

The Power Key To Building The Batman™ Brand Awareness



Animated Banner Ad



Interactive Web Promotion



Promotional Premiums



Point-of-Sale Materials

A self-liquidating premium offer and online contest were used to drive awareness and sales of the new Batman™ EXP™ Power Key™ product line from Mattel. In addition to the development of the premium offer and contest website, the agency also managed POS and online ad development. **The results - the two-tiered program drove awareness of the new licensed property and had consumers wanting more of the licensed toys.**