

DISNEY CONSUMER PRODUCTS

CHALLENGE

Drive sales of Disney and Bandai's new "Power Rangers Ninja Storm" Toy Line during the busy and crowded Holiday season. The program required national execution that was extremely turn-key for all participating retailers but also had a high-perceived value and an instant gratification component to encourage multiple purchases.

SOLUTION

TRG accomplished this by creating the "Ninja Power Instant Win Game" with over 2 million prizes. The instant win scratch-off included an "everybody wins" component, Power Rangers Storm Sticks, that were redeemed via mail-in redemption. The Grand Prize was the Ultimate Power Rangers Party, and additional prizing included Game Boy Advance with Power Rangers game and Ninja Storm videos.

SUPPORT

- 2.5 million promotionally stickered Power Rangers toys
- Featured in the weekly Toys 'R Us circular
- Dedicated in-store displays
- Promotional tag on both television and radio advertising

RESULTS

The program garnered high levels of participation from all retailers and increased in-store exposure through POP displays and larger in-store footprints. Prize redemption was over 50% for the high-end prizes and the promotion was featured in 75% of all Power Rangers national television advertising. Since this program, Disney has continued to work with TRG on an ongoing basis.



Ninja Power Instant WIN Game

POWER RANGERS NINJA STORM **BAN DAI**

Prize Claim/Shipping Info
To claim your prize, please complete the Winner Information Form below. Only legible, complete claim forms will be honored.

Name _____
Address _____
City _____ State _____
Zip _____ Phone _____

Once completed, mail this original Game Piece to:
Winner
NINJA POWER INSTANT WIN GAME
2630 Holdrege Avenue
Los Angeles, CA 90016

Prize claims must be mailed via certified mail, return receipt requested. Please make a photocopy of your original Game Piece. See attached official rules for complete details and prize claim redemption deadline. For questions, email NinjaPowerWin@TheReganGroup.com

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SAVE 1.00

On Any BAN DAI Toy of \$9.99 or More!

Rules:
Consumer: Offer is limited to one coupon.
Retailer: Bandai will reimburse you for the face value of this coupon plus \$.08 handling.
Address where to send coupons for reimbursement, etc.
EXPIRES XXXXXX

POWER RANGERS NINJA STORM

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