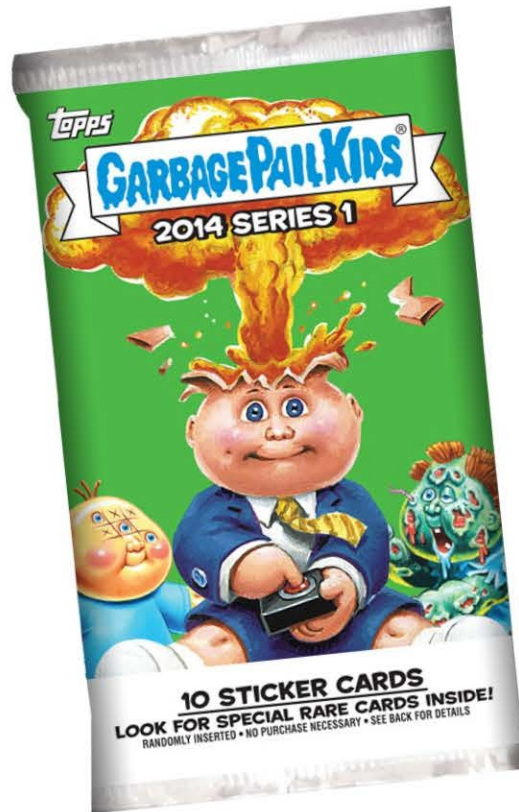




# Product Release Sales Plan



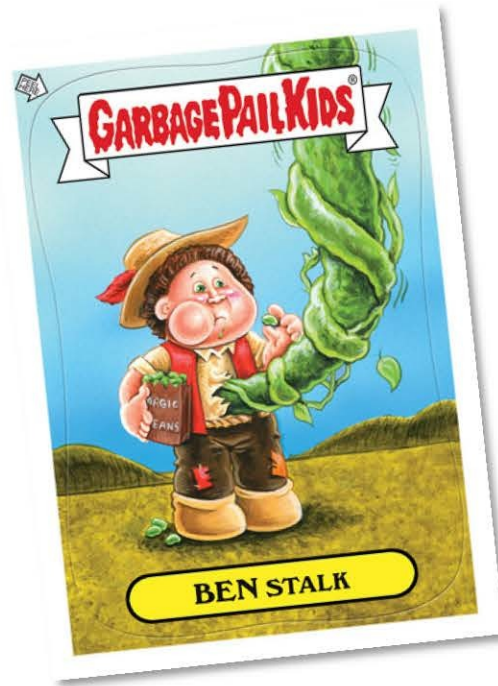
2014 Series 1  
Trading Cards

August 26, 2013



# Agenda

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



# Garbage Pail Kids (GPK) Brand Overview

## Garbage Pail Kids

- A uniquely hilarious group of kids who are as endearing as they are gross. With original hand-painted art, an endless universe of new characters, and a heavy dose of wit, Garbage Pail Kids have been delivering laughs since 1985!

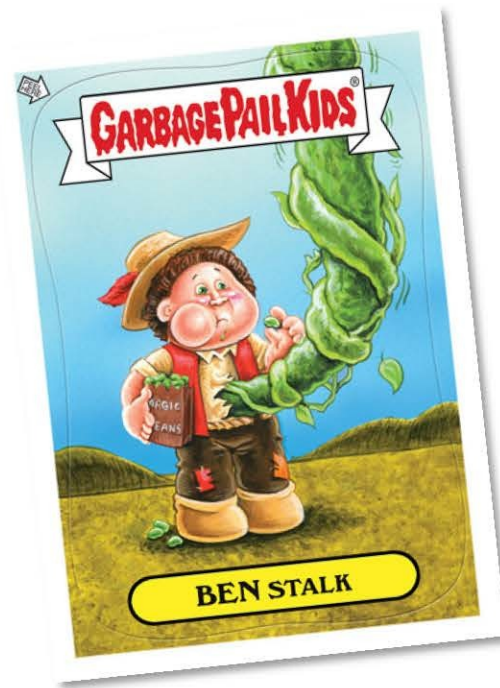
## Why We Love GPK

- 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.



# Agenda

- About the Brand
- **Consumer**
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# GPK fan excitement is the highest its been since the Original Series launched in the 1980's!

"I just bought some today and felt like I was 10yrs old again. Awesome!"

"This is awesome! I had a good laugh. LOL!"

"Love them more every year!"

"The new GPK's are amazing! Can't wait to get them all!"

**GARBAGE PAIL KIDS**  
**facebook**

"THIS IS AWESOME!!"

"OMG! GPK's!.....Word."

"I cant wait to buy some! I've been waiting for the next series to come out!"

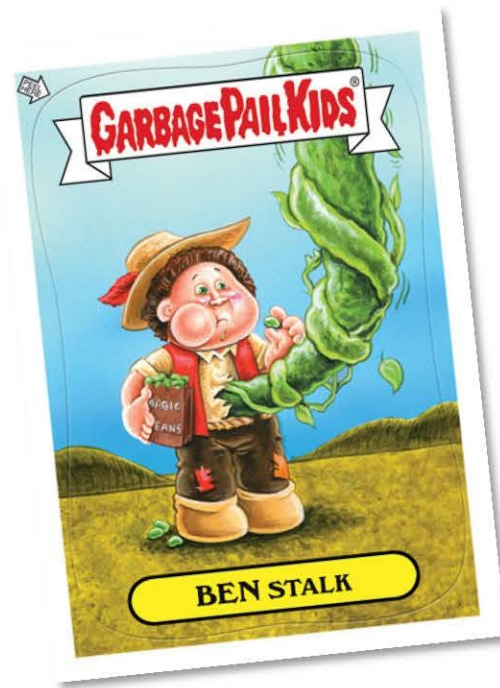
"Just bought a box and got a sketch card! Woot!"

"Very nice artwork. Awesome!"

**GARBAGE PAIL KIDS**

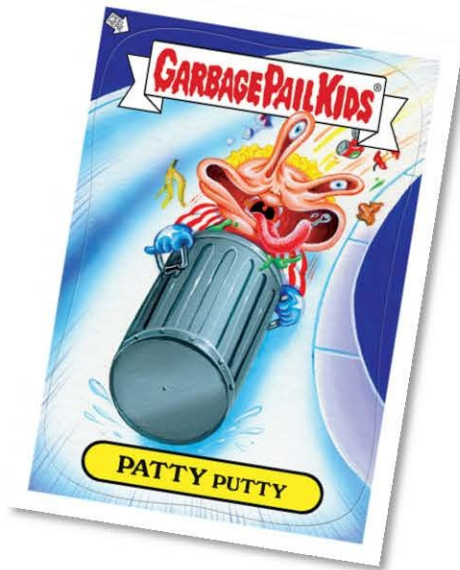
# Agenda

- About the Brand
- Consumer
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# GPK 2014 Series 1 celebrates the Olym-Picks!

- The official XXII Winter Olympics will be held in February 2014 and GPK is getting into the spirit with their very own “Olym-Picks” event!
- Popular GPK return in all their glory to showcase their hidden talents in sports, both on traditional stickers and motion cards! The set also includes collectible Gold, Silver, and Bronze foil medal cards featuring original GPK events such as Synchronized Farting.
- *Did you know Oliver Twisted was the first to pull off a Quadruple Lutz?*
- *Can Patty Putty can claim Gold in the Bob Sled?*



# GPK 2014 Series 1 will drive sales through exciting new content and fan engagement



## Goals

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

## Strategies

- Excite Set Collectors and Kid Fans with new art, fun inserts, and valuable bonus content
- Increase product value with exciting new content such as collectible foil medal cards
- Build fan engagement and product awareness with social media, PR, and new marketing promotions



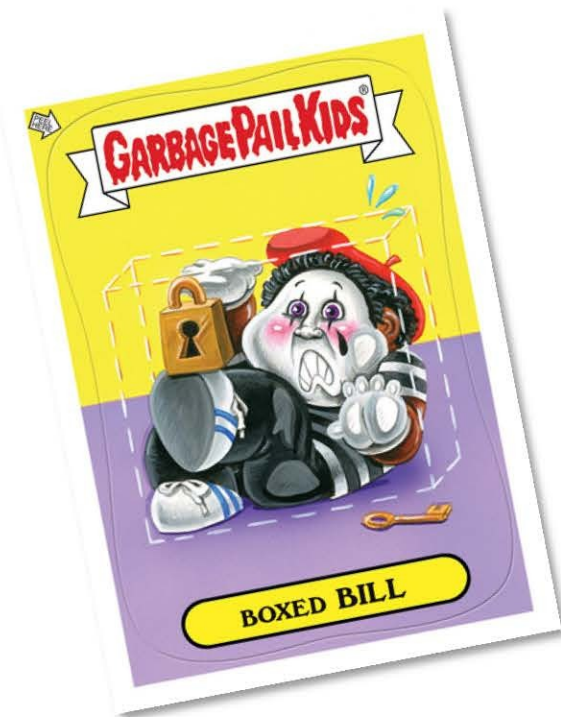


# 2014 Series 1 shows GPK as never seen before!



## GPK 2014 Series 1

- **172 Cards to Collect!**
  - (110) Brand new characters – 55 A/B names
  - (22) GPK Olym-Picks athletes – 11 A/B names
  - (10) Olym-Picks Motion Cards
  - (30) Etched foil Olym-Picks medals – Bronze, Silver, and Gold
- **Parallels Provide Chase for Collectors**
  - Black Parallel (1:2)
  - Gold Parallel (85 per subject)
- **Bonus Cards and Short Prints**
  - (8) Bonus Cards – **HOBBY EXCLUSIVE**
  - Olym-Picks C-names (1:100)
- **Exciting Rare Hits Add Value**
  - Sketch Cards
  - Artist Autographs
  - Printing Plates



# Introducing the GPK Hobby Collector Pack, bursting with exclusive content!

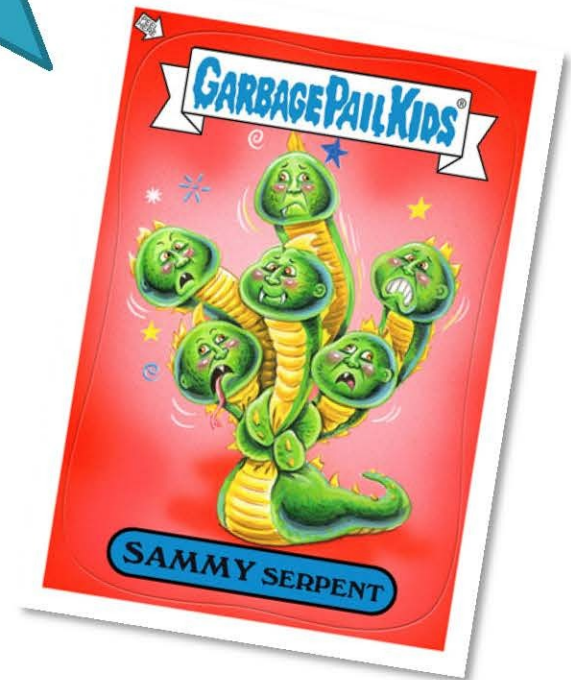


Hobby  
Exclusive!

NEW

## GPK 2014 Series 1 – Hobby Collector Pack

- **3 Guarantees Per Pack**
  - 1 Black Parallel OR Medal Insert
  - 1 Metallic Red Parallel
  - 1 Full Bleed Canvas Parallel
- **4 Guarantees Per Box**
  - 1 Hobby Bonus sticker (8 subjects)
  - 1 Blank Back Parallel
  - 1 Cloth Sticker OR Sepia Parallel
  - 1 Texture Relic OR Die Cut Sketch OR Autograph OR Printing Plate
- **1 Guarantee Per Case**
  - 1 Rare Art Variant (5 subjects)



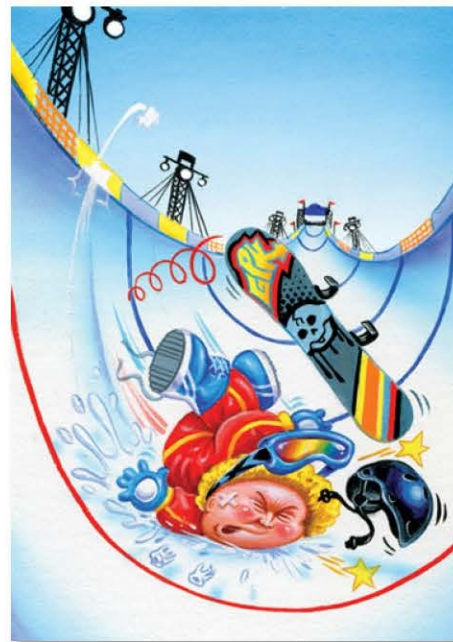
# Fans will be excited for new inserts featuring GPK Olym-Picks medals and animated motion cards

**Olym-Picks Medals (1:2):** 10 original GPK event medals in Bronze (1:4), Silver (1:8), and Gold (1:24)

**Motion Cards (1:12):** 10 fan-favorite lenticular cards animate GPK Olym-Picks characters



**Olym-Picks Medals**



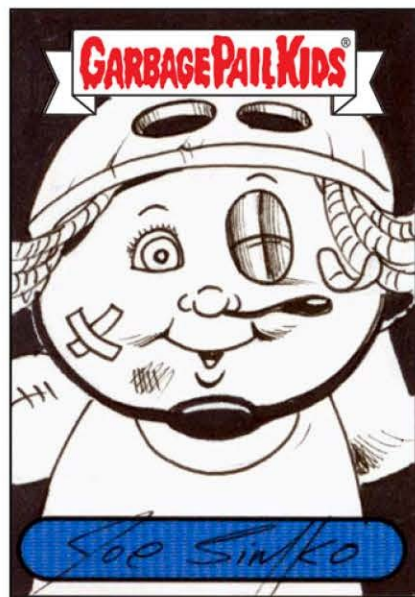
**Motion Cards**

# Compelling hits create excitement for collectors

**Sketch Cards:** One of a kind artist illustrations from the most popular GPK artists

**Artist Autographs:** GPK character cards signed by the artists who created them

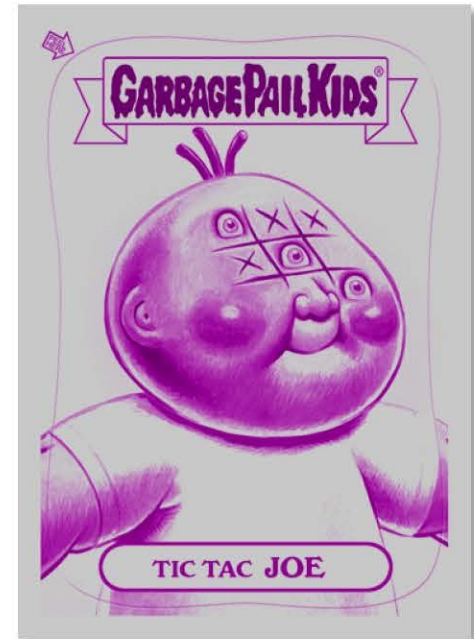
**Printing Plates:** 600+ printing plates from the base set and bonus cards



Sketch Cards



Artist Autographs



Printing Plates





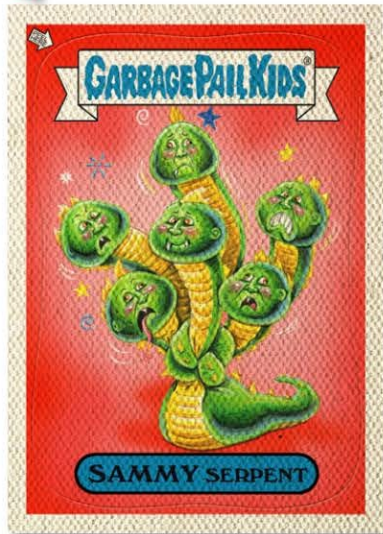
# Collector Pack exclusive parallels

**Cloth Stickers (1:48):** Rare stickers made with a cloth material that functions like a patch

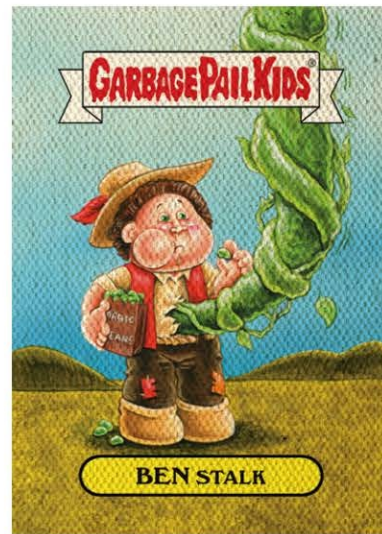
**Full Bleed Canvas (1:1):** Full-bleed portrait cards featuring a canvas-like texture

**Metallic Red (1:1):** Exclusive metallic red-border parallel cards for set collectors

ALL  
NEW!



**Cloth Sticker (1:48)**



**Full Bleed Canvas (1:1)**



**Metallic Red (1:1)**





# Even more Collector Pack exclusive parallels

**Blank Backs (1:24):** Unique blank back sticker cards add chase for collectors

**Sepia (1:48):** Sepia-tone replicates vintage photographs for a unique look at GPK characters



Front



Back

**Blank Back (1:24)**



**Sepia (1:48)**



# Collector Pack exclusive content provides added value for collectors



**Die Cut Sketch Cards:** One of a kind die-cut shaped sketch cards by GPK artists

**Texture Relics:** Manufactured relics featuring classic GPK



Die Cut Sketch Cards



Hair you can touch!

Texture Relics

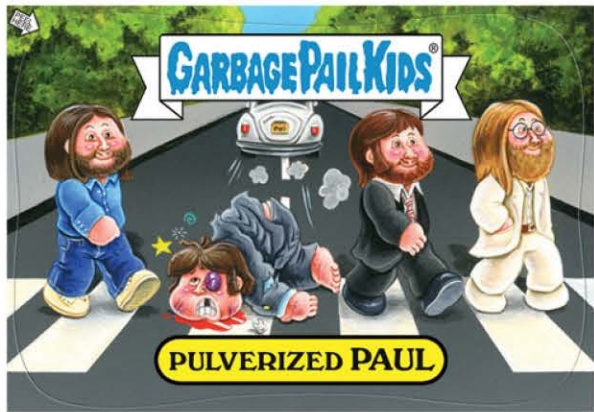


# Even more Collector Pack exclusive content!

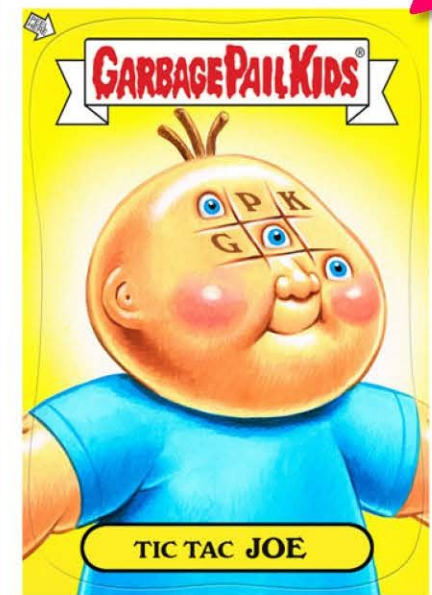


**Bonus Stickers:** Hobby-exclusive Bonus cards parodying classic pop culture

**Art Variants:** Rare base variants with alternate art



Bonus Stickers



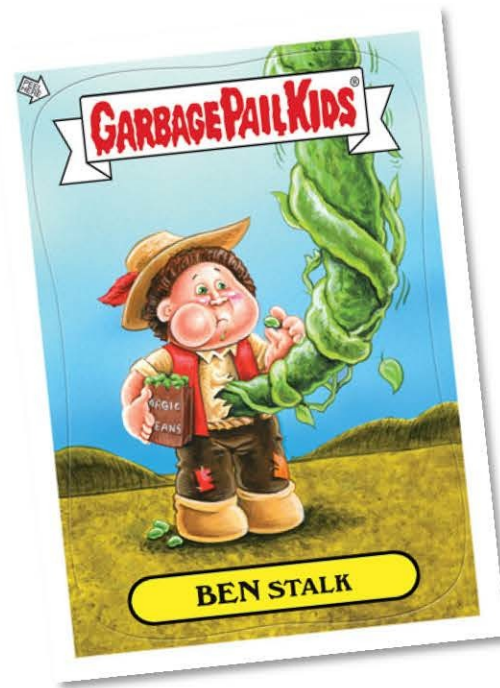
Art Variants





# Agenda

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# Leverage digital media to generate awareness and drive sales



## PR and Fan Outreach

- Media and blogger outreach with over a thousand outlets including Maxim and MTV Geek
  - Timing: Feb 2014

MAXIM

## Social Media

- Engage 218K+ Facebook fans with regular posting schedule
- Build set excitement with previews, polls, and downloadable content
  - Timing: Feb/March 2014

MTV  
**Geek!**



Like **Check it out!!**

[www.facebook.com/GarbagePailKids](http://www.facebook.com/GarbagePailKids)



# Agenda

- About the Brand
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