

THE TRANSFORMERS™

MORE THAN MEETS THE EYE!

Keep your eye on The Transformers!

TRANSFORMERS FACT SHEET

BACKGROUND

- *The Transformers is a unique new "conceal-reveal" fantasy action figure concept introduced February '84 at Toy Fair.*
- *Trade reception to date is phenomenal with first year sales estimates indicating Transformers will be the most successful introduction in Hasbro's history to date.*
- *Product delivery in stores across the U.S. begins mid-to-late April '84.*

1984 MAJOR SUPPORT PROGRAM

- *Multi-million dollar television advertising campaign*
Commercials featuring special effects photography to vividly show the transformation, combined with live action and animated product shots
- *Print advertising campaign*
- *Action packed Transformer comic book series hitting the stands in April '84*
Special animated commercial promoting the new Transformer comic book series establishing background storyline on Transformers
- *Exciting premium offers encouraging multiple purchases/continuity purchasing*
Special "Robot Points" printed on each Transformer package to be redeemed for exclusive premium offers





TRANSFORMERS TELEVISION MINI-SERIES

- *Three-part action packed animated mini-series premiering mid-September '84.*
- *Syndicated nationwide*
- *Scheduled for early fringe on three consecutive days*
- *Backed by local promotional efforts*
- *Repeat broadcast scheduled for mid-December '84.*
- *Anticipate 90 percent U.S. market clearance.*
- *Storyline Synopsis: The Transformers focuses on the battle between the inhabitants of a long-ago planet known as Cybertron. All of the planet's creatures are robots with unusual personalities. The Autobots, on the side of good, and the Decepticons, on the side of evil, are embroiled in the eternal struggle for control of their homeland until their energy wears out. Both forces are Transformers, with the ability to transform themselves from robots into other things, like land vehicles or high speed aircraft and weaponry. The seige begins as the Autobots launch an intergalactic spaceship in search of a way to defeat the Decepticons. The Decepticons learn of the mission and attack the ship, sending it crashing deep under the crust of a third planet—Earth. Millions of years pass with a volcano reawakening the spaceship's master computer which begins rebuilding the robots—able to transform into Earthly objects. And so the timeless battle is renewed on Earth. . . .*
- *Licensed by Sunbow Productions and Marvel Productions; distributed through Claster Television Productions.*



KEY COMBINATIONS SURE TO MAKE TRANSFORMERS A PHENOMENAL SUCCESS

TARGET MARKET: *Boys 5 and up*

POSITIONING: *Fantasy world of unique new “conceal-reveal” action figures in the form of robots capable of disguising themselves as vehicles, planes, weapons and communication devices.*

FACTORS FOR ENSURED SUCCESS:

- *Unique innovative product*
- *Realism of die-cast cars*
- *Great play value in the challenging sleight-of-hand movements in the transformation process from robot into other form*
- *Immediate recognition of good vs. evil for child role-playing*
- *Collectible 26 piece introduction*
- *Packaging incorporating the family look line with biocards and “Tech Specs” chart on the back of each package. The specs are deciphered using a special decoder enclosed in each package.*
- *Total integrated marketing approach*



TRANSFORMER LICENSING PROGRAM

- *Product driven licensing concept supported by aggressive advertising and promotion campaign*
- *All licensed product must be logical extension of the original concept*
- *Packaging and product coordination across all licensed product via logo and graphics*
- *Major trade advertising support*
 - THE LICENSING BOOK*
 - TOY & HOBBY WORLD*
 - PLAYTHINGS*
 - TOYS HOBBIES AND CRAFTS*
- *Major trade show presence*
- *In-house creative group support*
 - Line art/art materials*
 - Speedy turn-around on concept review*
- *Retailer support program*
 - Product updates to toy and non-toy buyers*
 - Licensing video retailer presentations beginning in Spring '84 to update buyers in all categories on the Transformers property.*

TRANSFORMER LICENSEES

APPAREL & ACCESSORIES

- Imaginings 3
 - Baseball hats, painter hats, visors, totebags, luggage, wallets, back-packs
- Pilgrim Sportswear, Inc.
 - Sportswear, activewear
- Wormser Co.
 - Boys' pajamas and bathrobes

DOMESTICS/HOUSEWARES

- ERO Industries
 - Slumber bags, slumber tents, slumber mates
- Springs Industries-Performance Division
 - Bedroom ensemble, towels, placemats, decorative pillows and bed pillows

PAPER PRODUCTS/STATIONERY ITEMS

- Diamond Toys
 - Stickers/sticker books
- H-G Toys
 - Stampers
- Unique Industries, Inc.
 - Paper party tableware and party favors

PUBLISHING/RECORDS/ENTERTAINMENT

- IJE/Kid Stuff Records
 - Book and record/tape sets
- Marvel Books
 - Hard and soft cover juvenile books, coloring books, storybooks, activity books, novelty books
- Marvel Comics
 - Comic books
- Sunbow Productions Inc.
 - Animated Television Programs

TOYS/ELECTRONICS/CRAFTS

- American Publishing Co.
 - Stick N' Lift, Presto-Magix, jigsaw puzzles, sliding puzzles
- Arrow Industries, Inc.
 - Gumball banks
- Coleco Industries, Inc.
 - Ride-ons, backyard playsets
- Collegeville Flag & Mfg. Co.
 - Halloween costumes
- Colorforms
 - Shrinky Dinks, holographic stickers
- Durham Industries, Inc.
 - Walkie talkies, cassette players, non-functional watches, pinball/bagatelle games
- H-G Toys
 - Dress-up sets, vinyl playhouse
- Hi-Flier Mfg. Co.
 - Kites
- Nasta Industries, Inc.
 - Electronic toys, playsets
- Synergistics Research
 - "Velcro" target sets, catch mitt sets
- Tara Toy Corporation
 - Carry cases
- Warren Paper Products
 - Board games, card games, 3-D activity puzzles, 3-D play environment activity centers

THE TRANSFORMERS™

MORE THAN MEETS THE EYE!

Keep your eye on The Transformers!

NEW TRANSFORMER LICENSEES (6/15/84)

Apparel & Accessories

- . BBC International - Footwear
- . Crest Apparel - Swimwear
- . Union Underwear - Underwear sets & thermal underwear

Domestics/Housewares

- . Aladdin Industries - Lunch kits; melamine dinnerware
- . Marshallan Products - TV trays; metal bookcases

Paper Products/Stationery Items

- . Extra Special - Greeting cards, candy
- . Panosh Place - Stationery & school supplies
- . Stuart Hall Co. - school folders and theme notebooks

Toys/Electronics/Crafts

- . National Latex - Balls and balloons
- . Tyco - HO Gauge electric train and truck sets with accessories



Hasbro Industries, Inc., 1027 Newport Ave., P.O. Box 1059, Pawtucket, R.I. 02862-1059