

**TACTIC**

# Strawberry Shortcake™





# Strawberry Shortcake™

## Strawberry Shortcake is:

### Timeless Brand Reimagined for Fall 2014

- 30+ year brand heritage and equity
- Presence in today's marketplace
- New look appeals to girls in 2014
- Bridges between fantasy collectibles and traditional (older) fashion dolls
- Breadth of rich content, characters and storylines
- Product innovation and marketing plan
- On trend for girls and approved by moms

### A Berry Strong Brand

- 95% brand awareness with moms of girls aged 2-5
- Top-rated show on The Hub
- Top-selling preschool DVD franchise
- Avid following on websites and YouTube
- \$4B in global sales since 2002 with 600+ licensees

### Strawberry Shortcake's Berry Bitty Adventures

- #1 Animated Series for Girls 2-5 on MTV3 in Finland, other Nordic countries TBC
- Season 4 in development for 2014

### DVD Sales

- #3 Preschool DVD brand in 2012: 1.95 Million units
- DVDs contain 3-4 episodes with over-arching theme
- 2014 Releases: 2/4, 5/6 and 9/16

### Now available on Netflix!

- US, Canada, UK, Latin America, Scandinavia, Netherlands, Luxembourg



## Beads



### Make your own Strawberry Shortcake jewellery!

For little girls with an eye for pretty things, there is nothing better than our gorgeous bead sets. With everything you need to make beautiful jewellery, these little sets really allow children to use their creativity and imagination!



## Travel Games



### Travel games with style!

Our range of Strawberry Shortcake products will be completed by a three compact travel games - Domino, Lotto and Memo! With easy-to-learn rules and great durable game parts these games will keep every little princess happy even on longer journeys.





## Puzzles 56 pieces



## Big Puzzles 6-35 pieces





# Memo



## Can you find the pairs?

Turn over two tiles and try to make a pair! The player with the most pairs at the end of the game wins. With pretty pictures from the world of Strawberry Shortcake this little Memo game helps children learn logical thinking in a really fun way!

# Labyrinth



## Get ready for a pink berry treasure hunt!

Build the game board with the labyrinth pieces and start looking for berries - just remember that someone might try to steal them from you! When you think you've got the biggest berry treasure, you can head to the finish line, but the winner will not be declared until everyone has counted their berries. With a changing game board and the beautiful Strawberry Shortcake theme, this game is a hit in the making!



## Fashion Doll Assortment



### 6" Fashion Dolls

- Sweet-scented dolls with iconic fashion & comb
- Updated sculpt & deco to match animation

## Berry Bitty Shops with Doll



### Shop playsets with Doll

- **NEW:** Playsets for a 6" dolls, not done previously!
- Strawberry Café and Lemon Salon with doll



## Sweet Beats Dolls



### Dolls and Instruments

- Strawberry Shortcake, Plum and Raspberry in glittery fashion
- Includes a pretend instrument, microphone
- Extra fashion accessories included for mix & match play

## Sweet Beats Dolls



## Role Play

### Dress Up Set



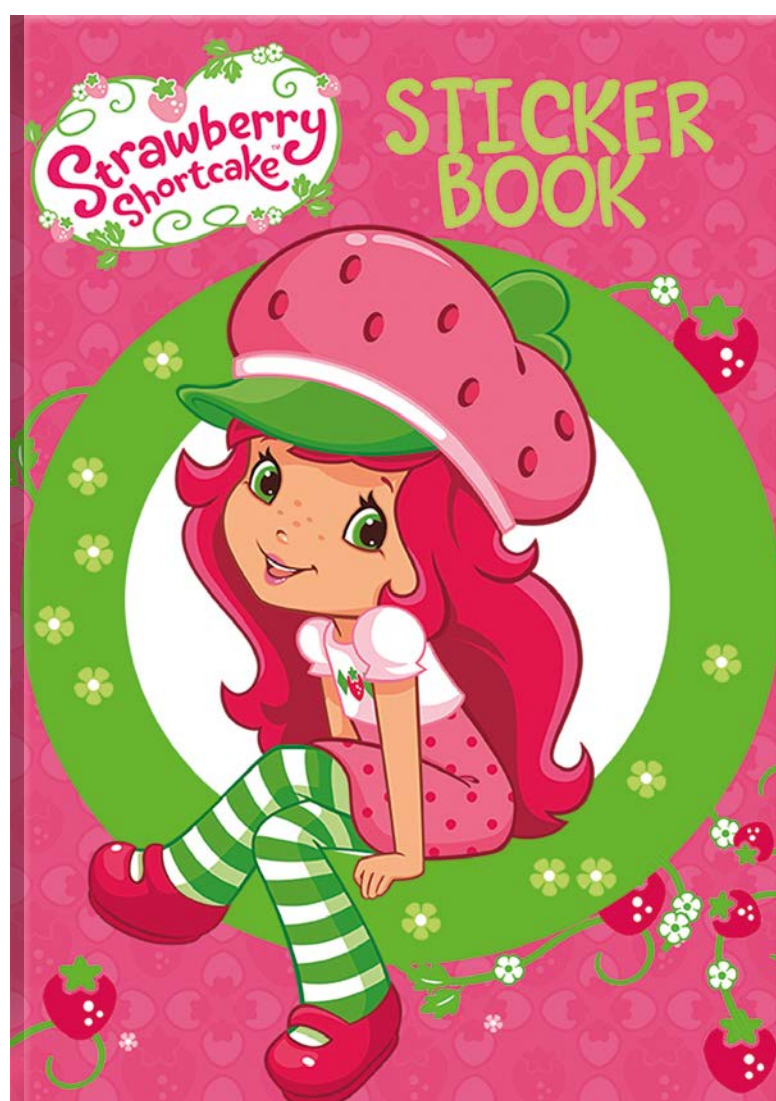


# Sticker Book



## Activity books with Strawberry Shortcake charm!

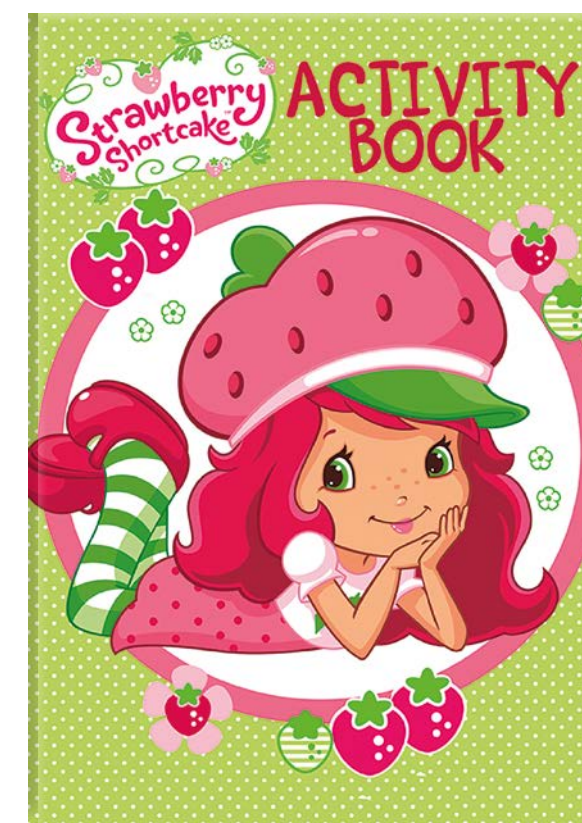
Strawberry Shortcake activity books are designed for children 3 years of age and up. The books are filled with fun activities that allow the child to discover the world of Strawberry Shortcake, and get creative.



### Sticker book

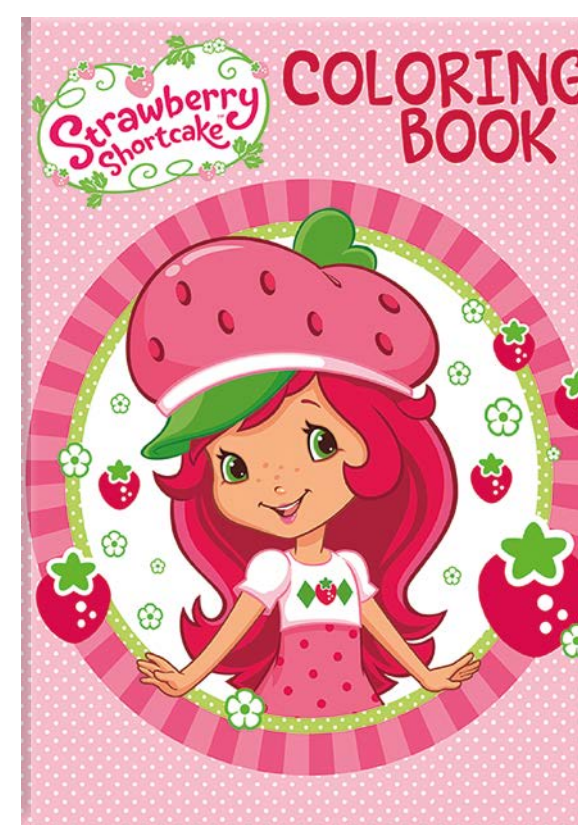
- 32 pages of activities with two sticker sheets

# Activity and Coloring Books



### Activity book

- 48 pages of coloring, puzzles and activities



### Coloring book

- 48 pages of coloring







## Tactic Games Oy

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