

The Whole Nation is About to Go Wacky...

Wacky Packages®

is going to be TV Advertised!



We see a tight shot of the pack.
EXEC: ...with these stickers!



We hear a crowd of laughter. We widen to see the limo is surrounded by kids who have plastered the entire limo with Wacky Packages stickers. We do NOT see the stickers being applied.



Cut to one of the kids holding a fanned out pack of stickers.
KIDS: (with laughter under) Wacky Packages Rule!!!

PRE-PRODUCTION STORYBOARD ART



It's all happening in the next few weeks! Scheduled around the back-to-school season, these hilarious commercials will air for one-month and will undoubtedly boost demand for the recently introduced Series One. Check out the media details:

- WHO?** 50 Million Kids ages 6-11 will see this TV campaign!
- WHAT?** Outrageously funny, 15 second WACKY PACKAGES spots to run when most kids are watching: early weekday mornings, after school, and throughout weekends.
- WHEN?** 4-week on air blitz begins on September 16 and continues through week of October 11.
- WHERE?** On the most popular kids TV networks: Nickelodeon, Cartoon Network, Toon Disney, & Discovery Kids.

Act now and be prepared for the groundswell in demand. Check inventory levels...get the shelves ready...and display WACKY PACKAGES prominently for explosive impulse sales. Join in on all the WACKY PACKAGES fun and enjoy the sales surge from this unprecedented TV campaign.



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NOTE: If you're looking for more Series One stock, contact your Topps representative immediately for latest availability.