



## ABOUT PLAYMOBIL

Since 1974 PLAYMOBIL is the iconic role play toy system stimulating the imagination & promoting social intelligence of kids

- ★ #1 toy property in various territories
- ★ Sold in over 100 countries
- ★ Brand awareness: 88% Germany, 90% France, 90% Spain, 90% BeNeLux, 94% Greece
- ★ 3.000.000.000 figures & over 5.700 variations
- ★ Award winning & cult status



## KEYBEATS

- ★ 2021: Global launch of 2<sup>nd</sup> season Noveltmore on YouTube & YouTube Kids
- ★ New style guides e.g., Core Guide, Fairy, Princess & Heroes
- ★ 2024: 50th anniversary of PLAYMOBIL

## TARGET GROUP

- ★ Sweet spot: boys & girls, 4-10 years
- ★ Broader target group: boys & girls 8+, parents, grandparents, 3 generations effect

## CONTENT

- ★ Interactive website with mini-games, videos, colouring templates and a lot more
- ★ Several official PLAYMOBIL YouTube channels in different languages: English, German, French, Italian, Spanish, etc.
- ★ Huge variety of apps: Police, Princess, Mission Mars, Crystal Palace, Dinosaurs and much more
- ★ PLAYMOBIL boys & girls magazines
- ★ Audio play episodes "Die Playmos"
- ★ Over 30 different play themes



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# NOVELMORE



## ABOUT NOVELMORE

Welcome to NOVELMORE! The fabulous world of knights, magicians & villains.

Within the new PLAYMOBIL knights' universe several parties battle around a legendary treasure to hold the power that comes with this mighty artefact.

## KEYBEATS 2021/22

- ★ TOP 5 PLAYMOBIL Brand
- ★ +60% in comparison to PLAYMOBIL Knights
- ★ 2x yearly launch of new products



## TARGET GROUP

Boys: 6 to 9 years

## CONTENT

- ★ 2021: Global launch of Novelmore season 2, 14 episodes x 11 min. on YouTube & YouTube Kids
- ★ 1st eps. watched over 1 Mio times globally
- ★ > 30 million views worldwide
- ★ Seen approx. 1 million times in Germany in the first 2 weeks
- ★ Interactive website with videos, games and information around Novelmore and the characters
- ★ Further creative content on YouTube and YouTube Kids
- ★ Magazines with original PLAYMOBIL figure
- ★ Audio play
- ★ 2021: Launch of two new NOVELMORE realms → Journey to VIOLET VALE & SALAHARI SANDS







## ABOUT DINO RISE

In the Texas desert, Ian and his friends make a spectacular discovery: living dinosaurs!

The teenagers free the prehistoric giants through a portal from Dino Rock and join forces with them to form Team DINO RISE. Equipped with hypermodern combat gear, the team takes on the perfidious robots of the Comet Corporation. Will they manage to save the world of the dinos? The new PLAYMOBIL world DINO RISE invites you to become the hero of this ultimate dinosaur adventure.

## KEYBEATS 2021/22

- ★ May 2021: Launch of 7 playsets
- ★ 2022: Placement of new content and 2x yearly launch of new products
- ★ Matching DINO RISE style guide



## TARGET GROUP

Boys: 5 to 10 years

## CONTENT

- ★ May 2021: Global Launch 1st Season DINO RISE - The Legend of Dino Rock
- ★ Placement of the DINO RISE series with 7 episodes of 7 minutes each on YouTube and YouTube Kids
- ★ Over 13 million views worldwide\*
- ★ Major launch campaign with TVCs and online marketing activations (e.g., YouTube, YouTube Kids, newsletter, SEA and social media advertising)
- ★ Languages: English, German, Spanish, French, Italian & Dutch



> 13 Mio. views worldwide









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