

# PLAY FULL



Connecting with kids and doing it absolutely right is serious business, but when you can really rock their world, you know you've got

a success. For Vertical Marketing Network and client Bandai America®, that's exactly what happened for the Ben 10® Alien Creation Sweepstakes. Joining online activities with in-store events, the mega promotion transformed one winner into a chance of a lifetime opportunity as a Kid Reporter from Toy Fair, and others as Toys R Us® shopping spree winners. Way Cool! Way Fun!

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When it comes to connecting kids and brands, Vertical Marketing Network knows how to create integrated experiential programs that appeal to kids in a big way. The Ben 10 Alien Force™ Alien Creation promotion was developed and implemented for its Bandai America® toy client. The integrated and totally buzz-worthy program was all about fun, excitement, and brand involvement – executed in a powerful and Play Full way!

## How it Worked

This tiered sweepstakes program encouraged repeat visits to the Ben 10® microsite by offering kids multiple ways to interact with the brand. The game duplicated the play pattern of the key sales driver toy – the Ben 10 Alien Force Alien Creation. Once the activity was completed, kids could enter the Alien Creation Sweepstakes for a chance to win an exclusive grand prize trip to the 2010 Toy Fair trade show to serve as the Official Bandai Kid Reporter and get a sneak peek into next year's toys, or win a weekly "early-bird" \$500 Toys R Us® shopping spree. Kids could also download other sales driving offers such as money-saving coupons and mail-in offers for a limited edition glow-in-the-dark Ben 10 action figure. The promotion was supported with broadcast and online media, promotion publicity, as well as special GeoffryTron® billboard spots at the Toys R Us Times Square flagship store.

## Key Take Away

Integration helped keep the Ben 10 toy line top-of-mind during the holiday toy buying season. From the advertising to the on-going PR push which included mid-program publicity around the "early-bird" sweepstakes prizes at the winners' local Toys R Us stores to the sales driving offers. Everything worked together perfectly to generate awareness and drive sales. And, like the Ben 10 toys, it was full of action, play and fun.

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Sweepstakes**