



**PLAN MARKETINGOWY S24**

**LOL**  
**SURPRISE!** <sup>TM</sup>

# KEY DRIVERS S24



## Water Balloon!



505068 L.O.L. Surprise Surprise Water Balloon Surprise in PDQ

## Mix and Make Birthday Cake



593140 L.O.L. Surprise Mix and Make Birthday Cake Tots

# KEY DRIVERS S24



503744  
L.O.L.  
Surprise  
OMG Sweet  
Nails Asst.



507321 LOL Surprise Baby Bundle  
Surprise



505259 LOL Surprise Loves Crayola



# CALENDAR- S24



**TV**

- LOL OMG Sweet Nails
- LOL Mix and Make Cake
- LOL Water Balloon

**OMG NAILS**

**OMG NAILS**

**MIX and MAKE**

**MIX and MAKE/ Water Balloon**

**Water Balloon (TBC)**

**TV- non standard**

**Children's Day Campaign**

# CALENDAR- S24



FEB

MARCH



APRIL

MAY

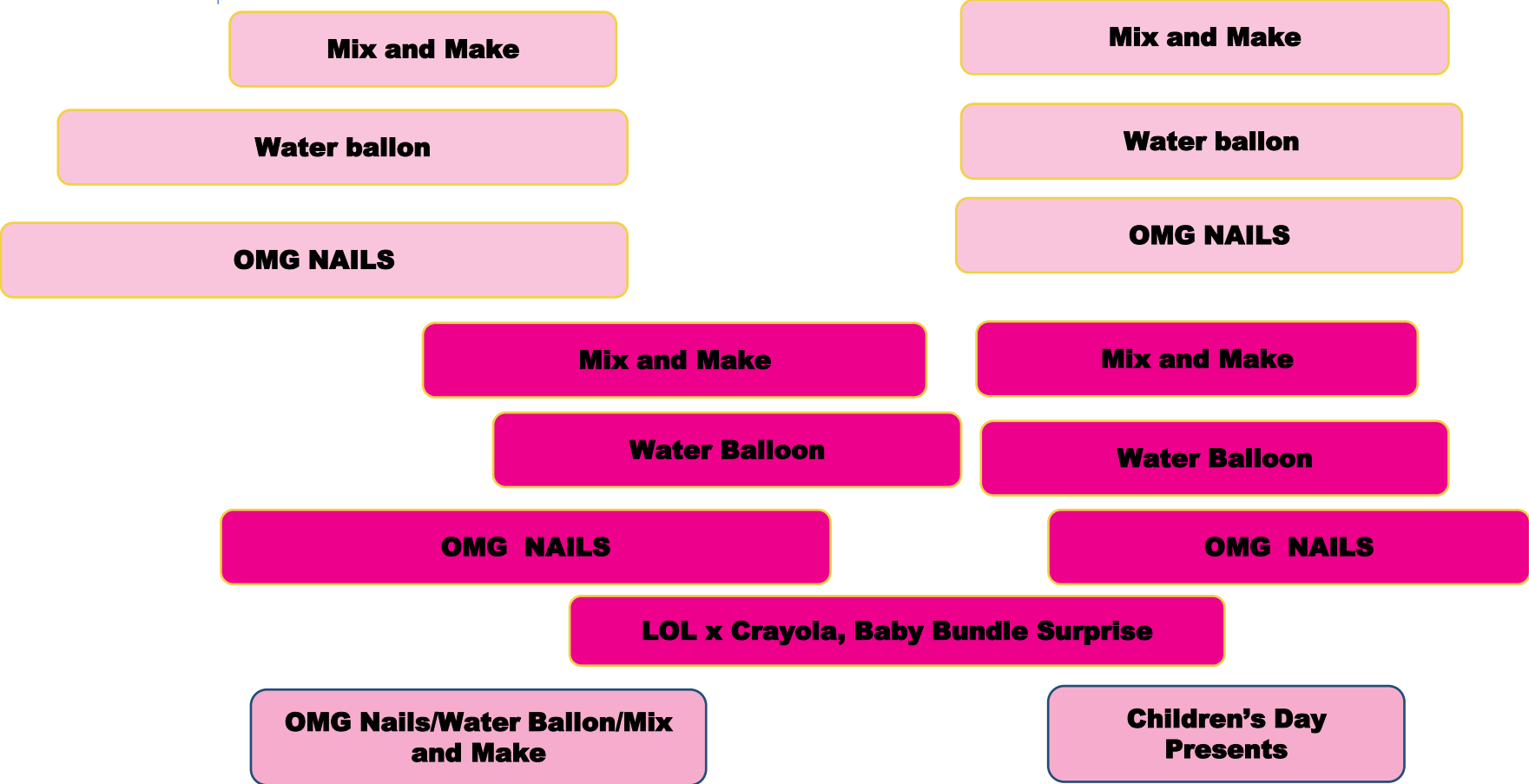
JUNE



**DIGITAL(Kid targeted):**  
**OLV/YT**  
**Kids/MOMIO/Pr**  
**ogrammatic/**  
**Rich**  
**Media/Apps**

**DIGITAL(Adult targeted):**  
**Meta**

**INFLUENCER**



# CALENDAR- S24



FEB

MARCH



APRIL

MAY

JUNE



**Consumer Activation**

**LOL Contest TBC**

**PR/EVENT**

**Children's Day events**

**Press Release**

**POP**

**POP (Minibrandings)**

**POP (Minibrandings, FSDU)**

**Content**

**Netflix – House of Surprises**

**NETFLIX**

**Netflix LOL The Movie**

**NETFLIX**

**Route 707 – New Series**



# RAINBOW HIGH™

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# KEY DRIVERS S24



## Rainbow High Junior High



- 503675EUC Junior High Doll - Bella (Pink)
- 503682EUC Junior High Doll - Sunny (Yellow)
- 503705EUC Junior High Doll - Violet (Purple)
- 530947EUC Junior High Doll – Skyler (Blue)

## Rainbow High Classic Rainbow



- 120162EU Classic Rainbow Fashion Dolls Asst 1
- 120179EU Classic Rainbow Fashion Doll- Ruby (red)
- 120186EU Classic Rainbow Fashion Doll- Sunny (yellow)
- 120193EU Classic Rainbow Fashion Doll- Jade (green)
- 120209EU Classic Rainbow Fashion Dolls Asst 2
- 120216EU Classic Rainbow Fashion Doll- Skyler (blue)
- 120223EU Classic Rainbow Fashion Doll- Violet (purple)
- 120230EU Classic Rainbow Fashion Doll- Amaya (rainbow)

## Rainbow High Swim & Style Fashion Dolls



# CALENDAR S24



FEB

MARCH

APRIL

MAY

JUNE

**TV**

**Rainbow High Classic**

**Rainbow High Jr High/Swim Dolls**



**Classic Dolls**

**Classic Dolls**

**Jr High/Swim**

 **TV - non standard**

**Classic Dolls**

# CALENDAR S24



**DIGITAL(KID TARGETED): YT Kids/Programmatic/ Rich Media- Apps**

**Classic Dolls**

**Classic Dolls**

**JR High**

**JR/Swim**

**DIGITAL (Adult targeted): Display/META**

**Classic Dolls**

**Classic Dolls**

**Jr High**

**Jr/Swim**

**SOCIAL**

**Social ads**

**Social Media- Global Instagram**

# CALENDAR S24



**INFLUENCERS**

**Influencers - Classic Dolls**

**Influencers - JR High**

**Influencers - Children's Day**

**PR/EVENT**

**Children's Day events**

**Press Releases/ Trade Press**

**Content**

**You Tube - Series 5**

**Netflix - Series 4** **NETFLIX**

**POP**

**POP**

**POP**





Cafe

Diner

Valentines Special

Easter/Spring Special

Lifestyle

Lifestyle Home

Appliances



3A

**505396EUC**  
MGA's Miniverse-  
Make It Mini  
Foods: Cafe in  
PDQ Series 3A



3A

**505419EUC**  
MGA's Miniverse-  
Make It Mini  
Foods: Diner in  
PDQ Series 3A



**505457EUC**  
MGA's Miniverse -  
Make It Mini Diner:  
Valentine's Day  
Theme Asst in PDQ



**505471EUC**  
MGA's Miniverse -  
Make It Mini Diner:  
Spring/Easter  
Theme Asst n PDQ



1B

**591856X2EUC**  
MGA's Miniverse-  
Make It Mini  
Lifestyle in PDQ  
Series 1B



**505600EUC**  
MGA's Miniverse-  
Make It Mini  
Appliances Asst in  
PDQ



3B

**505396X2EUC**  
MGA's Miniverse-  
Make It Mini  
Foods: Cafe in  
PDQ Series 3B



3B

**505419X2EUC**  
MGA's Miniverse-  
Make It Mini  
Foods: Diner in  
PDQ Series 3B



1A

**505372EUC**  
MGA's Miniverse -  
Make It Mini  
Lifestyle Home  
Series 1A in PDQ



2A

**505358EUC**  
MGA's Miniverse-  
Make It Mini  
Lifestyle in PDQ  
Series 2A

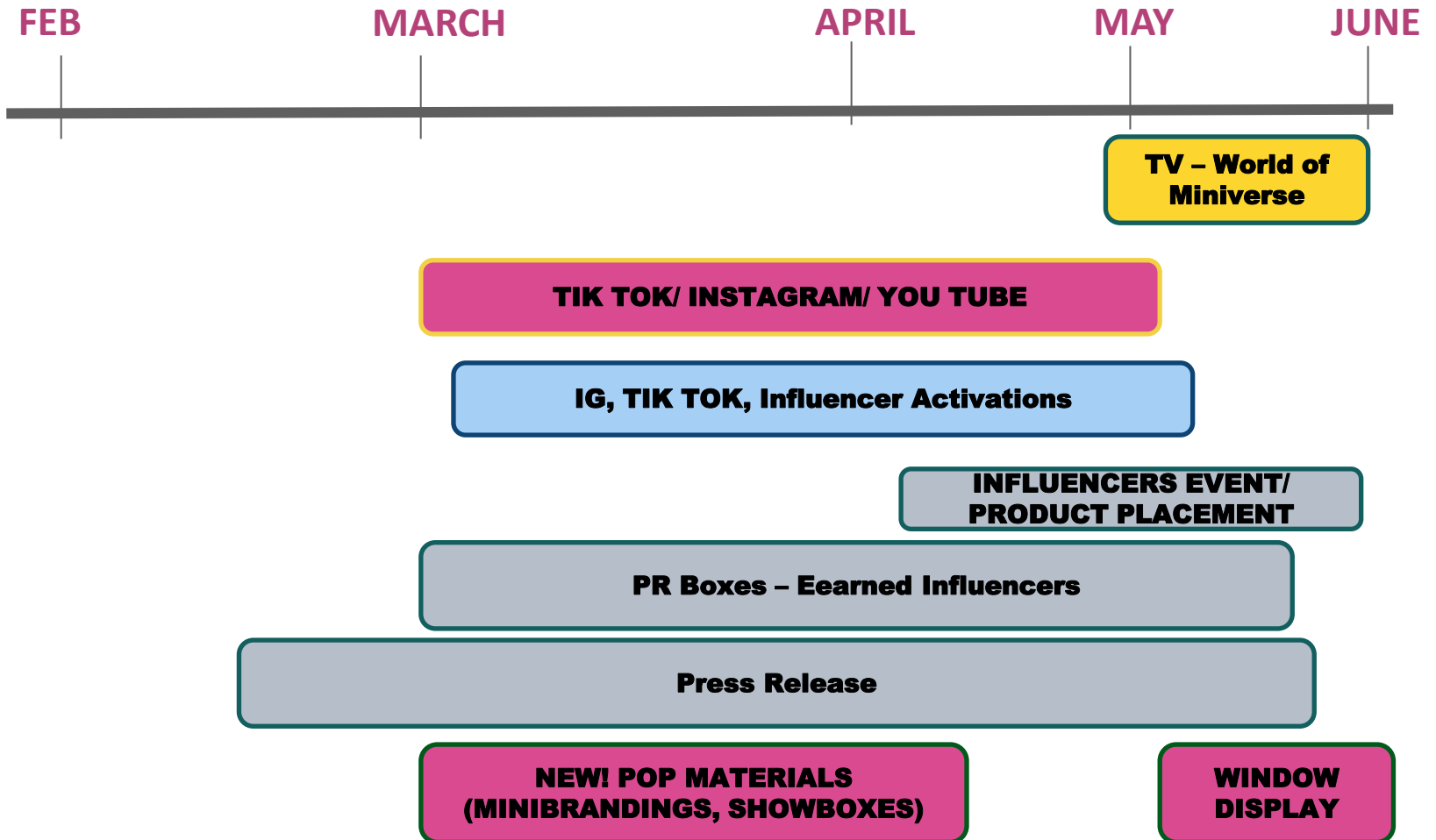


1B

**505372X2EUC**  
MGA's Miniverse -  
Make It Mini  
Lifestyle Home  
Series 1B in PDQ



# S24 CAMPAIGN



**TV**

**META/ TIK TOK**

**INFLUENCER**

**PR**

**POP**



BABY born®





# S24 CAMPAIGN



FEB

MARCH

APRIL

MAY

JUNE

**TV**

**DIGITAL  
OLV  
Series  
Promotion**

**PR/EVENT**

**Content**

**SOCIAL**

**POP**

**BABY born/Accessories - TBC**

**YT**

**Press release – Children's Day gifts,  
New Series**

**NEW! BABY born Series –You Tube**

**IG, INFLUENCERS**

**NEW! BABY born in store branding**





# CAMPAIGN S24



Let 'em Play



**TV**

**Bestsellers**

**DIGITAL  
OLV**

**Bestsellers**

**INFLUEN  
CER**

**Influencer**

**PR/EVENT**

**Fikolki - Cooperation**

**Children's Day  
Event**

**Press Release**

**Press Release**