



PLAN MARKETINGOWY F24

LOL
SURPRISE! TM



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



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

**MERMAIDS Tots and
Tweens 15"**
400 GRPs

Hair Beads 15"
400 GRPs

Costume Tweens 15"
450GRPs

Dziewczynki 4-9

Linear TV

You Tube

Social Media

Linear TV

Linear TV

You Tube

Social Media

Linear TV

Linear TV

You Tube+content

Social Media

RAINBOW — HIGH™ —

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'

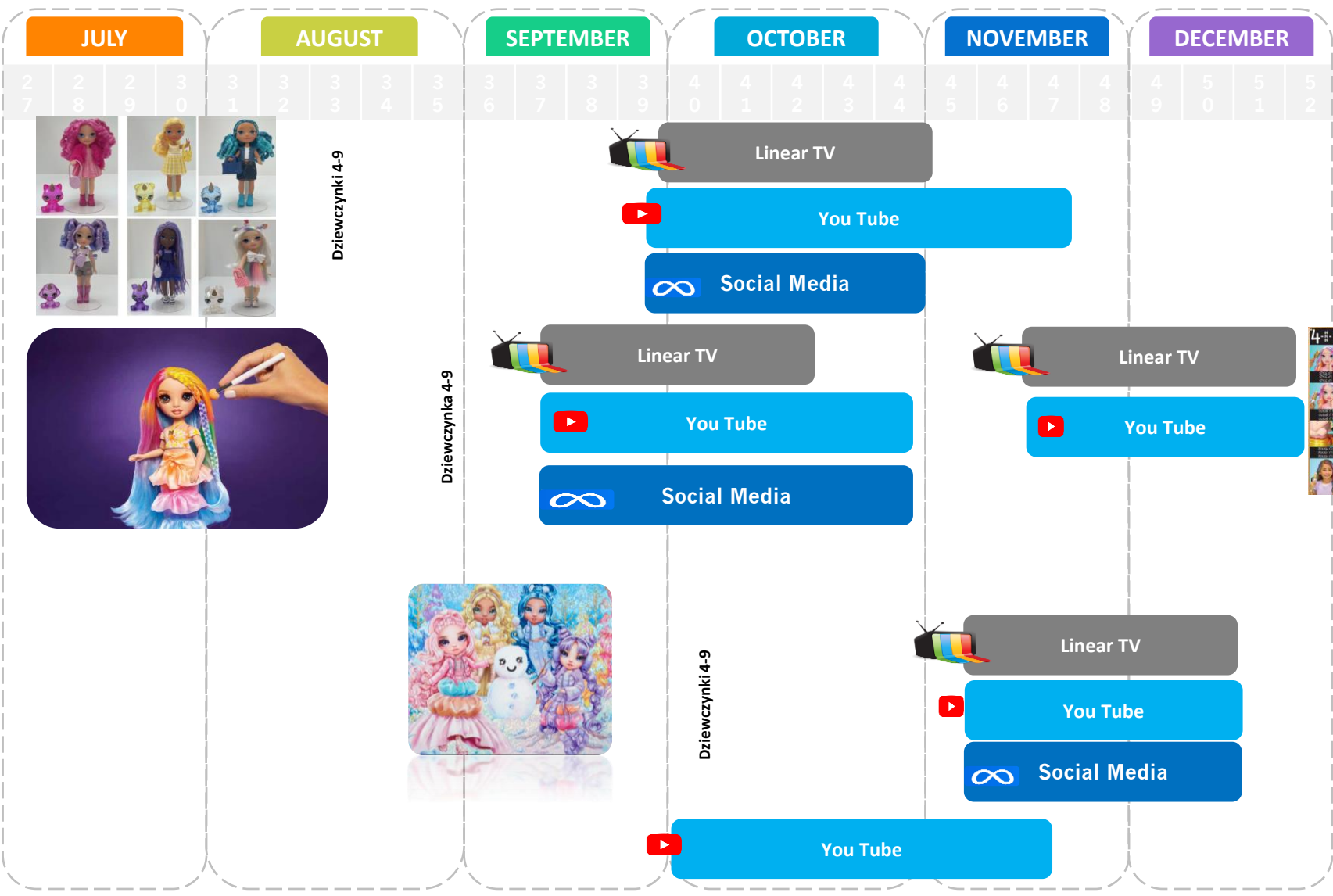
300 GRPs

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)

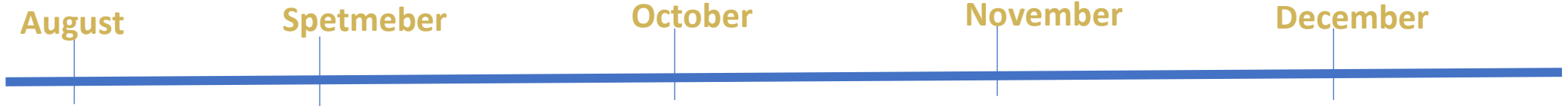
SPARKLE & SHINE 15'

300 GRPs

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





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

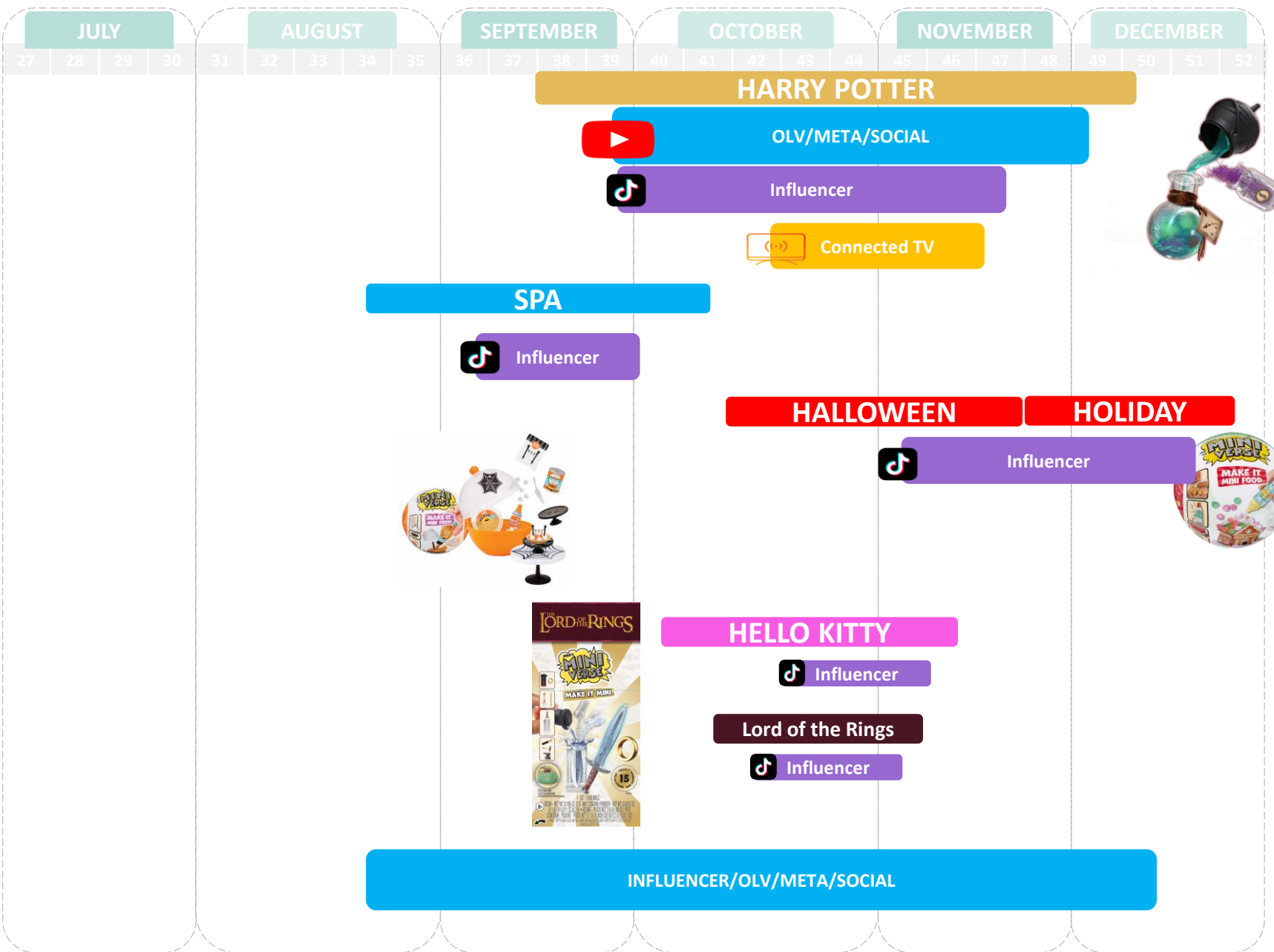


515722-EUC SANRIO Asst in PDQ
 521624-EUC SANRIO in SK

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.



Yummi Land
SURPRISE

Yummiland Lip Gloss Dolls



BUBBLE GUM - Pink



PINK PRINCESS - Fuchsia



BLUEBERRY - Blue



CHERRY - Red



WATERMELON - Green



BIRTHDAY CAKE - Vanilla Cake



GRAPE - Purple



PEACH - Peach Orange



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 5"

541073-EUC Yummiland Lipgloss Truck

Dziewczynki 4-9



Linear TV



Linear TV – Non Standard 55"



You Tube



You Tube





BABY born®



F24 CAMPAIGN



JUL

AUG

SEP

OCT

NOV

TV

NEW! BABY born Series on TV – MiniMini+ Seson 2

BABY born TV support- Contest

**DIGITAL
OLV
Series
Promotion**

YT

PR/EVENT

**Press release – Christmas gifts,
New Series**

Content

NEW! BABY born Series –You Tube

SOCIAL

IG, INFLUENCERS

POP

NEW! BABY born in store branding





GROSSMOS!

Fall 2024

GROSSMOS

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27

GrossMos Asst. 15"


121046-EUC Blind Dino S1 Asst in PDQ
121053-EUC Blind Dino S1 Asst in SK

522669-EUC Blind Dino S2 Asst. in PDQ
522676-EUC Blind Dino S2 Asst. in Sidekick

160 GRPs

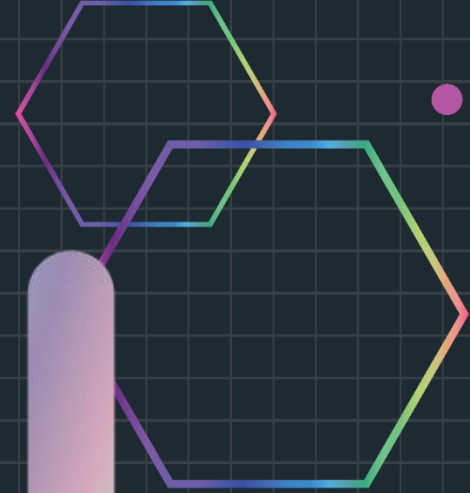
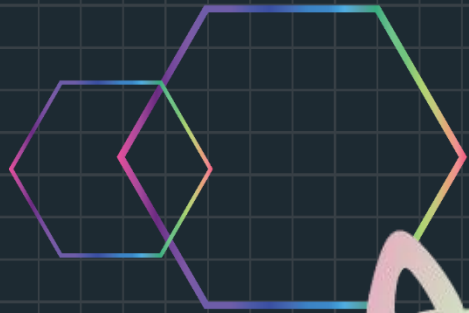
Jungen 4-8 J.



 YouTube



CAUTION  **CAUTION** 



PIXEL

PETATM



2024 ACTIVITY TIMELINE



CAMPAIGN	MAY	JUN	JULY	AUG	SEPT	OCT	NOV	DEC
EARNED MEDIA / PR								
PRESS OFFICE							XMAS GIFT GUIDES	
PAID MEDIA								
TV/ VOD								
YOUTUBE								

