

LOL
SURPRISE! TM





Mermaid Tweens 15"



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

510444-EUC Tweens MERMAID - Lana Marine
510451-EUC Tweens MERMAID - Lola Waves
510437-EUC Tweens MERMAID - Cleo Cove

Fairy Tots 15"



523918-EUC FAIRY TOTS ASST IN PDQ
523932-EUC Fairy tots Asst in SK

Unicorn Tots 15"



121336-EUC Unicorn Tots Asst. in PDQ
121343-EUC Unicorn Tots Asst. in Sidekick

Content

Januar					February				March						April				May				June				
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	

Linear TV

You Tube

Linear TV

You Tube

Social

You Tube

Social

Influencers Wave 1

Linear TV

You Tube

Social

Linear TV

You Tube

Social

Children's Day
social

Influencers
Wave 2

CONTENT - YOU TUBE



RAINBOW HIGH

Mediaplan Spring 2025



RAINBOW HIGH

Crystals 15"

- 507314-EUC Swim & Style Fashion Doll- Violet (Purple)
- 507284-EUC Swim & Style Fashion Doll- Sunny (Yellow)
- 507307-EUC Swim & Style Fashion Doll- Skyler (Blue)
- 507277-EUC Swim & Style Fashion Doll- Ruby (Red)



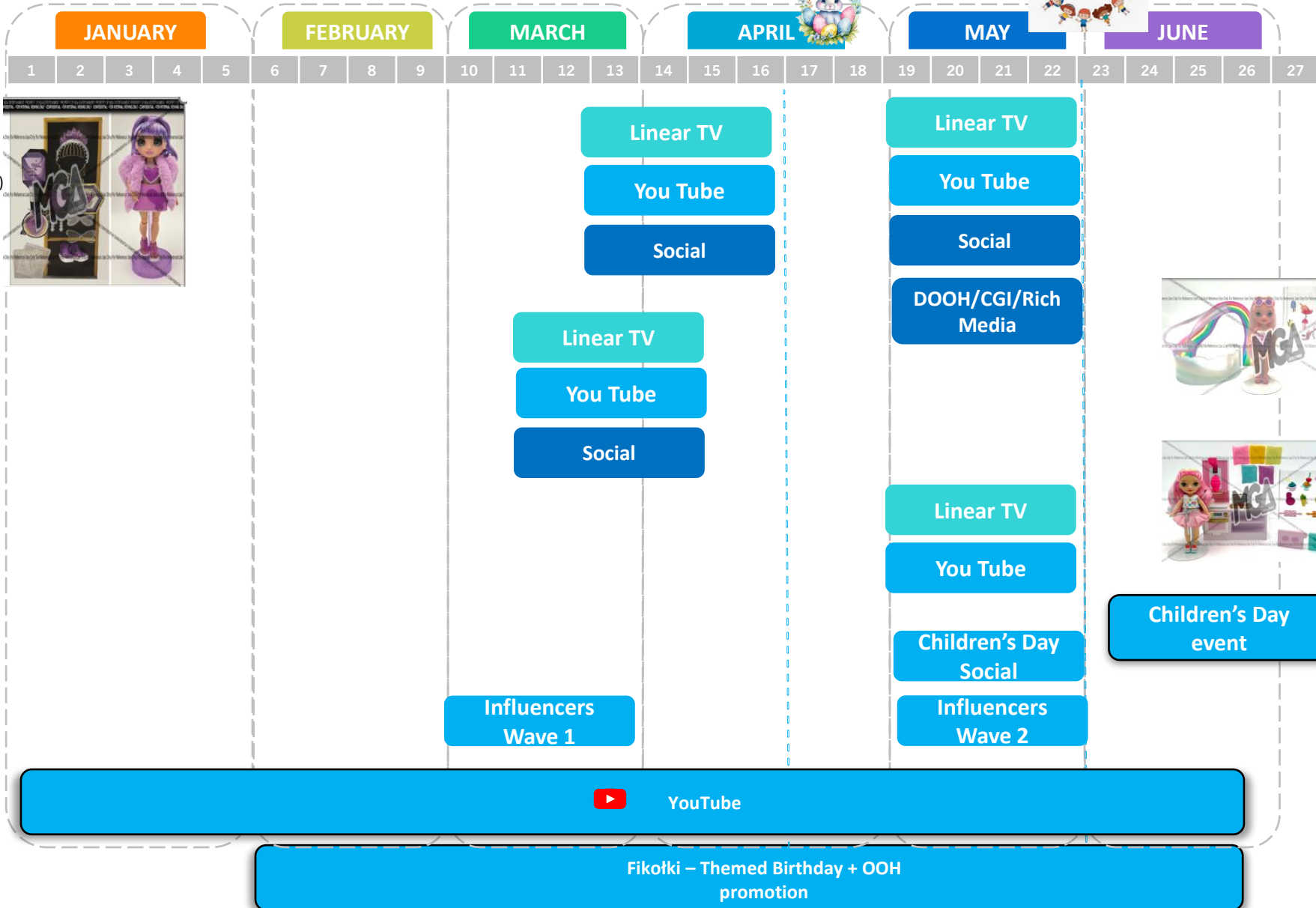
LITTLES+ PLAYSETS 15"

- 531180-EUC Littles - Magenta (Pink)
- 531203-EUC Littles - Opal (Rainbow)
- 531197-EUC Littles - Sapphire (Blue)
- 531227-EUC Littles - Daisy (Yellow)
- 531234-EUC Littles - Amethyst (Purple)
- 522058-EUC Littles - Playset – Shop
- 522249-EUC Littles - Playset – Swim

HAIR PLAY DOLL 15"

- 526780 EUC Rainbow High Hair Chalk & Style Doll- Amaya (Rainbow)
- 526797 EUC Rainbow High Hair Chalk & Style Doll- Meline (Gold)

CONTENT/EVENT



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MARKETING



INSTORE POSM



NETFLIX

5/6 Seria
YouTube



Rich Media/GAMIFICATION



EVENTS



INFLUENCER COOPS



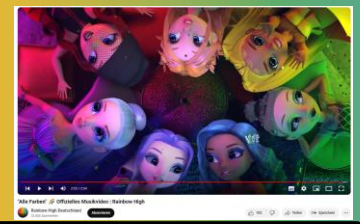
TV & DIGITAL



ROBLOX INTEGRATION



PRINT



MUSIC

YUMMI LAND



CONTENT INFORMATION

**YUMMI
LAND**

INFORMACJE O SERII

- >20 Content Videos
- Wprowadzenia postaci
- Teledyski
- 2x specjalne, wakacyjne odcinki

CONTENT ROLLOUT

Premiera serialu: 6 września

- Nowe odcinki co tydzień

Dłuższe odcinki:

- Premiera serialu
- Wprowadzenie produktów
- Październikowy odcinek specjalny
- Listopadowy odcinek specjalny



Yummiland Polska

@YummilandPolska · 16 subscribers · 4 videos

More about this channel ...more

Subscribe

Home Videos Playlists



Dolls + Num Noms
15"

- 120704-EUC Lipgloss Doll- Callie Birthday Cake
- 120711-EUC Lipgloss Doll- Bianca Bubblegum
- 120759-EUC Lipgloss Doll- Piper Peach
- 120766-EUC Lipgloss Doll- Rory Blueberry
- 120773-EUC Lipgloss Doll- Greta Grape
- 120780-EUC Lipgloss Doll- Maya Watermelon
- 541073-EUC Lipgloss Truck

526476-EUC Num Nom
Perfume Roller Asst in PDQ

January					Februayr					March					April				May				June				
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	
															Linear TV												
										You Tube									You Tube								
										Social									Social								
										INFLUENCERS																	
You Tube – Series + Content Support																											

Content







531067-EUC Cafe in PDQ Series 4
 531074-EUC Café in Sidekick Series 4
 531067-X2EUC Cafe in PDQ Series 4 (Chase/Rare)
 531074-XX1EUC Café in Sidekick Series 4 (Chase/Rare)
 531081-EUC Diner From Scratch in PDQ Series 4
 531098-EUC Diner From Scratch in Sidekick Series 4
 531081-X2EUC Diner From Scratch in PDQ Series 4 (Chase/Rare)
 531098-XX1EUC Diner From Scratch in Sidekick Series 4 (Chase/Rare)

505358-EUC Lifestyle in PDQ Series 2
 505365-EUC Lifestyle in Sidekick Series 2

121497-EUC Mini Make up in PDQ
 121503-EUC Mini Make up in Sidekick

528302-EUC Harry Potter HD in PDQ
 528357-EUC Harry Potter HD in Sidekick
 523734-EUC Harry Potter HD Playset

523444-EUC Appliances Series 2 in PDQ
 523536-EUC appliances Series 2 in Sidekick

523772-EUC Boys Licensed 1 in PDQ
 523789-EUC Boys Licensed 1 in Sidekick

522546-EUC Boys Licensed 2 in PDQ
 522553-EUC Boys Licensed in Sidekick

January					February				March					April				May			June					July			
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	28	29	30



Cafe + Diner (From Scratch)

TIK TOK/META/SOCIAL

Influencer

Connected TV

Cosmetics

TIK TOK/META/SOCIAL

Influencer

HARRY POTTER

Influencer



Connected TV

TIK TOK/META/SOCIAL

Influencer



Boys

YouTube

Influencer

Connected TV

MARKETING 2025



PYRKON
FESTIVAL FANTASYKI

Events



INFLUENCER



DIGITAL



PUBLIC RELATIONS



CONNECTED TV



CGI



SOCIAL MEDIA



POS

The logo for Wonder Factory features the word "WONDER" in large, bold, colorful letters (W: pink, O: red, N: orange, D: yellow, E: light blue, R: light blue) with a thick black outline. Below it, the word "Factory" is written in a white, cursive script font with a black outline. A thick yellow ribbon curves across the bottom of the logo. The background is a teal color with faint, repeating icons of a plus sign, a gear, a star, and a leaf.

WONDER
Factory™

Spring 2025



**World of Wonder
Factory 15"**

- 595120 EUC Wonder Factory Singles Dough Asst in PDQ
- 595106 EUC Wonder Factory Extruder Asst in PDQ
- 595137 EUC Wonder Factory Dough Super Box Set
- 595090 EUC Wonder Factory Dough Studio Playset
- 595175 EUC Wonder Factory Singles Sand Asst in PDQ
- 595168 EUC Wonder Factory Sand Construction Asst in PDQ
- 595304 EUC Wonder Factory Dough/Sand Mix Up 2 Pack Asst in PDQ

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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	
										CTV									You Tube								
										You Tube									Social								
										Social																	



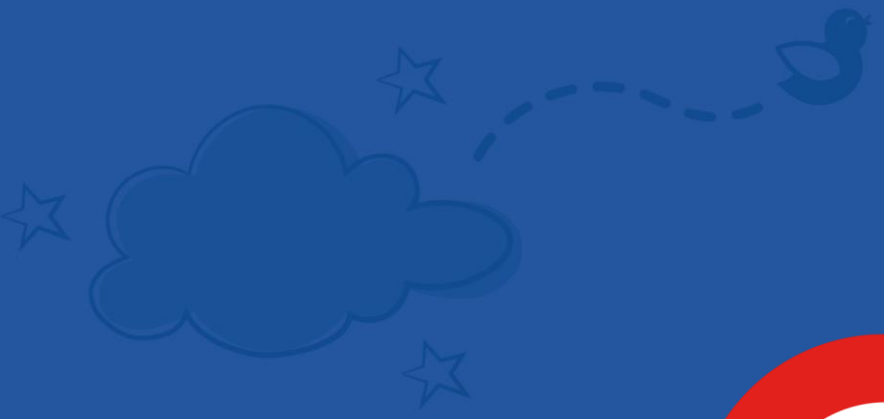
BABY born®



S25 CAMPAIGN



BABY born TV support



CAMPAIGN S25



**TV & DIGITAL
OLV**

**INFLUEN
CER**

PR/EVENT

Outdoor Bestsellers

Outdoor Bestsellers

Bestsellers

Fikolki – Cooperation

Projekt Plaža

**Press Release – Bluey
Licence, Outdoor season**

Press Release – gifts ideas