

The Beatrix Girls



The Beatrix Girls

They'll Rock Your World!



The Executive Team

Sherry Gunther

President



Two time Emmy Award winning producer and studio executive with 20 year proven track record producing such hits as The Simpsons, Family Guy, Rugrats, and Looney Tunes. Headed up Hannah Barbera during launch of Cartoon Network. Spent past 7 years as pioneer in digital media content for kids, virtual worlds, games, and social networking.

Dax Kimbrough

Marketing & Music



19 yr. senior entertainment marketing veteran at Universal Music, EMI Music, and THQ Inc.; working with platinum artists Nirvana, The Beach Boys, and Katy Perry; video game franchises Saints Row and UFC, and brands such as State Farm and AMEX. Dax holds a MBA from USC, where he is also an adjunct professor for "The Business and Economics of Music."

Cliff Rosenberg

Manufacturing and Sales



Seasoned toy industry professional with invaluable relationships with top retailers, toy reps and factories. Over 30 years in toy design, licensing and manufacturing. Founding and Managing Director Rosco Toys, Hong Kong. Emphasis on quality control, safety compliance, and strict adherence to production timelines.



Multi-Platform Media Brand

Differentiated Dolls with integrated music and digital presence

- Fully developed entertainment brand
- Unique stylized dolls breaking the mold of 50 years of "Me Too"s
- Dolls ARE a band
- Original hit music
- Original video webisodes
- Digital media presence
- Leveraging TV music/singing trends



The Beatrix Girls

Musicians and Role Models
Empowering Young Girls



- They're musicians, they're dolls, they're role models for a new generation of empowered girls
- They're an accomplished pop band with real music that girls are sure to adore
- They've achieved the pop star success that young girls dream of
- They've done it through talent tenacity and old-fashioned hard work
- None of the success has gone to their heads- they're young, they're real, they're spunky and they're relatable

They're Real!

These dolls:

- Interact in full size human world
- Produce
 - Real music
 - Real hits
 - Real sales

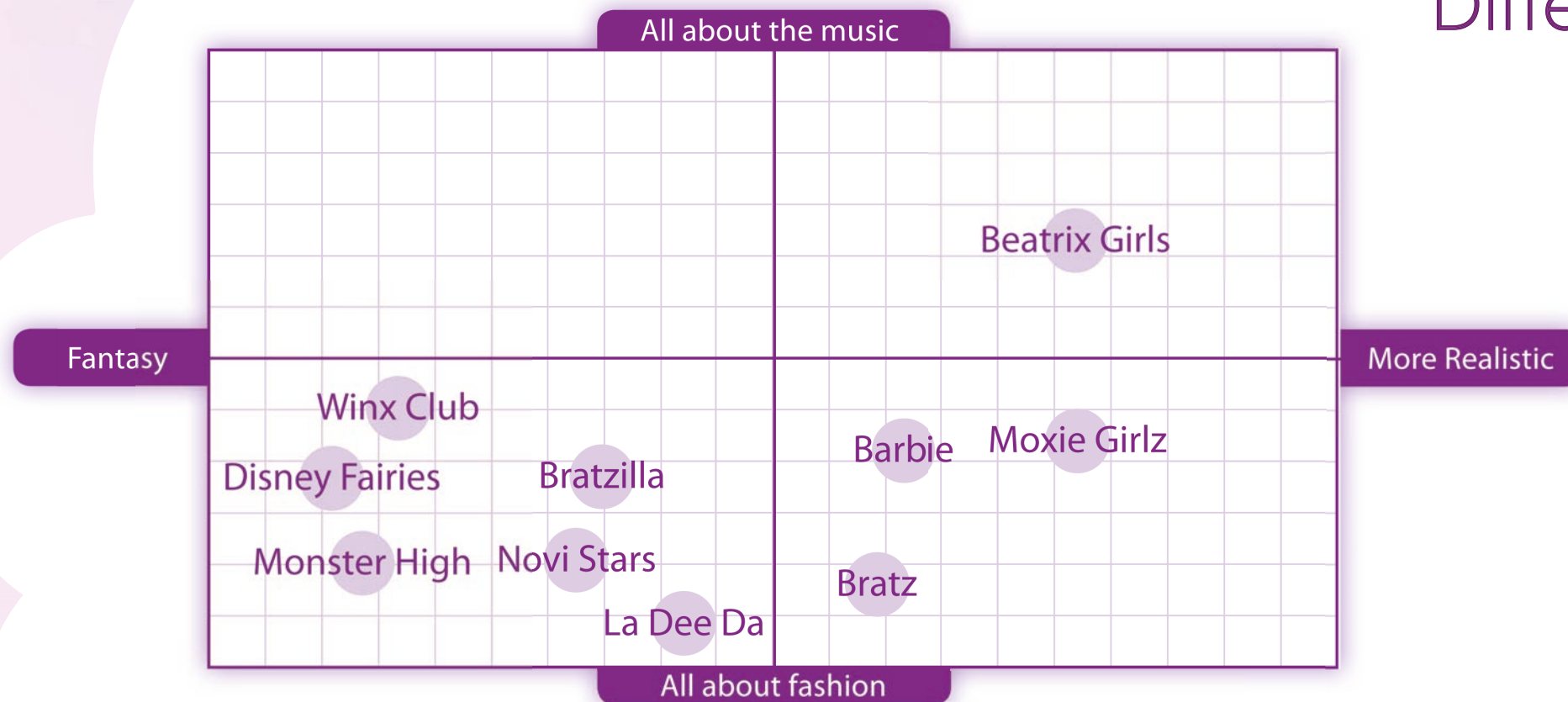
Nothing plastic about this band of girls

- Four fully developed personalities
 - Each plays instrument
 - Each sings
 - Each has style and personality



The Beatrix Girls

Differentiated Positioning



- Current new dolls are all playing in same crowded space
 - Fantasy
- Beatrix Girls- innovative and unique
 - Real
 - Music/band
 - Interact in real world



The Product

The Beatrix Girls

The Dolls



2014 Product Overview

Dolls and Musical Instruments and Accessories



2014 Product Overview

Hair Care and Accessories





Partnerships & Alliances

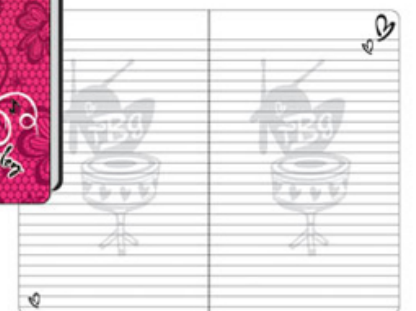
Licensing and Strategic Deals

Integrated with Toys



- **Strategic Partnerships**
 - Peavey
- **Promotional Partnerships**
 - QSR Deals for 2015
- **Licensing Categories Signed**
 - Bedding Bath & Beach- Franco and Sons
 - Footwear- Playa Vista Designs
 - Backpacks, luggage, bags, lunch kits- Fast Forward
 - Outerwear, hats, gloves- Berkshire Fashions
 - School supplies & stationary- Skyhigh
 - Girls' accessories, novelty, & jewelry- Hanover Group
 - Girls' sleepwear- AME
 - Girls' instruments- Peavey Electronics

Licensed Merchandise





Consumer Insights

Focus Group Testing

Powerful Positive Response



- 7 separate focus groups
 - 36 girls, 24 moms
- Experienced and objective
 - Moderator with expertise in dolls and kids
 - Q-Insights- Reputable Facility
 - SRC- agency expertise
- Insights gained:
 - Response overwhelmingly positive for:
 - Doll's physical appearance
 - Doll's personalities
 - Music
 - Website
 - Webisodes
 - Accessories
 - Moms' and girls' receptions
 - Enthusiastic and high-energy



Focus Group Results

"It's a Winner!"

- Webisodes considered entertaining and fun by girls- even inspirational for their own play ideas- videos they could make.
- Hand-held dolls in webisodes seemed natural and real to the girls and unique and cute to many moms.
- Overall favorite doll is Lark -"prettiest."
- However, among Latina and mixed race girls, Chantal, with the darkest skin tone, was more relatable and preferred.
- After viewing the webisodes, the girls' interest in the dolls increased markedly – based on a deeper understanding of the doll personalities
- Both girls and moms expressed keen interest in purchasing the dolls and using the website as soon as possible.

Play Reel



Integrated Marketing

MARKETING DRIVERS

Engage Consumers Through the Power of Entertainment



Online/ Social



Media



In Store



PR



Music



Original Content

Music

Real Music / Real Music Professionals

- 8 new original songs Written and composed by platinum song writer/producer
- Grammy Award winning engineer at Capitol Studios
- Pop music with kid-appropriate lyrics
- Fun, high energy music with a unique and cohesive band sound
- All 4 dolls sing
- Pipeline to create new songs – music studio



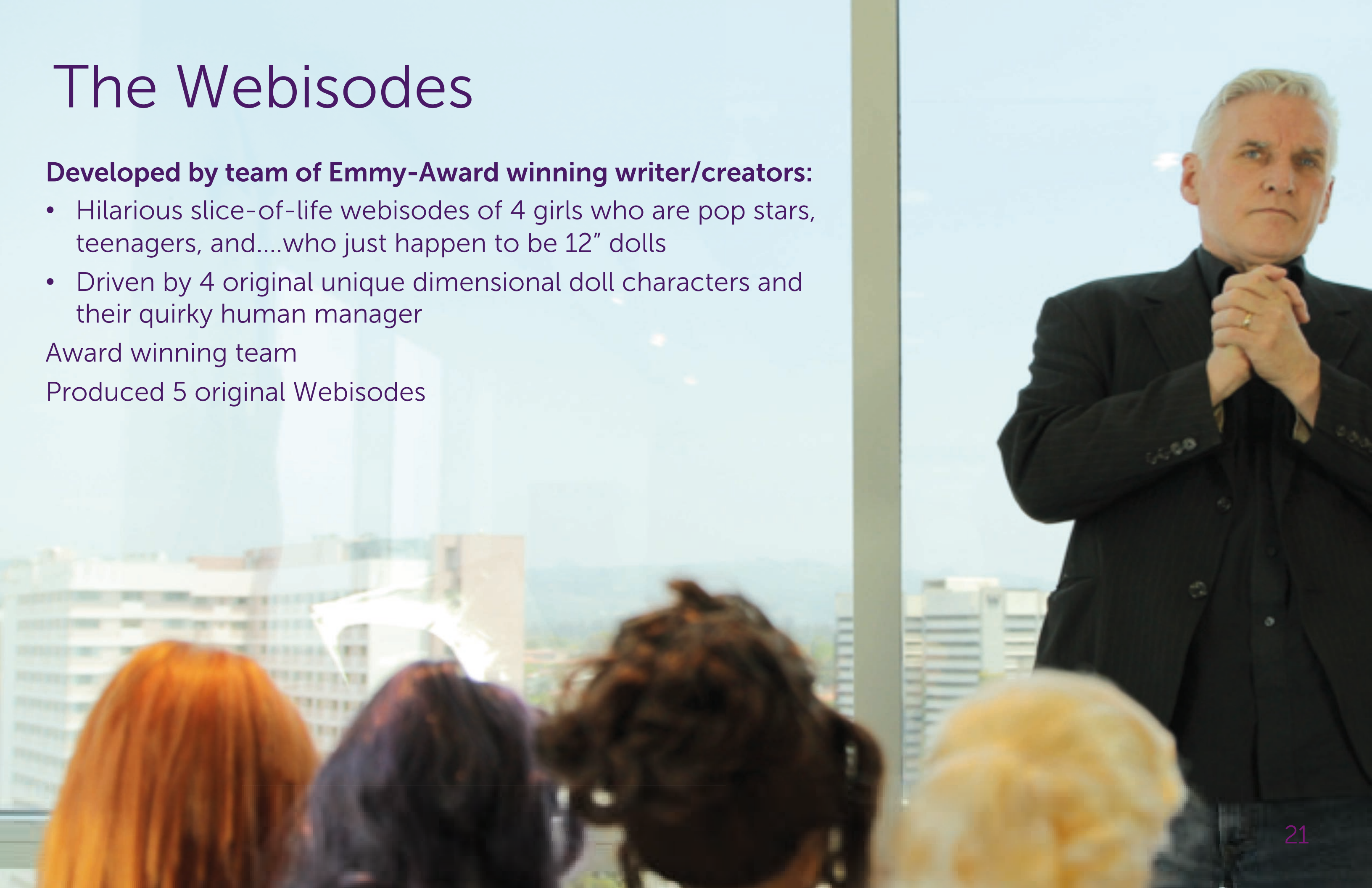
The Webisodes

Developed by team of Emmy-Award winning writer/creators:

- Hilarious slice-of-life webisodes of 4 girls who are pop stars, teenagers, and....who just happen to be 12" dolls
- Driven by 4 original unique dimensional doll characters and their quirky human manager

Award winning team

Produced 5 original Webisodes



Ground Breaking Fan Website

www.TheBeatrixGirls.com

State of the art fan website

- Dynamically populated by social media posts
- Download music, videos and more
- VIP registration with purchase
- Kids' radio station
- Continually updated photos blogs and posts from band members



SOCIAL MEDIA

Strategy : Drive Interaction with Brand Story and Music



Bloggers –Beatrix VIP Blogger club to increase brand affinity and create brand evangelists with influential mommy bloggers.



Facebook = A comprehensive program that includes a serialized story that will continue throughout the year, Follow their antics while on tour.



Twitter- Engagement with Mom's & Bloggers to increase reach and brand engagement.



Instagram- Support brand story arc with posts that compliment their travels

PRESS / PR

Strategy : Drive Interaction with Brand Story and Music



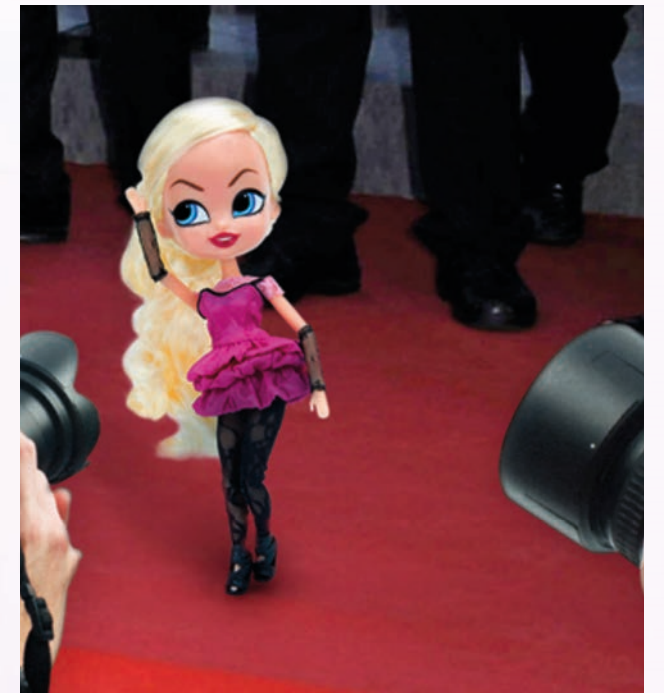
Online—Supplement Social Media through PR focus on Mommy Blogger Events, and online press



TV= Participation in key holiday toy TV segments with Toy Insider



Consumer Press- Full coverage of all major publications aimed at targeted demos



Events- Live events at retail, music venues, and family friendly events.

MEDIA

Multi-Million Dollar TV, RADIO, ONLINE program Targeting Girls and Moms



National Cable Buy
throughout 2013
including DRTV, Disney, ,
Disney XD, Nickelodeon,
and The Hub



National Radio
Program with Radio
Disney



Online Buys with
Facebook, YouTube,
Search, Disney Digital

See media plan for additional details.

MUSIC

Connect with Consumers through the power of music.



Music

- Saturating all online outlets iTunes, Pandora, Spotify, etc.
- Radio Promotion on-air giveaways



Peavey

- Global Instrument and Equip Company.
- Music Retail Partnership programs (Guitar Center, Sam Ash.)



Education

- Targeting Educational partnerships with schools
- Peavey Girl – Empowerment foundation. “Using Music to Empower Young Girls



Live Concert

- Develop a Test live show by Spring 2014
- Full Live Show by 2015

In-Store

In-store Promotional Support



Positioning

- Full Featured End-cap (possibly multi-media)
- Shelf-Talkers

In-Store Promotional Events

- Black Friday
- Music Events
- Shelf-Talkers

Retailer Custom Vehicles

- Rotos
- In Store Video
- Shelf-Talkers

ToysRUs.com

- Full Branded Page
- Content Integration

Beatrix on the Shelves

Launching Fall 2013

- Toys R Us launch
 - October 2013
- Justice Holiday Exclusive
 - November 2013
- Domestic Specialties and eTailers
 - October 2013
- Justice Spring Launch
 - Spring 2014
- 2014 Fall- full global distribution





The Beatrix Girls

The Beatrix Girls offer:

- Innovative differentiated product
- Ground-breaking webisode series
- Digital integration
- Top hits music
- Promotional support
 - In store
 - Events and PR
 - Television & Radio ad campaign
 - Comprehensive Music Marketing
 - Digital media marketing

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