

PROJECTS

Project	Time Frame
Toy Fair Competitive Review	Annual
A presentation after the NYTF that gives an overview of all the top trends and toys. This project can be done jointly with the Boys' group or done separately.	
Trend Presentation	Annual
Information is usually from syndicated reports we have purchased- such as the Nickelodeon/Yankelovich Report, MTV Kids Study, etc. Since we tend to emphasize the information relevant to girls, this project is not shared with the Boys' division.	
NPD Consumer Panel (TMI) Annual Report	Annual
Domestic. Sometime around mid-March, NPD releases the annual U.S. Consumer Panel (TMI) data. Then after several weeks, they issue a report followed by a presentation. <i>Our group then supplements the report with analysis and recommendations for Mattel, Inc.</i>	
International. The International Consumer Panel data will be available in May/June. NPD issues their report in July/August. Similar to the U.S. NPD TMI report, our group writes analysis for the data and tries to point out Mattel, Inc. gaps/opportunities.	
Trend Newsletter- International (New)	Quarterly
A quarterly report on international trends affecting kids. Information mainly comes from secondary sources such as Profound or various magazine subscriptions or web sites. Contacting the affiliates to see if they have any information may also be helpful.	
Industry Update	Monthly
Monthly reports from NPD TRSTS data. The report gives an overview of the YTD and monthly sales numbers for various toy categories and manufacturers. Top items for specific toy categories are also listed with pictures, where available. Important news within the industry and/or competitors is also included.	

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Time Frame

Competitive Product List

Monthly

Monthly Excel spreadsheet from NPD TRSTS data. The spreadsheet lists categories, manufacturers, and items with their retail dollar, unit and average price for that month. This list is then e-mailed to Consumer Research and the Imagination Center.




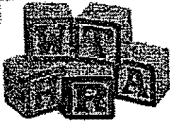

Trend Newsletter (Domestic)

Monthly

Each month the newsletter focuses on a different topic. Themes in the past have included "Cyber Holidays" and "Fall/Halloween". Information from secondary sources is also supplemented from primary research done in the Imagination Center.

TOY FAIRS/EVENTS

Since the dates of these events vary from year to year, either look in Playthings Magazine or contact each Fair for current information. For International Toy Fairs, the affiliates will be able to make hotel and registration reservations.

Event	Time Frame
Hong Kong Toy Fair <u>Contact:</u> Hong Kong Trade Development Council, Phone: 212-838-8688 Fax: 212-838-8941 Website: www.hktdcfairs.org.hk	Around Jan 11-15 
Nuremberg Toy Fair * <u>Contact:</u> Spielwarenmesse eG, Messezentrum, Karl-Schonlebe, Strasse 65, Nuremberg, Germany, Phone: 49-911-998-130 <u>Other:</u> It's best to go is as a U.S. retailer since you will not be asked as many questions (i.e., where is your store etc).	Around Feb 3-9 
New York Toy Fair * <u>Contact:</u> Toy Manufacturers of America, Phone: 212-675-1141 Fax: 212-645-3246 Web site: www.toy-tma.com	Around Feb 10-17 
Pomona Toy Fair * <u>About:</u> Although this is a small fair, it's a great place to pick up extra catalogs and price lists. Also, the manufacturers who didn't have their catalogs available at the NYTF, will have them avail here. <u>Contact:</u> Phylis St. John, Phone: 626-442-1635 Fax: 626-442-2146	Around March 6-9 
Tokyo Toy Fair <u>Contact:</u> Association, 4-22-4 Higashi-Komagata, Sumida-ku, Tokyo 130, Japan, Phone: 81-3-38292521 Fax: 81-3-38292510	Around March 18-21
E3 (Electronic Entertainment Expo) * <u>About:</u> E ³ is the industry's recognized forum for new product introductions. Over 2,500 products made their debut at E ³ in 1999. <u>Contact:</u> www.e3expo.com <u>Other:</u> Since the main objective of this show is for exhibitors to hype their products, it's best that you go to E3 as media (e.g., writer for Parenting Magazine etc) rather than as a buyer. See Business Card Section.	Around May 11-13 

* Have attended in the past

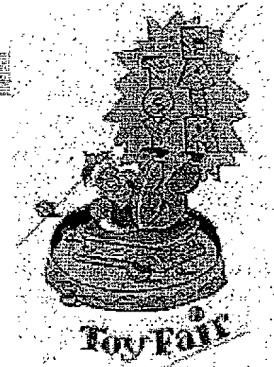
VILS 2010 075

TX 36028-00003

NEW YORK TOY FAIR

CONTACT INFORMATION:

Toy Manufacturers of America, Inc. (TMA)
1115 Broadway, Suite 400
New York, NY 10010
Phone: (212) 675-1141
Fax: (212) 645-3246
Email: toyfairs@toy-tma.org
Web Site: <http://www.toy-tma.org>



WHAT YOU NEED:

- Your drivers license
- Comfortable shoes
- Dress is business casual
- Business Cards-
You can get them from Kinko's (see Business Card Section)
- A carrying case
To carry all the catalogs and price lists, you should either bring a shoulder bag or a briefcase with wheels
- Proof of your business

Any one of these documents is acceptable:

- Resale tax certificate or business license for an industry related business
- Industry related business advertisement
- Wholesalers, importers/exporters must present catalogs illustrating their products
- *At least 3 recent industry manufacturers invoices for goods purchased wholesale and meant for resale.*

This is probably the easiest proof of business. You can contact someone in the Accounts Payable- retailer invoicing department to have them proctor an invoice with your company name on it. Each invoice should be for at least \$500 and dated within the last year.

VILS 2010 076

TX 36028-00004

NEW YORK TOY FAIR

REGISTRATION

If you have previously registered for the NYTF, the TMA will automatically mail you your pass through the mail prior to the Fair. Otherwise, you can either pre-register or register when you get there.

- **Pre-registration**

Registration forms are available through: Fax on Demand: (212) 675-1540

Email: toyfairs@toy-tma.org Web Site: <http://www.toy-tma.org/form2.html>
[form2.html](http://www.toy-tma.org/form2.html) Attendee Registration Form

Fax: (212) 645-3246

Or, write to: TOY FAIR - A TMA Event, P.O. Box 799, New York, NY 10159-0799

- **On-site registration**

Showroom Registration Tent Located on Worth Square, directly across from 1115 Broadway at W. 25th Street. Registering on-site only takes a few minutes

WHAT TO KNOW

- **Before you get there.** You should think about the
 - Size of your store- try to keep it reasonably small
 - What type of toys you sell
 - How many employees
 - Where exactly your store is located
 - How many stores you have-

- **Once you're there.**

Coordinate with your partner (generally two people from the research department attend the NYTF) as to what floors of the Toy Building each person will go to, so you don't duplicate efforts. Once you've gone to a manufacturer ask them if you can have a tour of their showroom. If they are full, then make an appointment to come back at a later time/date.

Manufacturers also accept appointment reservations prior to Toy Fair, however, it's best that you make them while you are at there, in case they want to run a background check on your store (i.e., if you've bought from them before, etc).

TRADING CATALOGS

Another way to get catalogs and price lists is to trade Mattel catalogs with other manufacturers. However, between the NYTF and the Pomona Fair, you can generally get all the important catalogs.

Nevertheless, for Hasbro, in case you need a CD-ROM of a catalog that was not distributed or a subsidiary catalog contact:

Jim Sperry, Director of Market Research at Hasbro

615 Elsinore Place, Cincinnati, Ohio 45202-1171

Phone: 513-579-4515 Fax: 513-579-4704

VILS 2010 077

TX 36028-00005

BUSINESS CARDS

WHERE

You can get business cards from Kinko's. The closest one is around the corner from Mattel on

630 N Sepulveda Blvd,
El Segundo, CA 90245-3439
Phone: (310) 322-9141
Fax: (310) 322-9218
Email: usa1012@kinkos.com

TIME FRAME/COST

Time frame: You should give them at least one week to design and print your cards.

Cost: A pack of 250 black and white business cards, which is the minimum you can buy, will cost \$21.99.

WHAT TO INCLUDE

- **Name:** You should always use your own name since you usually need to present your business cards with a picture ID (drivers license)
- **Address:** Use your home address in case the manufacturers want to send you materials. If you live in an apartment; call it Suite or just put the number sign in front of it rather than Apt.
- **Phone number:** You can either put down your home phone or make up a fake number. Just don't put down your Mattel number.

BUSINESS CARDS

Examples of business cards are below.

RETAILER BUSINESS CARD: best for Toy Fairs

PRESS BUSINESS CARD: best for E

NPD

WHO ARE THEY?

NPD stands for National Products Database. They supply two different types of data. Retail Panel Data (TRSTS) and Consumer Panel Data (TMI)

RETAIL PANEL DATA (TRSTS)

- **What is it?**
 - Data is from scanner sales
 - Competitive sales and price information at the SKU level
 - Data comes monthly
 - Countries available: US (coverage of 60%), UK (coverage of 64%), France (coverage of 60%), Germany (coverage of 42%), Spain (coverage of 57%), & Italy (coverage of 26%)
- **Uses-**
 - Competitive product tracking/sales
 - Seasonality/Life cycle analysis
 - Tests consumer response to competitive advertisements/promotions
 - Competitive SKU analysis

CONSUMER PANEL DATA (TMI)

- **What is it?**
 - Data is from a panel of households (12,000 in the US)
 - Strategic view of markets and brands across countries
 - Demographic purchasing profiles
 - Sales data projected to the total market- coverage is 100%
 - Covers all distribution channels
 - Countries available: US, UK, France, & Germany
- **Uses- Consumer behavior & demographics; for example:**
 - Age/gender of recipient
 - Influence of recipient on purchaser
 - Relationship of purchaser to recipient
 - Purchase reason/occasion
 - Number of children in household
 - Category/sales/market share analysis
 - Competitive manufacturer analysis
 - Retail/outlet analysis

NPD

CONTACTS:

- **US TMI or TRSTS questions**

- Michael Redmond
Account Manager, Toy Services Division
Phone: 516-625-2243
Fax: 516-625-2233
Email: michael_redmond@npd.com

} Deals with day-to-day questions

- Reyne Rice
Director, Toy Services Division in the US
Phone: 516-625-2365
Fax: 516-625-2233
Email: reyne_rice@npd.com

} Handles higher level questions. However, always contact Mike first.

- **International TMI or TRSTS questions**

- Philippe Guinaudeau
International Account Manager, Toy Services Division
Phone: 516-625-4391
Email: philippe_guinaudeau@npd.com

} Any international database, methodology or contract questions should be addressed to him.

- **Other**

- Kathleen Mercer
Vice President, Leisure Activities
Phone-516-625-4690
Fax: 516-625-2839
Email: kathleen_mercer@npd.com

} Both the domestic and international divisions report to her

SUBSCRIPTIONS

See following pages for company information and/or contracts. Most of these subscription costs should be split with the Boys' department, since they are shared resources.

- **The Dialog/Profound Corporation - \$6,300**
Chris Cunningham, Account Manager
Phone: 714-940-6505
Fax: 714-939-1912
User name: 232710
Password: fifth

} On-line database of newspapers and magazines

- **MTV Networks**
Laurie Klien
Phone: 203-358-2163

} Yearly syndicated report

- **Yankelovich Youth Monitor - \$14,000**
Steve Ward
Email: SWard@YANKELOVICH.COM

} Yearly syndicated report

- **Find SVP - \$6,000**
Phone: 212-645-4545
Account #: 12564
User #: 1256405

} You give them a question and they do the research. Use when you need a fast turnaround.
We are on a container contract with find SVP.

- **CED (Centre Europeen de Documentation) - \$3,500**
- Oliver Gautheret/ Christian Vaslin
Phone: 0-11-33-1-45-62-26-17

} International catalogs

* All costs are divided between the boys/girls divisions

SUBSCRIPTIONS

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- **Magazines/Newspapers**
 - American Demographics
 - Growth Strategies
 - Internet Marketing and Technology Report
 - Playthings
 - Research Alert
 - Sports Illustrated for Kids
 - Teen People
 - Toy Report
 - Trend Letter
 - World Toy News
 - Youth Markets Alert

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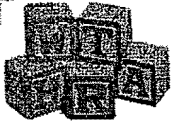

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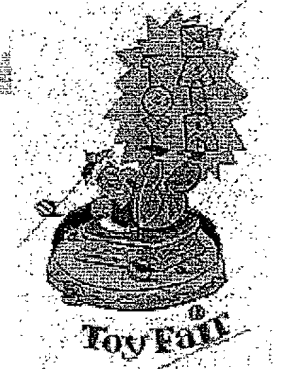
VILS 2010 086

TX 36028-00014

NEW YORK TOY FAIR

CONTACT INFORMATION:

Toy Manufacturers of America, Inc. (TMA)
1115 Broadway, Suite 400
New York, NY 10010
Phone: (212) 675-1141
Fax: (212) 645-3246
Email: toyfairs@toy-tma.org
Web Site: <http://www.toy-tma.org>



WHAT YOU NEED:

- Your drivers license
- Comfortable shoes
- Dress is business casual
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- A carrying case
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VILS 2010 087

TX 36028-00015

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Email: toyfairs@toy-tma.org Web Site: <http://www.toy-tma.org/form2.html>
[form2.html](http://www.toy-tma.org/form2.html) Attendee Registration Form

Fax: (212) 645-3246

Or, write to: TOY FAIR - A TMA Event, P.O. Box 799, New York, NY 10159-0799

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Jim Sperry, Director of Market Research at Hasbro

615 Elsinore Place, Cincinnati, Ohio 45202-1171

Phone: 513-579-4515 Fax: 513-579-4704

VILS 2010 088

TX 36028-00016

BUSINESS CARDS

WHERE

You can get business cards from Kinko's. The closest one is around the corner from Mattel on

630 N Sepulveda Blvd,
El Segundo, CA 90245-3439
Phone: (310) 322-9141
Fax: (310) 322-9218
Email: usa1012@kinkos.com

TIME FRAME/COST

Time frame: You should give them at least one week to design and print your cards.

Cost: A pack of 250 black and white business cards, which is the minimum you can buy, will cost \$21.99.

WHAT TO INCLUDE

- **Name:** You should always use your own name since you usually need to present your business cards with a picture ID (drivers license)
- **Address:** Use your home address in case the manufacturers want to send you materials. If you live in an apartment; call it Suite or just put the number sign in front of it rather than Apt.
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BUSINESS CARDS

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RETAILER BUSINESS CARD: best for Toy Fairs

PRESS BUSINESS CARD: best for D³

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 - Competitive manufacturer analysis
 - Retail/outlet analysis

NPD

CONTACTS:

- **US TMI or TRSTS questions**

- Michael Redmond
Account Manager, Toy Services Division
Phone: 516-625-2243
Fax: 516-625-2233
Email: michael_redmond@npd.com



Deals with day-to-day questions

- Reyne Rice
Director, Toy Services Division in the US
Phone: 516-625-2365
Fax: 516-625-2233
Email: reyne_rice@npd.com



Handles higher level questions. However, always contact Mike first.

- **International TMI or TRSTS questions**

- Philippe Guinaudeau
International Account Manager, Toy Services Division
Phone: 516-625-4391
Email: philippe_guinaudeau@npd.com



Any international database, methodology or contract questions should be addressed to him.

- **Other**

- Kathleen Mercer
Vice President, Leisure Activities
Phone-516-625-4690
Fax: 516-625-2839
Email: kathleen_mercer@npd.com



Both the domestic and international divisions report to her

SUBSCRIPTIONS

See following pages for company information and/or contracts. Most of these subscription costs should be split with the Boys' department, since they are shared resources.

- **The Dialog/Profound Corporation - \$6,300**
Chris Cunningham, Account Manager
Phone: 714-940-6505
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User name: 232710
Password: fifth
} On-line database of newspapers and magazines

- **MTV Networks**
Laurie Klien
Phone: 203-358-2163
} Yearly syndicated report

- **Yankelovich Youth Monitor - \$14,000**
Steve Ward
Email: SWard@YANKELOVICH.COM
} Yearly syndicated report

- **Find SVP - \$6,000**
Phone: 212-645-4545
Account #: 12564
User #: 1256405
} You give them a question and they do the research. Use when you need a fast turnaround.
We are on a container contract with find SVP.

- **CED (Centre Europeen de Documentation) - \$3,500**
– Oliver Gautheret/ Christian Vaslin
Phone: 0-11-33-1-45-62-26-17
} International catalogs

* All costs are divided between the boys/girls divisions

VILS 2010 093

TX 36028-00021

SUBSCRIPTIONS

See following pages for company information and/or contracts. Most of these subscription costs should be split with the Boys' department, since they are shared resources.

- **Magazines/Newspapers**
 - American Demographics
 - Growth Strategies
 - Internet Marketing and Technology Report
 - Playthings
 - Research Alert
 - Sports Illustrated for Kids
 - Teen People
 - Toy Report
 - Trend Letter
 - World Toy News
 - Youth Markets Alert