



# TOKYO TOY SHOW 2019

## REPORT

2019/06/19

Sourcing Support Team

# TOKYO TOY SHOW 2019 @TOKYO BIG SITE

【Buyer's Days】 June 13 (Thu) - 14 (Fri)      【Public Days】 June 15 (Sat) -16 (Sun)

- Total Visitors for 4 days : . . . 152,409 people ※VS last year: 95%

- Visitors of Takara Tomy booth for 4 days : . . . 42,231 people ※VS last year : 109.6%

40,000 are the Largest class of visitors of Takara Tomy booth. There were 14 shows on Takara Tomy own stage and these were popular. Not only displayed toys, kids could actually play the toys at each section.



Business days : Many visitors came in Takara Tomy booth at the 10 am (Opening time)



Public Days:  
It was crowd  
around entrance  
and stage area.

Many families were  
at each Tomy booth



# Award of Greatest Sales of last year



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L.O.L. サプライズ!  
シリーズ2 7サプライズ!

(株)タカラトミー

小売価格(税込)

1,814円

発売日/2018年8月25日



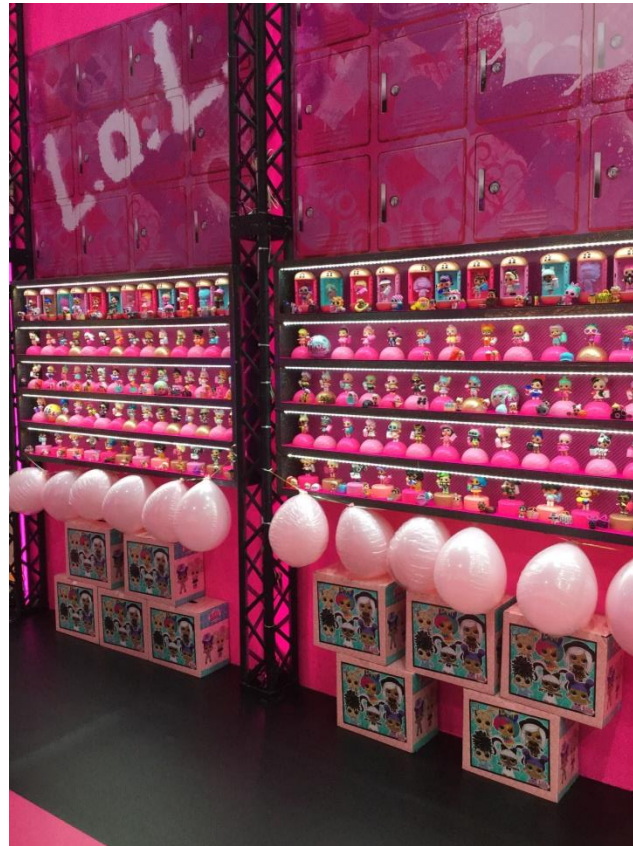
Ceremony of the award

L.O.L. Surprise!  
Series2 7 Surprise! won the award of  
Greatest Sales of Last year!!!!



# # L.O.L Booth

Cerebrate 1 year anniversary at L.O.L Surprise Diamond lounge in pink.



#P!nk Pink P!nk booth

#Displayed all L.O.L surprise! From Series.1 to Eye-Spy, and special appeal for Hair Goal launched on July.7<sup>th</sup> !!!

#Our Rena( R&D L.O.L team) worn L.O.L costume.→



# #Public days



#L.O.L fans were crazy about #Hair Goals and this L.O.L. booth.

# Visitors were interested in L.O.L. Hair Goals therefore there was a long line to see.

# L.O.L fans put on L.O.L accessory.

# #Media



# L.O.L was featured by ASAHI news paper (No.1 circulation of Japan!) It says Girls Toy led Toy markets in Japan last year and the L.O.L has been the best to contribute for Girls Toy.

# Morning TV News (terrestrial) Introduced Tokyo Toy Show and L.O.L showed up the program.

# End-user upload our booth report on Youtube !!  
<https://www.youtube.com/watch?v=E2xCTH9i8NM>

