate awareness and drive sales



In-Store Marketing Objectives

- Drive incremental category sales to maximize retail sell-thru
- Drive multiple purchase with the adult collector and generate awareness and trial among new kid fans

Strategies

- Leverage in-store communication vehicles to generate consumer awareness and drive sales
- Leverage retailer social media communities to promote MiniKins and generate awareness

Recommended Tactics

- Feature Ad: 20% off category w/MiniKins feature
- In-store and online coupons: Save \$1 Off New MiniKins! (Jumbo Packs)
- Drive cross category purchase/awareness with receipt marketing
 - Buy Toys/Figures, get Coupon for \$1 off New MiniKins (Jumbo Pack)
- Leverage strong GPK Facebook Community (+197K) to network with fans and drive in-store traffic:



Check it out!



www.facebook.com/GarbagePailKids

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Product Content: RETAIL CHANNEL

- **First Ship:** 9/30/13
- **In Store:** 10/16/13

Product Mix

SKU	SRP
Single Pack <ul style="list-style-type: none"> • 2 Blind Figures • 2 Stickers 	\$2.99
Jumbo Pack <ul style="list-style-type: none"> • 4 Figures (1 Visible + 3 Blind) • 4 Stickers 	\$4.99



Color Variants *(Rates per Single Packs)*

Variant	Hit Rate
Neon Blue	1:3
Neon Red	1:3
Neon Green	1:4
Neon Yellow	1:12

RARE Hit!



Product Images: RETAIL CHANNEL



Product Line¹ In Stores October 16, 2013

		← 3 Blind Figures
2 Blind Figures		← 1 Visible Figure
Peggable Single Pack (2 Figures + 2 Stickers) \$2.99 SRP	Peggable Jumbo Pack (4 Figures + 4 Stickers) \$4.99 SRP	

Artwork Not Final

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





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