



PLAN MARKETINGOWY F24

LOL
SURPRISE! TM

KEY DRIVERS F24



L.O.L. Surprise Mermaids! Tots Asst in PDQ



510604 L.O.L. Surprise Mermaids! Tots Asst in PDQ

L.O.L. Surprise Tweens MERMAID Doll Asst

L.O.L. Surprise Tweens MERMAID Doll - Serena Finn



510420 L.O.L. Surprise Tweens MERMAID Doll Asst

510598 L.O.L. Surprise Tweens MERMAID Doll – Serena Finn

KEY DRIVERS F24



L.O.L. Surprise Tweens Costume Surprise Asst



504047 L.O.L. Surprise Tweens Costume Surprise Asst

L.O.L. Surprise Hair Beads Tots Asst in PDQ



511205 L.O.L. Surprise Hair Beads Tots Asst in PDQ



515760-EUC Mermaids! Baby Sisters
510604-EUC Mermaids! Tots PDQ
510611-EUC Mermaids! Tots SK



510444-EUC Tweens MERMAID Lana
510451-EUC MERMAID Lola
510437-EUC MERMAID Cleo



120995-EUC Hair Beads Salon
511205-EUC Hair Beads Tots PDQ
511212-EUC Hair Beads Tots SK

504047 L.O.L. Surprise Tweens
Costume Surprise Asst

JULY				AUGUST			SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER				
27	28	29	30	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52
MERMAIDS Tots and Tweens 15" 400 GRPs				Mädchen 4-7 J.							Linear TV												
							You Tube				Social Media												
Hair Beads 15" 400 GRPs							Linear TV				Linear TV												
							You Tube				Social Media												
Costume Tweens 15" 450GRPs							Linear TV				Linear TV												
							You Tube+content				Social Media												

CALENDAR- F24



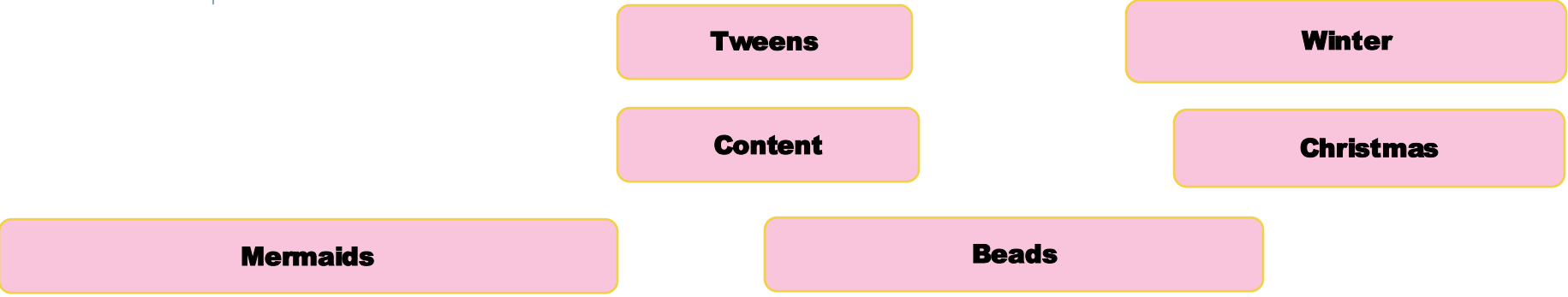
August September October November December



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

DIGITAL(Adult targeted):
Meta


INFLUENCER



Ongoing Meta Campaign

Infleuncers - newness

Influencers - Christmas

CALENDAR- F24



August

September

October

November

December

Consumer Activation

Christmas Consumer Activation

PR/EVENT

Movie Premiere

Press Release

POP

POP (Minibrandings)

POP (Minibrandings, FSDU)

Content

NEW! Tweens The Movie

Netflix - House of Surprises **NETFLIX**

LOL Surprise Family- New Series



RAINBOW HIGH™

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KEY DRIVERS F24



Rainbow High WaterColor & Create NEW Theme Dolls



- 507574 Rainbow High WaterColor & Create NEW Theme Dolls Asst
- 507734 Rainbow High WaterColor & Create NEW Theme Dolls- green eyes

Rainbow High Sparkle & Shine Fashion Dolls



- 427827 Rainbow High Sparkle & Shine Fashion Dolls- Asst
- 427780 Rainbow High Sparkle & Shine Fashion Dolls- ROSETTA (Pink)
- 427803 Rainbow High Sparkle & Shine Fashion Dolls- CLEMENTINE (Orange)
- 427810 Rainbow High Sparkle & Shine Fashion Dolls- VIOLA (Purple)
- 427797 Rainbow High Sparkle & Shine Fashion Dolls- MARINA (Blue)

KEY DRIVERS F24



Rainbow High Littles Dolls



- 531173 Rainbow High Littles Dolls Asst 1
- 531210 Rainbow High Littles Dolls Asst 2
- 531241 Rainbow High Littles Dolls- Dk Purple
- 514534 Rainbow High Littles Doll Asst in PDQ (5 characters)
- 517290 Rainbow High Littles Doll Asst in PDQ (6 characters)
- 514503 Rainbow High Littles Dolls Asst in Sidekick

Rainbow High Winter Wonderland Dolls



- 120810 Rainbow High Winter Wonderland Doll Asst 1
- 120841 Rainbow High Winter Wonderland Doll Asst 2

RAINBOW HIGH

LITTLE SISTERS 15"

300 GRPs

1173 Rainbow High Littles Dolls Asst 1
 531210 Rainbow High Littles Dolls Asst 2
 531241 Rainbow High Littles Dolls- Dk Purple
 514534 Rainbow High Littles Doll Asst in PDQ (5 characters)
 514503 Rainbow High Littles Dolls Asst in Sidekick

WATER COLOR 15"

600 GRPs

507581-EUC WaterColor & Create purple eyes
 507598-EUC WaterColor & Create - brown eyes

STYLING HEAD tagon

120889-EUC Rainbow High Styling Head Playset

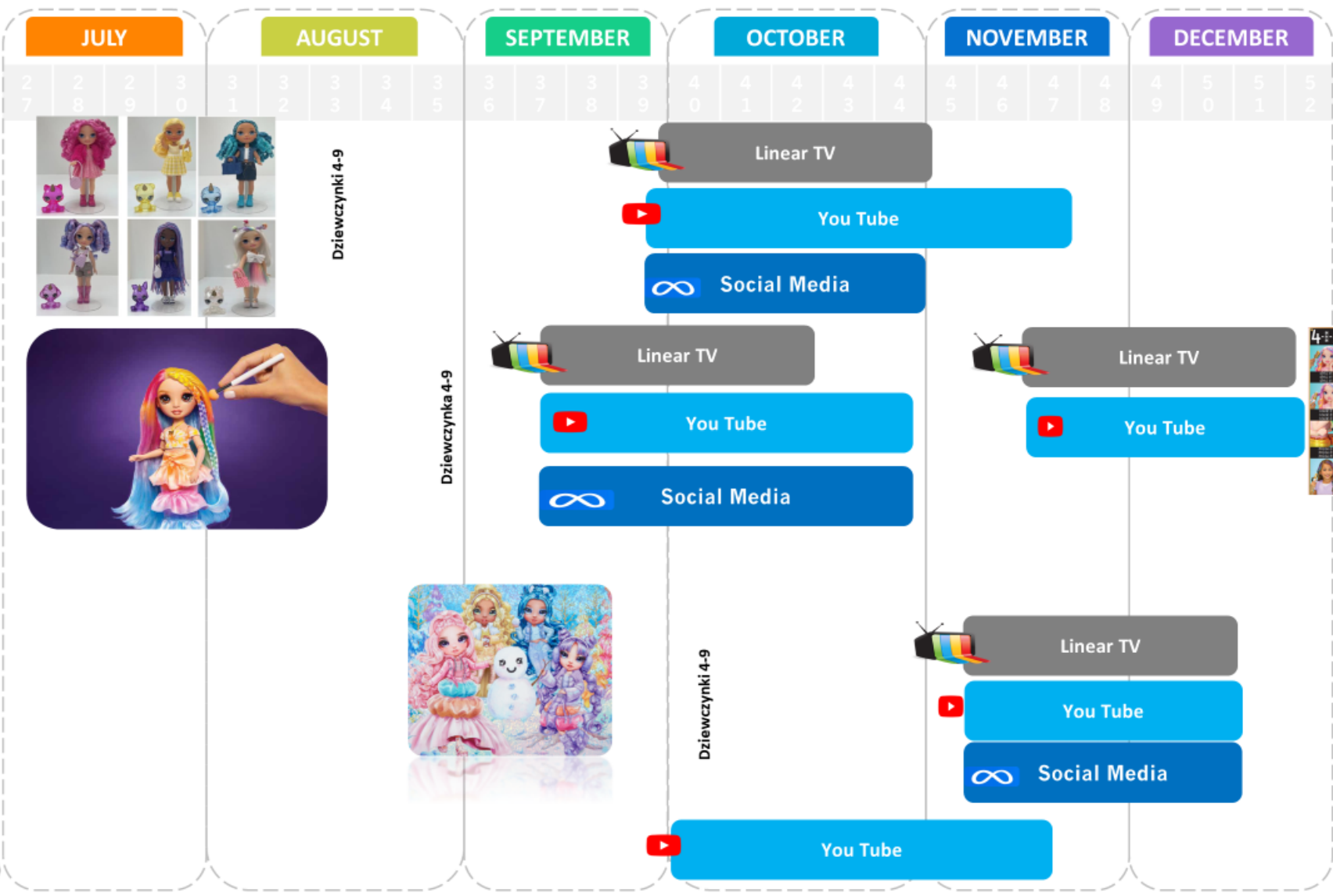
WINTER WONDERLAND 15'

300 GRPs

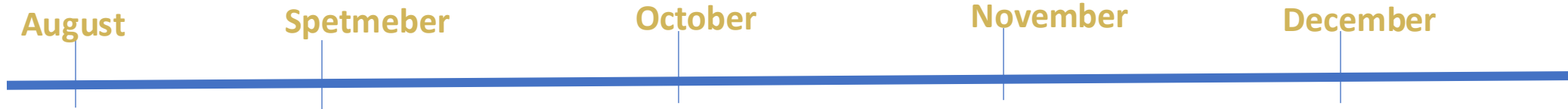
120827-EUC Winter Wonderland Doll- Bella (Pink)
 120834-EUC Winter Wonderland Doll- Skyler (Blue)
 120865-EUC Winter Wonderland Doll- Violet (Purple)
 120858-EUC Winter Wonderland Doll- Sunny (Yellow)

SPARKLE & SHINE 15'

427780 Rainbow High Sparkle & Shine - ROSETTA (Pink)
 427803 Rainbow High Sparkle & Shine- CLEMENTINE (Orange)
 427810 Rainbow High Sparkle & Shine - VIOLA (Purple)
 427797 Rainbow High Sparkle & Shine- MARINA (Blue)



CALENDAR F24



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

DIGITAL (Adult targeted): Display/META

SOCIAL

Color & Create/Sparkle and Shine/Winter Wonderland

Color & Create/Sparkle and Shine/Winter Wonderland

Little Sister

Christmas Gifts

Social - Always on (paid dark posts)

Social- Dark Posts

Social Media- Global Instagram

CALENDAR F24



August

Septmeber

October

November

December

INFLUENCERS

Influencers

Influencers - Christmas

PREVENT

Christmas Events

Press Releases/ Trade Press

Content

You Tube - Series 5



Netflix - Series 4

NETFLIX

POP

POP

POP





Cafe

Diner

Licence

Special

Lifestyle

Lifestyle Home

Botanical



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



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



515722EUC MGA's Miniverse - Make It Mini SANRIO Asst in PDQ



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



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



540182EUC MGA's Miniverse - Make It Mini Botanical Deluxe Set



531111EUC MGA's Miniverse - Make It Mini Diner: Halloween Licensed WB Theme in PDQ



594512EUC MGA's Miniverse - Make It Mini Harry Potter in PDQ



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



531135EUC MGA's Miniverse - Make It Mini Diner: Holiday Licensed WB Movie in PDQ



514510EUC MGA's Miniverse - Make it Mini Lord of the Rings in PDQ



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



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



594512-EUC HP Potions in PDQ
 514763-EUC HP Potions in SK
 531166-EUC HP Build It Set



427742-INT Make It Mini Spa in PDQ
 427759-INT Make It Mini Spa in SK

531111-EUC Halloween in PDQ
 531135-EUC Holiday in PDQ

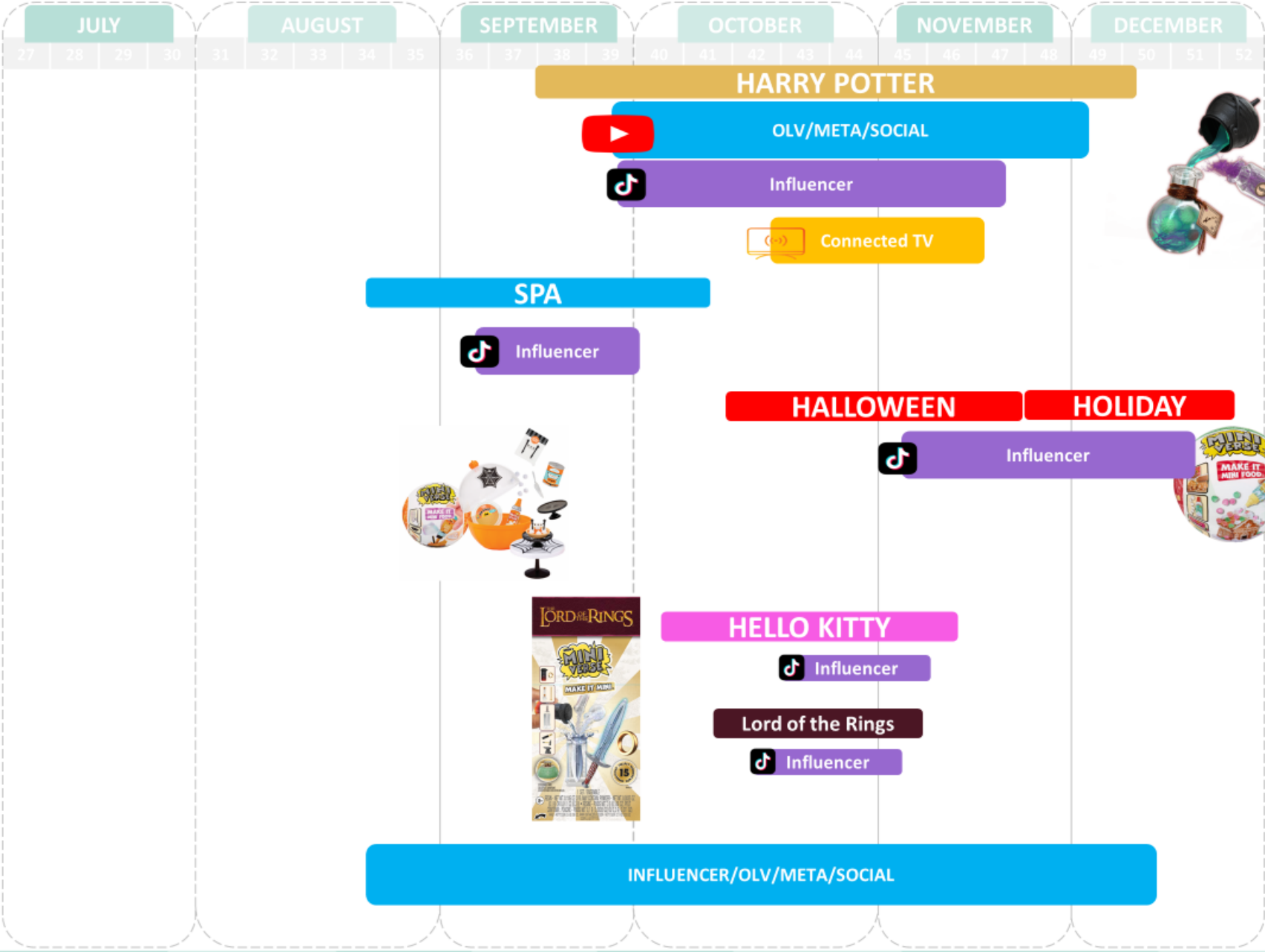


515722-EUC SANRIO Asst in PDQ
 521624-EUC SANRIO in SK

514510-EUC Lord of the Rings in PDQ
 514770-EUC Lord of the Rings in SK

427667-INT Party in PDQ
 427674-INT Party Multipack

Diner, Cafe,
 Lifestyle, Botanicals



Kids 9+ J
 Kidults 18+ J.



F24 CAMPAIGN

August

September

October

November

December

Connected TV

TV - World of Miniverse TBC

EVENTS

Toy of the Year

META/ TIK TOK

TIK TOK/ INSTAGRAM/ YOU TUBE

INFLUENCER

IG, TIK TOK, Influencer Activations

PR

**INFLUENCERS EVENT/
PRODUCT PLACEMENT**

PR Boxes - Earned Influencers

POP

Press Release

**NEW! POP MATERIALS
(MINIBRANDINGS, SHOWBOXES)**



Yummi Land
SURPRISE

Yummiland Lip Gloss Dolls



JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

27

28

29

30

31

32

YUMMILAND

44

45

46

47

48

49

50

51

52

Lipgloss Dolls 15"

300 GRPs

120698-EUC Lipgloss Doll Character Asst. in PDQ

120704-EUC Callie Birthday Cake

120711-EUC Bianca Bubblegum

120759-EUC Piper Peach

120766-EUC Rory Blueberry

120773-EUC Greta Grape

120780-EUC Maya Watermelon

Lipgloss Truck 10"

541073-EUC Yummiland Lipgloss Truck

Dziewczynki 4-9



Linear TV



You Tube



You Tube





BABY born®



F24 CAMPAIGN



August September October November December



TV

NEW! BABY born Series on TV - MiniMini+

BABY born TV - TBC

**DIGITAL
OLV
Series
Promotion**

YT - Content support

PREVENT

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

Content

BABY born series. NEW! BABY born Series 2 -You Tube

SOCIAL

IG, INFLUENCERS

POP

NEW! BABY born in store branding







Let 'em Play

CAMPAIGN F24

September

October

November

December

DIGITAL OLV
(850k views)



Creative Chefs

INFLUENCER

Creative Chefs

Bestsellers

PREVENT

Fikołki - Cooperation

Projekt Plaża

Dowborowa od Nowa - Product placement

Press Release - Christmas gifts ideas