

# Media Campaign - New Zealand

Our national media campaigns running from October to December is driving excitement and sending shoppers into stores. Stock up on our advertised products now to be ready for the Christmas rush.



## Details of the Campaign:

Channel	Targeting	Location	Live Dates	Products Advertised
<b>You Tube</b>	Mums 25-55 years	National	Sun 16th Nov - Sat 6th Dec	Rush Hour
<b>You Tube</b>	Mums 25-55 years	National	Sun 16th Nov - Sat 6th Dec	Gravity Maze
<b>You Tube</b>	Mums 25-55 years	National	Sun 16th Nov - Sat 6th Dec	Zingo!

### Gravity Maze



Product Code: **TN76433**  
 NZ W/S Price: **\$53.40**  
 Barcode: **4005556764334**  
 NZ RRP: **\$84.99**

### Rush Hour



Product Code: **TN76598**  
 NZ W/S Price: **\$28.80**  
 Barcode: **4005556765980**  
 NZ RRP: **\$47.99**

### Zingo!



Product Code: **TN7700**  
 NZ W/S Price: **\$32.00**  
 Barcode: **0019275077006**  
 NZ RRP: **\$51.99**



## Details of the Campaign:

Channel	Targeting	Location	Live Dates	Products Advertised
<b>You Tube</b>	Mums 25-55 years	National	Sun 16th Nov - Sat 6th Dec	Cargo Railway Deluxe Set 54 pieces
<b>You Tube</b>	Mums 25-55 years	National	Sun 16th Nov - Sat 6th Dec	My First Railway Beginner Pack 18 pieces
<b>You Tube</b>	Mums 25-55 years	National	Sun 16th Nov - Sat 6th Dec	BRIO Brand ad

### Cargo Railway Deluxe Set 54 pieces



Product Code: **BRI33097**  
 NZ W/S Price: **\$251.60**  
 Barcode: **7312350330977**  
 NZ RRP: **\$379.99**

### My First Railway Beginner Pack 18 pieces



Product Code: **BRI33727**  
 NZ W/S Price: **\$80.70**  
 Barcode: **7312350337273**  
 NZ RRP: **\$129.99**

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Channel	Targeting	Location	Live Dates	Products Advertised
<b>You Tube</b>	Women 25-45 years	National	Sun 9th Nov - Sat 6th Dec	Open Stable "Little Horseshoe"
<b>You Tube</b>	Women 25-45 years	National	Sun 9th Nov - Sat 6th Dec	Mobile Vet with Trailer
<b>You Tube</b>	Women 25-45 years	National	Sun 9th Nov - Sat 6th Dec	Ute with Trailor HC

### Open Stable "Little Horseshoe"



Product Code: **SC42703**  
 NZ W/S Price: **\$103.09**  
 Barcode: **4069111000091**  
 NZ RRP: **\$179.99**

### Mobile Vet with Trailer



Product Code: **SC42704**  
 NZ W/S Price: **\$138.90**  
 Barcode: **4069111000145**  
 NZ RRP: **\$229.99**

### Ute with Trailor HC



Product Code: **SC42705**  
 NZ W/S Price: **\$210.90**  
 Barcode: **4069111086774**  
 NZ RRP: **\$329.99**



## Details of the Campaign:

Channel	Targeting	Location	Live Dates	Products Advertised
<b>You Tube</b>	Boys 8 -14 years	National	Sun 16th Nov - Sat 6th Dec	GraviTrax Star Wars Special Starter Set
<b>You Tube</b>	Boys 8 -14 years	National	Sun 16th Nov - Sat 6th Dec	GraviTrax Junior Range

### Star Wars Special Starter Set



Product Code: **GX23860-6**  
 NZ W/S Price: **\$176.60**  
 Barcode: **4005556238606**  
 NZ RRP: **\$269.99**

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Channel	Targeting	Location	Live Dates	Products Advertised
<b>YouTube</b>	Boys 8 - 14 years	National	Sun 16th Nov - Sat 6th Dec	Pirates Range
<b>YouTube</b>	Girls 4 - 8 years	National	Sun 16th Nov - Sat 6th Dec	Animal Hotel

### Pirate Ship



Product Code: **PMB71418**  
 NZ W/S Price: **\$66.30**  
 Barcode: **4008789714183**  
 NZ RRP: **\$109.99**

### Skull Island



Product Code: **PMB71531**  
 NZ W/S Price: **\$59.70**  
 Barcode: **4008789715319**  
 NZ RRP: **\$99.99**

### Canon Master



Product Code: **PMB71421**  
 NZ W/S Price: **\$10.40**  
 Barcode: **4008789714213**  
 NZ RRP: **\$17.99**

### Battle against the Giant Octopus



Product Code: **PMB71419**  
 NZ W/S Price: **\$27.58**  
 Barcode: **4008789714190**  
 NZ RRP: **\$67.99**

### Animal Hotel



Product Code: **PMB71742**  
 NZ W/S Price: **\$79.30**  
 Barcode: **4008789717429**  
 NZ RRP: **\$134.99**

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## Details of the Campaign:

Channel	Targeting	Location	Live Dates	Products Advertised
<b>You Tube</b>	Mums 25-55 years	National	Sun 16th Nov - Sat 6th Dec	Shopping List
<b>You Tube</b>	Mums 25-55 years	National	Sun 16th Nov - Sat 6th Dec	Crazy Chefs
<b>You Tube</b>	Mums 25-55 years	National	Sun 16th Nov - Sat 6th Dec	Rainbow Unicorns

### Shopping List



Product Code: **OC003**  
 NZ W/S Price: **\$17.70**  
 Barcode: **5011863100429**  
 NZ RRP: **\$29.99**

### Crazy Chefs



Product Code: **OC17**  
 NZ W/S Price: **\$17.70**  
 Barcode: **5011863101044**  
 NZ RRP: **\$29.99**

### Rainbow Unicorns



Product Code: **OC095**  
 NZ W/S Price: **\$24.80**  
 Barcode: **5011863000200**  
 NZ RRP: **\$40.99**

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## Details of the Campaign:

Channel	Targeting	Location	Live Dates	Products Advertised
<b>tvnz+</b>	Women 25-54 & Homes with Kids	National	Sun 9th Nov - Sat 29 Nov	Band Promotion - Best Sellers

### On The Go - Water WOW! - Farm



Product Code: **MND73098**

NZ W/S Price: **\$7.70**

Barcode: **681147000575**

NZ RRP: **\$12.99**

### Zoo Animals Sound Puzzle - 8pc



Product Code: **MND74882**

NZ W/S Price: **\$23.70**

Barcode: **681147005334**

NZ RRP: **\$39.99**

### Ms. Rachel Blocks + Activity Cards



Product Code: **MND50357**

NZ W/S Price: **\$32.00**

Barcode: **000772503570**

NZ RRP: **\$54.99**

### Super Smile Dentist Play Set



Product Code: **MND73042**

NZ W/S Price: **\$48.70**

Barcode: **681147005372**

NZ RRP: **\$79.99**

### Vending Machine - Coming Soon



Product Code: **MND73586**

NZ W/S Price: **\$101.00**

Barcode: **681147002609**

NZ RRP: **\$169.99**