

HOLD YOUR BREATH

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PRESENTS  
**BARRAKU**  
CREEPS FROM THE DEEP

2007



ANKORUUI

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## Introduction

- BIONICLE has a unique proposition in the market with constructable action figures
- For 5 consecutive years in the market BIONICLE has delivered more than 150 mio \$ in turnover
- With BIONICLE we have gained and maintained a global market share of 10+% of the action figure category
- BIONICLE is one of the strongest properties among boys 7-12 with global awareness levels at 80 to 90%, and ownership at >40%
- 2 independent wish list studies\* (US Nov. 2005) places BIONICLE on the boys' top 3 - of products they wish for

Funosophy Research Wishlist Study, Nov. 2005 and National Retail Federation Study Oct. 2005



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Strategy

- Key drivers to performance for BIONICLE in the future will be to drive recruitment of new users and increase purchase frequency among existing users by:
- Continue to strengthen the can \$9.99 business platform (the heart and soul of BIONICLE)
- Develop strong and highly differentiated products to encourage collectability
- Develop new and innovative packaging based on can platform
- Continue to develop impactful communication to emphasize newness
- Maximize conventional and unconventional media to involve the boys in a frequent interaction with BIONICLE



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## Generic consumer insights

### Purchase triggers

- The single most important entry point, when buying BIONICLE is the cool figure.
  - part of this are: masks and body shields, feet, weapons and functions
  - supported by the figure's personality
- Building and battling are also important aspects, but never more important than the cool figure.
- Keeping the right balance is extremely important, never forgetting that the attraction to the figure is a prerequisite for involvement!

### In-store impact

We also know and understand the importance of packaging appeal in-store. How important it is:

- to look new & different
- to break away from conventions
- making the right impact on shelf

**NEW NEWS!**

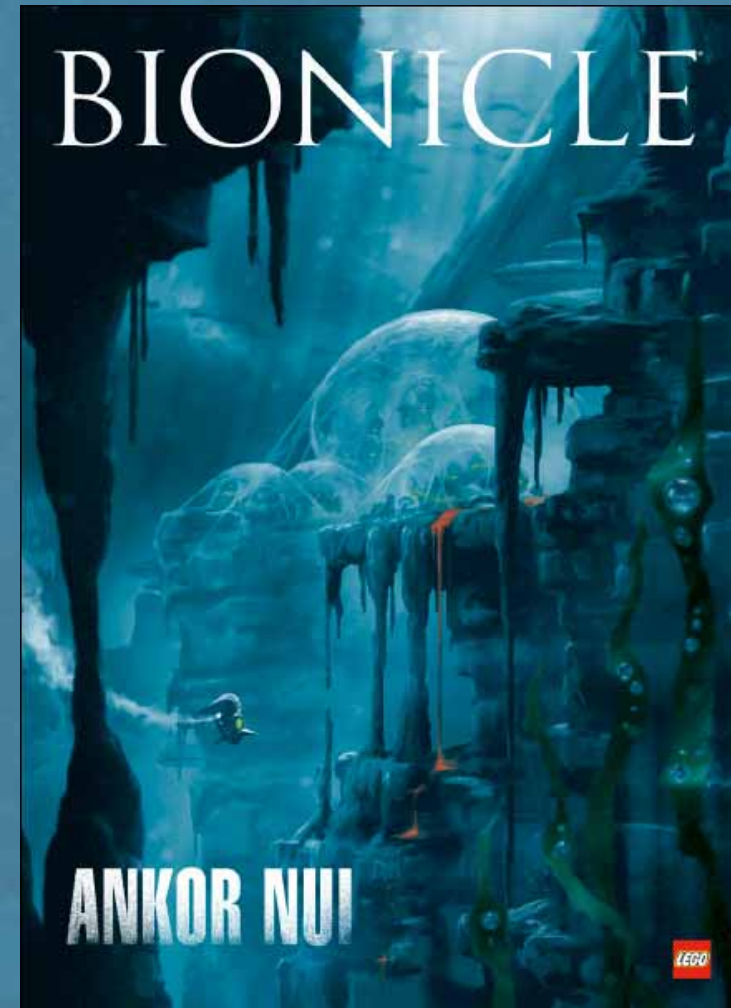


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Consumer research, US Nov. 2005.  
Conclusions:

- The underwater universe, product concept and functionalities tested very well
- The innovation level, the strong figures and underwater universe and the packaging were met with positive emotional responses
- The overall proposition is perceived as new, different and intriguing by the boys
- The theme shows great potential in triggering the boys' imagination and getting the inner movie started
- The underwater concept is strong in supporting both the product and the communication development.



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Product presentation

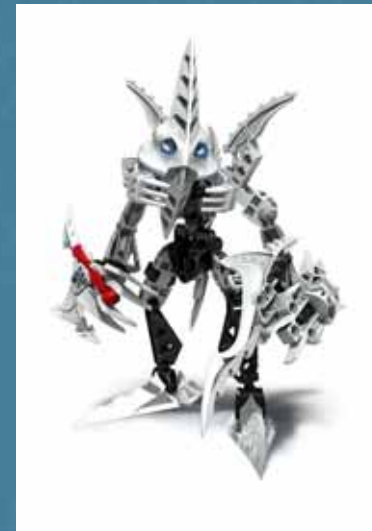
- To encourage collectability; 6 completely different bad guys: In stature, individual distinction, emphasis on each model's characteristics and personality
- Each model is built up in a completely new way, giving the heavy users more reasons to buy by having 6 different building experiences
- Concept commonalities that define "the squid team": Mutated to the environment and underwater creatures by bone structures, claws, spikes, giant jaws, etc. The organic textures by use of transparency, mix of colors and materials, glow in the dark
- Squid teams' generic weapon: the elastic squid launcher

**Summary: all in all strong differentiated products with excellent functionality allowing for action play and instant gratification!**



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"Squid Team" 2007



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Packaging

- Objectives:
  - distant ID
  - strong presentation of the cool figure
  - emotional appeal and involvement
- This is the canister, in which our squid team have arrived, and when impacted with the sea bed, standing in their individually colored rock formation
- Stackable.
- Shape and form: breaking all the horizontal and vertical lines at retail



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2007 bad guy cans!



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### Campaign

BIONICLE 2007 will be supported by an A priority campaign with a substantial amount of media support.

Out of season we aim for a full campaign, including a teaser campaign for our first spearhead launch of the bad guys; the Barraku.

For in-season 3 major campaigns: for Toa, middle&high price points and play themes.

### Communication objectives:

- We will continue to recruit new users to BIONICLE and to increase purchase desire among the existing user base through focus on the cool figures in a radically new campaign
- We will encourage collectability by communicating the individually different and strong characters and their personalities
- We will continue the sub-brand strategy for our core line – meaning for the two spearhead campaigns, again to emphasize new
- Maximize conventional and unconventional media to involve the boys in a frequent interaction with BIONICLE



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Summary

- A range of cool new figures in outstanding cans that will make an strong impact with consumers stimulating buzz
- The highly differentiated figures will encourage collectability, making the same boy buy more figures within the same launch
- Unique functions, will make a great action play
- Supported by an A priority campaign, we will maintain a high level of recruitment of new users to BIONICLE and increase purchase desire among existing consumers

