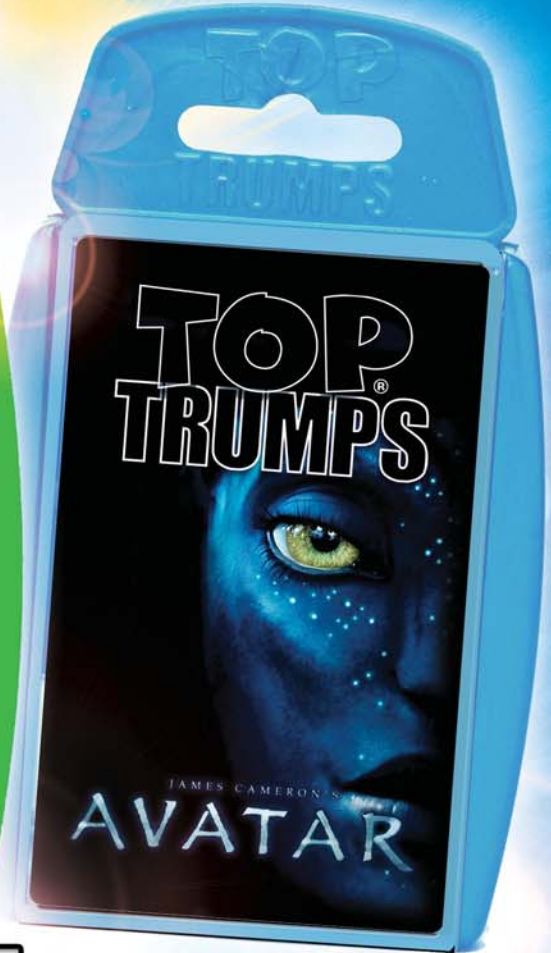
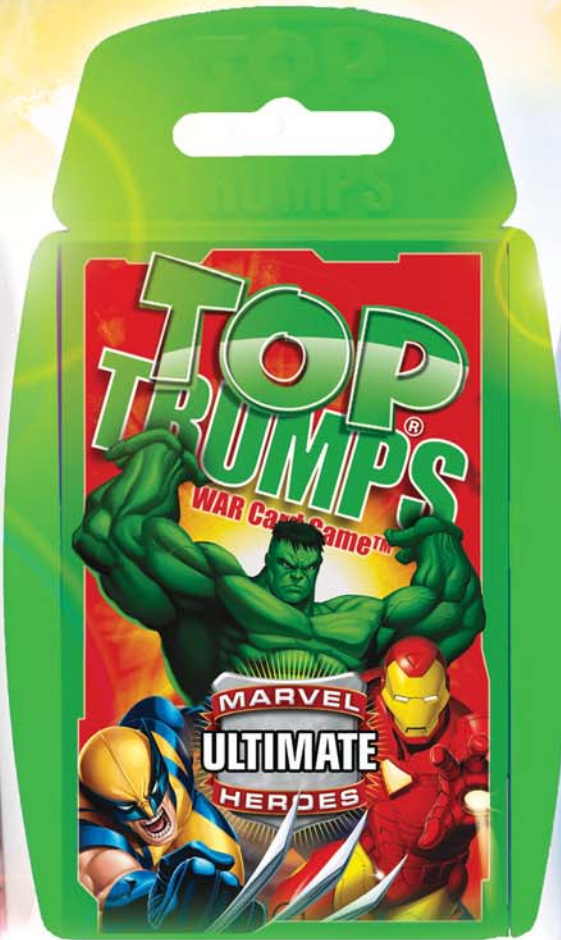


the

VOL.26, No.3 MAY/JUNE 2010

TOY BOOK

SERVING THE GLOBAL MARKET



HERE AT LAST...

BRITAIN'S NUMBER ONE SELLING CARD GAME!



* artwork subject to licensor approval

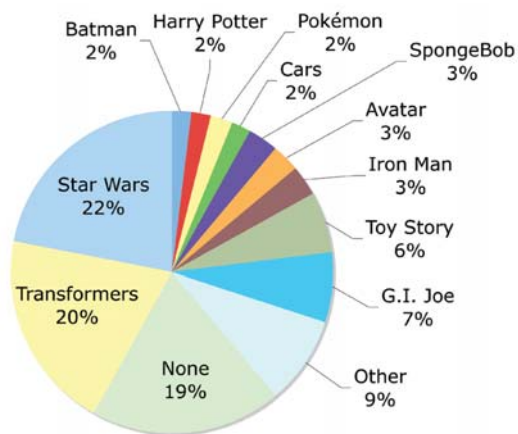
Boys and Their (Movie) Toys

by Nancy Zwiars

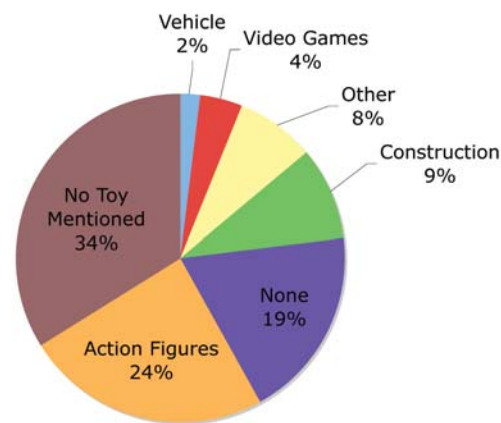
It's a given that many kid-targeted theatrical releases will result in a cornucopia of licensed toy products. But do blockbuster ticket sales always translate to blockbuster toy sales? Funosophy asked 198 boys ages 5-10 to name their favorite movie-based toy. Read on to see what tops their lists.

“What is your favorite toy received in the past year, based on a movie?”

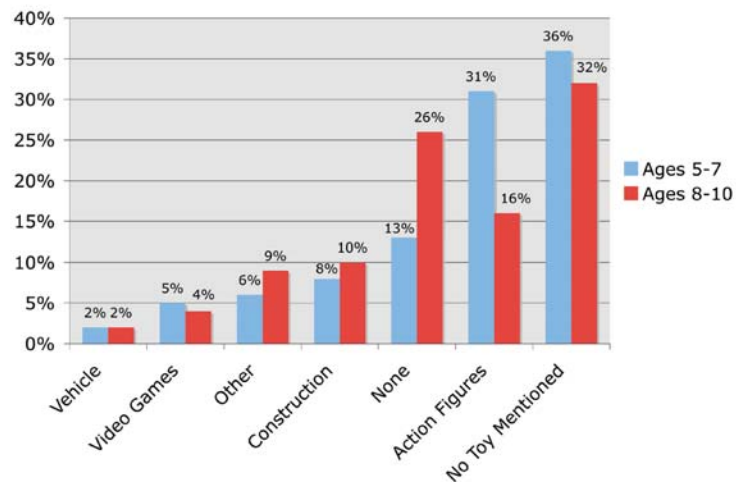
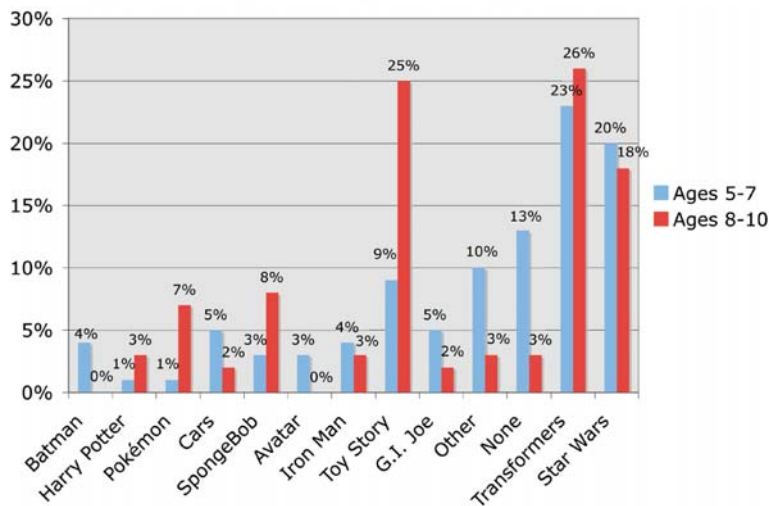
Top Theatrical Toys by Flick



Top Theatrical Toys by Type



By Age



In Summary

Only 19 percent of kids surveyed indicated that they did not have a favorite toy based on a movie. It's clear that movies can drive sales at retail. More noteworthy is that 10 percent of boys' favorites were theatrically based construction toys, surpassing video games (a seemingly natural extension of movies) and vehicles. Although the movies were similar among younger and older boys, the appeal of action figures was higher with younger boys.

Nancy Zwiars is CEO of kids' marketing firm Funosophy, Inc. For more information on this survey or to conduct your own survey, contact Nancy at (562) 436-5251 or nancy@funosophy.com.