



Baby Gemmy
★
Winged
Buddies

BRAND DNA



**SURPRISE EGG
PACKAGING**



GEMMSTONE ON TUMMY



**THEMATIC WINGS
ON ACTUAL AND NEW
WINGED BUDDIES TO COME**

BRAND SYNOPSIS

There is a magical land full of magic precious gems. It is a world not too far from here, well hidden inside the caves. There live the Baby Gemmy Winged Buddies, that carry the good luck wherever their incredible magic wings take them.

It was the shining glitter of 6 little lucky charming stones that discovered us these Winged Buddies. It has been discovered (for now) six different dragons and 6 Unicorns. Each Winged Buddy has a different lucky charm, and each magical amulet gives special power.

Congratulations! Now you have a special lucky gem with you!

There is a special connection between the magic stone and its carrier. Each character has a special feeling with its charming stone. They must protect their unique Gem and the person who has found it for the rest of their lives.

Each magic stone is unique!

Discover your good luck with these lovely Baby Gemmy Winged Buddies!



BRAND VALUES

Friendship

CUTE

LUCK

SURPRISE

WINGS

ADORABLE

FANTASY

GEMMSTONES

TOY DEVELOPMENT





Target:

Core: Girls 4

Categories:

SOFT TOYS-PLUSH

Product USP

- **Surprise Egg**
- **Fantasy winged characters to collect**
- **Character sizes :**
 - 15cm /5,9" tall
 - 20cm /7,87" tall
- **100% recycled stuffing.**
- **Some with lights.**
- **Lucky Gemstones on the tummy.**





GD031- BABY GEMMY SWEETY SURPRISE – small egg





GD031- BABY GEMMY SWEETY SURPRISE



KEY FEATURES

- 6 characters to collect: 3 unicorns and 3 dragons.
- Smooth and shiny skin.
- 3 different scent: plum, apple & strawberry.
- Golden horns.
- Wings stamped with their cupcake paper design.
- Tails that come in different frosting colors.
- Eggs in 3 different cupcakes colors.
- Mix & Match egg.
- New gem with glitter and their scent symbol.
- 100% recycled stuffing.
- Includes colouring sheet of characters.



PACKAGE	
TYPE	SURPRISE EGG
ASST	6 characters / 3 Egg color
DIMS	-Surprise Egg 16cm/6,29"tall -Plush inside 15cm /5,9" taLl

KEY INFO	
SEASON	1 st HALF 2022
1 st SHIPMENT	MAY'22
TV SPOT	15-20"
SEASON ITEM	NEW





GD031- BABY GEMMY SWEET SURPRISE



PACKAGE

ITEM NUMBER	GD031D1	GD031D2	GD031E1
TYPE	CDU	CDU	FSDU
Outer	0/12	0/6	0/48
Asst	6: 3 unicorns & 3 dragons	6: 3 unicorns & 3 dragons	6: 3 unicorns & 3 dragons
DIMS	H 33,2 cm /13,07" D 33 cm /12,99" W 22 cm / 8,66"	H 15,9cm /6,25" D 33 cm/ 12,99" W 22cm /8,66	H 165 cm /64,96" D 36 cm/14,17" W 36,5 cm /14,37"



GD032- BABY GEMMY SWEETY LUCKY -big egg





GD032- BABY GEMMY SWEETY LUCKY



KEY FEATURES

- 6 characters to collect (3 Unicorns and 3 Dragons).
- 3 different scent: plum, apple & strawberry.
- Try me function, batteries included.
- Electronic gem that becomes a neckless for plush and girls.
- The gem Display a colour randomly by pressing it.
- Cupcake card & stickers sheet to decorate.
- 100% recycled stuffing.



PACKAGE	
TYPE	SURPRISE EGG/ FSDU
ASST	6 characters / 3 Egg color
DIMS	-Large Surprise Egg 26cm/10,5" tall -Big character: 20cm/7,87" tall

KEY INFO	
SEASON	2nd HALF 2022
1 st SHIPMENT	May'22
TV SPOT	15-20"
SEASON ITEM	NEW





GD032- BABY GEMMY SWEETY LUCKY



Wear the gemmy
and take your
luck with you



Stickers & Cupcake Card



Try me!



Press and...
good luck!
Magically Lights Up!





GD032- BABY GEMMY SWEETY LUCKY



PACKAGE		
ITEM NUMBER	GD032A1	G032E1
TYPE	MASTER CARTON	FSDU
Outer	0/6	0/16
Asst	6	6
DIMS	H 26 cm /10,23" D 18,40 cm /7,2" W 18,40 cm /7,2"	H 155 cm /61" D 39,50 cm/15,55" W 40,50 cm /15,94"



GD033- BABY GEMMY SWEET SECRETS -large egg

2nd half



KEY FEATURES

- 6 characters to collect (3 Unicorns and 3 Dragons).
- 3 different scent: plum, apple & strawberry.
- Secret Heart box is detachable from the character.
- 100% recycled stuffing.
- Cupcake card & stickers sheet to decorate.

PACKAGE	
TYPE	SURPRISE EGG/ FSDU
ASST	6 characters / 3 Egg color
DIMS	-Large Surprise Egg 26cm/10,5" tall -Big character: 20cm/7,87" tall

KEY INFO	
SEASON	2nd HALF 2022
1 st SHIPMENT	May'22
TV SPOT	15-20"
SEASON ITEM	NEW





GD033- BABY GEMMY SWEET SECRETS – large egg





GD033- BABY GEMMY SWEETY SECRETS



Includes 3 surprises inside! Discover them!



GD033- BABY GEMMY SWEET SECRETS



PACKAGE		
ITEM NUMBER	GD033A1	GD033E1
TYPE	MASTER CARTON	FSDU
Outer	0/6	0/16
Asst	6	6
DIMS	H 26 cm /10,23" D 18,40 cm /7,2" W 18,40 cm /7,2"	H 155 cm /61" D 39,50 cm/15,55" W 40,50 cm /15,94"

BABY GEMMY

2021

1st HALF

SURPRISE UNICORNS
GOLDEN WINGS



2ND HALF



Dragons Golden Wings
Unicorns Rainbow Wings



Dragons/ Unicorn Magic
Dragons/ Unicorn Secrets

Baby Gemmy Winged Buddies

2022

1st HALF

SURPRISE DRAGONS GOLDEN WINGS
SURPRISE UNICORNS RAINBOW



2ND HALF



NEW THEME: SCENTED CUPCAKE

TOY PLAN

2023

1st HALF

NEW WINGED CHARACTERS



NEW THEME:
RAINBOW DREAMS

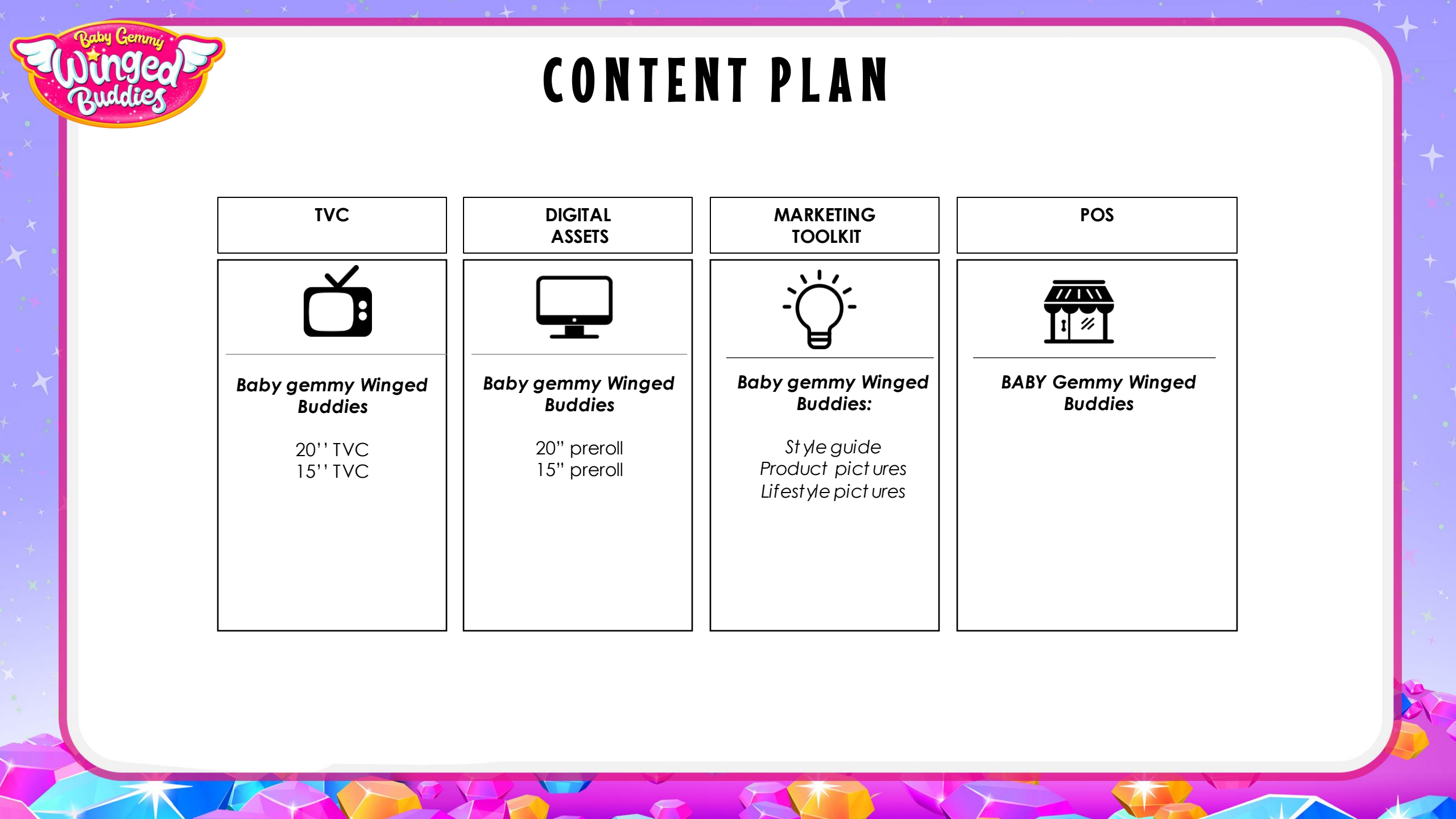
2ND HALF



MORES SUPRISES INSIDE
NEW CHARACTERS

MARKETING TOOLKIT



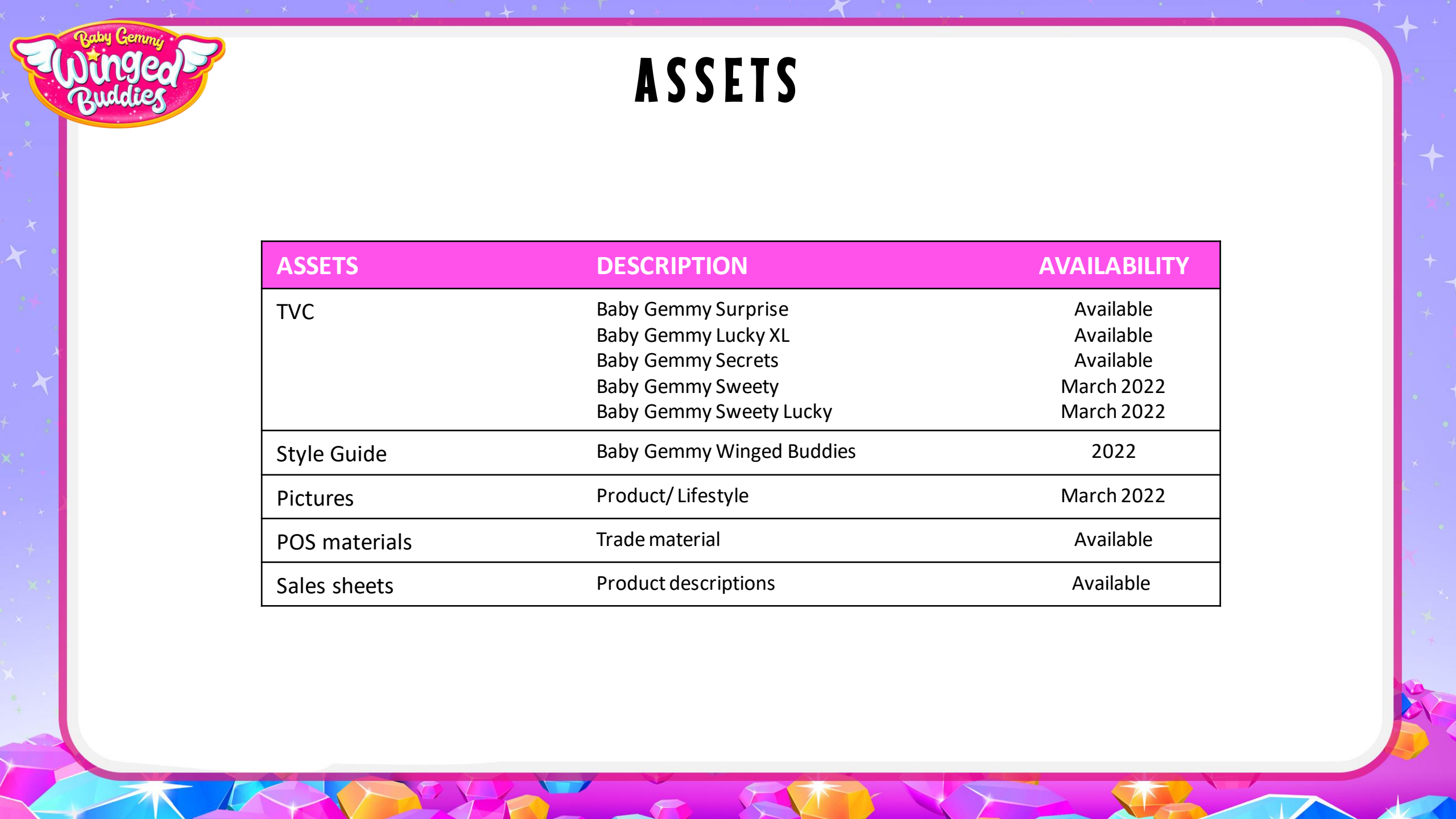


CONTENT PLAN

TVC	DIGITAL ASSETS	MARKETING TOOLKIT	POS
			
Baby gemmy Winged Buddies	Baby gemmy Winged Buddies	Baby gemmy Winged Buddies:	BABY Gemmy Winged Buddies
20'' TVC 15'' TVC	20'' preroll 15'' preroll	Style guide Product pictures Lifestyle pictures	



	Jan	Feb	Mar	Apr	May	Jun	Jul	Ago	Sep	Oct	Nov	Dec
TVC			15"20" TVC – Baby Gemmy						15" 20" TVC – Baby Gemmy			
DIGITAL			YOUTUBE preroll									
INFLUENCERS				Local Activity					Local Activity			
PR				Summer Catalogue					Xmas Catalogue			
NOVELTIES				Sweety Surprise, Sweety Lucky, and Sweety Secrets								



ASSETS

ASSETS	DESCRIPTION	AVAILABILITY
TVC	Baby Gemmy Surprise	Available
	Baby Gemmy Lucky XL	Available
	Baby Gemmy Secrets	Available
	Baby Gemmy Sweety	March 2022
	Baby Gemmy Sweety Lucky	March 2022
Style Guide	Baby Gemmy Winged Buddies	2022
Pictures	Product/ Lifestyle	March 2022
POS materials	Trade material	Available
Sales sheets	Product descriptions	Available



tigerhead

WE ARE READY TO PLAY