

Media-NEWS

FALL 2026





F26



MEDIAPLAN FALL 2026

L.O.L. Surprise Music Festival

249641- L.O.L. Surprise Music FestivalTots

249665- L.O.L. Surprise Music FestivalHeadliners Tots

249696, 249702, 249719 - L.O.L. Surprise O.M.G Music Festival

249733- L.O.L. Surprise Music FestivalFurniture Packs/Story Starters

249757- L.O.L. Surprise Music Festival TourBus



L.O.L. Surprise Bubbly & Plush Surprise

249443- L.O.L. Surprise Bubbly Surprise

249467- L.O.L. Surprise Bubbly Surprise Baby Sisters

249498- L.O.L. Surprise Plush Surprise



L.O.L. Surprise Loves

249849- L.O.L. Surprise Loves Hello Kitty &Friends BIG Reversible Plush

249863-L.O.L. Surprise O.M.G. Loves Hello Kitty & Friends Fashion Doll

249764- L.O.L. Surprise Loves Harry Potter Tots

249788- L.O.L. Surprise Loves SpongeBob SquarePants Tots

245690- L.O.L. Surprise Loves Dr. Seuss Tots



July

6 13 20 27

August

3 10 17 24 31

September

7 14 21 28

October

5 12 19 26

November

2 9 16 23 30

December

7 14 21 28

DIGITAL

TV

CTV

Display

Influencer

YOUTUBE

Social

Consumer Activation

MAJALAND-
EVENT

Influencer

RAINBOW
HIGH

The image features a vibrant, multi-colored background with a low-poly, geometric pattern. The colors transition from magenta and pink on the left, through orange, yellow, and green in the center, to blue and purple on the right. A thin gold rectangular border frames the central text. The word "RAINBOW" is written in a large, bold, gold-colored sans-serif font. Below it, the word "HIGH" is written in a smaller, similar gold-colored font. There are several white starburst and dot graphics scattered across the image, including one near the top right and a cluster near the bottom center.

Rainbow Paris Dolls New Play Feature

248750- Rainbow Paris Dolls New PlayFeature Asst

- 248767 -Rainbow High Fashion Dolls Kia
- 248781 -Rainbow High Fashion Dolls Bella
- 248798 -Rainbow High Fashion Dolls Violet
- 248866 -Rainbow High Fashion Dolls Skyler



Rainbow High Jr High Bestie Babysitters Fashion Dolll

248460- Rainbow High Jr High BestieBabysitters Fashion Doll

- 248477 – Rainbow High Jr High Babysitters Amaya
- 248484 – Rainbow High Jr High Babysitters Stella
- 248507 – Rainbow High Jr High Babysitters Skyler
- 248514 – Rainbow High Jr High Babysitters Iris



Rainbow High Entry Fashion Dolls

248590 - Rainbow High Entry Fashion DollsAsst 1

- 248606 Rainbow High Entry Fashion Dolls- Stella (Pink)
- 248620 Rainbow High Entry Fashion Dolls- Skyler (Blue)
- 248637 Rainbow High Entry Fashion Dolls-Violet (Purple)

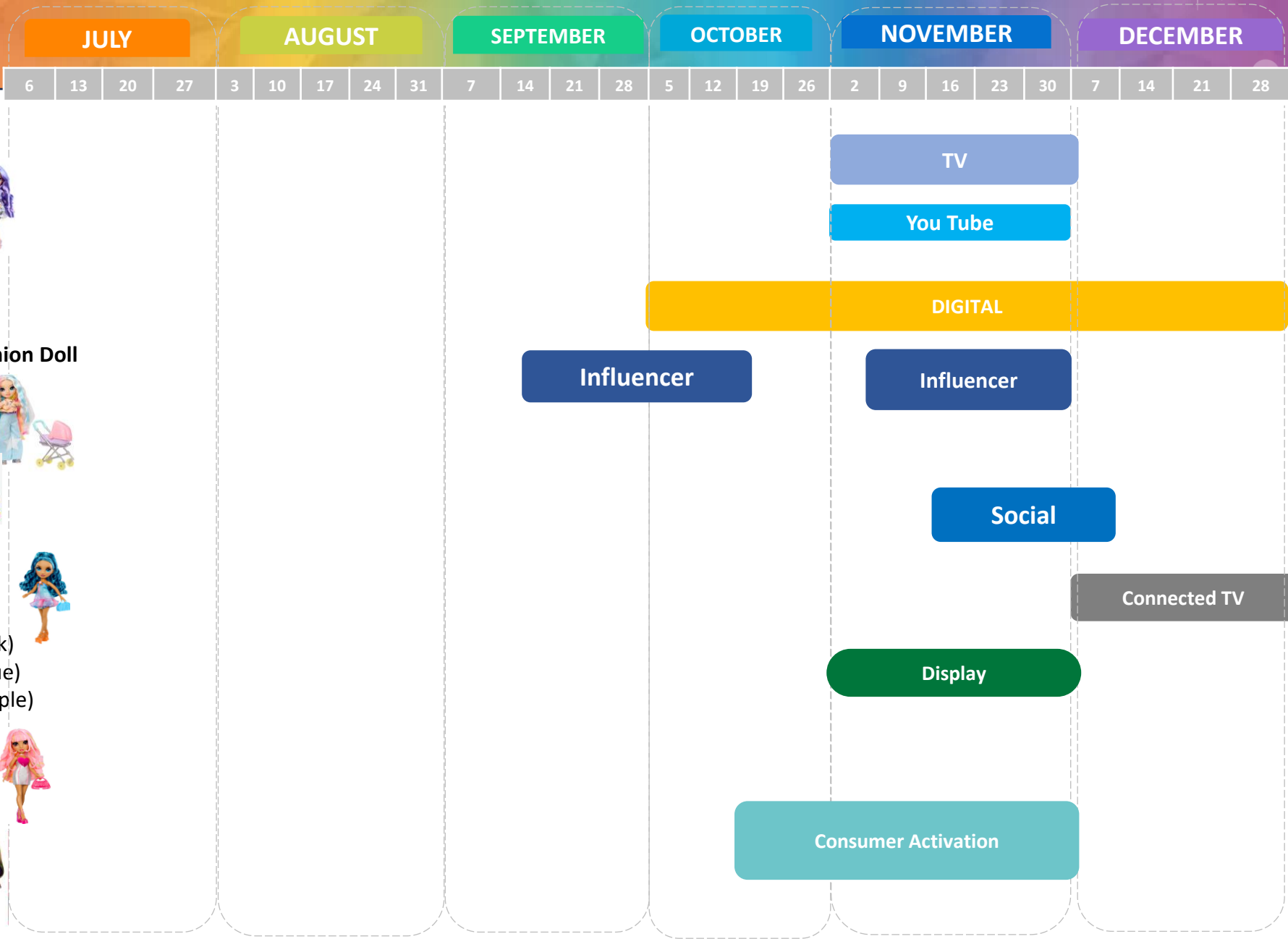


248644 - Rainbow High Entry Fashion DollsAsst 2

- 248651 Rainbow High Entry Fashion Dolls- Kia
- 248668 Rainbow High Entry Fashion Dolls- Jewel



248675 - Rainbow High Entry Fashion Dolls-Iris







MAKE IT MINI



FOOD & BABY & ANIMALS

- 549444 Make It Mini Foods: Cafe S. 7
- 549680- Make It Mini Diner From Scratch S. 3
- 254171- Make It Mini RealBaby Nurturing
- 598039- Make It Mini Plush
- 531739- Make It Mini Animals S. 3



Real Music

- 247906- Real Music
- 254249- Real Music Record Players



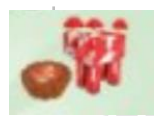
Real Brands & Vending Machine

- 247951- Real Brands Series 2
- 247937- Vending Machine



Licensed

- 247760- Make It Mini Harry Potter 4.0
- 247807- Make It Mini Minecraft Series 2
- 247890- Make It Mini Batman
- 247821- Make It Mini Taco Bell
- 247876- Make It Mini Taco Bell Playset



July

August

September

October

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December

6 13 20 27 3 10 17 24 31 7 14 21 28 5 12 19 26 2 9 16 23 30 7 14 21 28

Online (YT, OLV)

Influencer

Influencer

Social (META/TIK TOK)

Connected TV

ARMORSAURS





2026 CALENDAR

2026

	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
DIGITAL				VIDEO KIDS DISNEY YT	YOUTUBE SOCIAL	CTV	
CONTENT			TOYS: FALL SET				SEASON 2 TRAILER
YOUTUBE	YOUTUBE BRIDGE CONTENT & TOY PLAY EPISODES						
PAID MEDIA							
TV						TV	
GAMING	ROBLOX GAME & AMP PROGRAM						
EVENTS	PYRKON FESTIVAL FANTASYKI						
SOCIAL/ONLINE PAID MEDIA					SOCIAL + INFLUENCERS		

MiRRor Mi

ORIGINAL ALBUM
HIT SONGWRITERS + PRODUCERS
COLLECTIBLE VINYL

Mikron Mi F26 MARKETING PLAN

MAY

JUNE

JULY

AUG

SEPT

OCT

NOV

DEC

PRODUCT

F26
CORE

ACTIVATIONS

IN STORE
ACTIVATION

Media



TV

CONNECTED
TV

YOUTUBE

SOCIAL



SOCIAL (PAID + INFLUENCERS)
CAMPAIGN, LIFESTYLE, UNBOXING

POSM

WINDOW
DISPLAYS -SMYK
ECOMM
TAKEOVER



2026



35



Marketing Calendar F26



	JULY	AUG	SEP	OCT	NOV	DEC
TV	BABY born Series on TV - Season 3 on MiniMini+					
 						BABY born CTV (New Emma)
DIGITAL OLV Series Promotion	Online (YT, display) – content & product support					
						National Activation
PR/EVENT			Press releases –New Series, New products, ebook support		Coop with Pelagros	Family Event w/Instax
Content	ORGANIC SOCIAL					
						
SOCIAL	META CAMPAIGN, INFLUENCERS					
						
POP						NEW! BABY born in store branding
						