



McFARLANE TOYS™

Presented by Jon Djulvezan:

- Art Direction
- Copywriting
- Research



Background & Description:

McFarlane Toys, a subsidiary of Todd McFarlane Productions, is a company founded by comic book creator Todd McFarlane which makes highly detailed model figurines of characters from films, comics, popular music, video games, and various sporting genres.

Over the past few years they have gained contracts with various comic and pop culture brands to develop toys and collectibles in McFarlane style of high detail and out of the box thinking that has changed the industry once again.

Competition

Direct:

Hasbro

Amazing Yamaguchi

Good Smile

Marvel Legends (Under Hasbro)

Diamond Direct

Mattel

Indirect:

Hot Toys

Sideshow Collectables

Lego

Conventions

Independent License Toy Brands

SWOT Analysis:

Strengths

- Reputation for great products and detail
- Avid fan base with loyal customers
- Passionate highly involved founder

Weaknesses

- Limited licenses and lack of advertising
- Notf much knowledge to general public



Opportunities

- Rapid growth
- More license opportunities with avid fan base
- Branch into more avenues outside comic and movie pop culture (Funko Pops did it!)

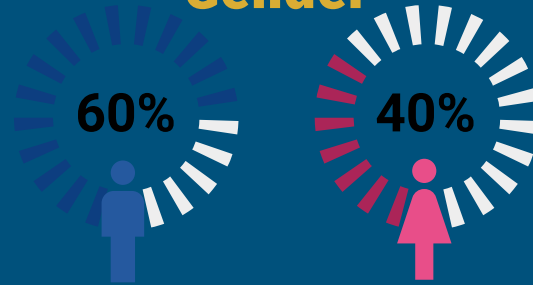
Threats

- Overseas competitors with rapid production
-

Buyer Persona Info

General Info





Gender



*statista 2018



Interests

-  30 years old
-  California
-  Engineer
-  Single

Marc Blanco is a avid collector of toys and pop culture items with enough home space to store these collections.

Problem Solving

McFarlane Toys has had ups and downs in the industry due to small production and limited licenses. Within the last few years that has changed, but the perception among collectors has not due to the lack of general advertising and only the spread of word of mouth and occasional video releases by Todd McFarlane with giveaways and updates on Facebook and YouTube.

If the company is able to expand the digital and printed media platform to come full circle and feed one into another constantly the possibilities are endless for sales and preorders which in turn would influence better and larger license agreements in the future base on the demand for the brand and products.

Brief

Why are we advertising:

Bring awareness to McFarlane Toy brand as it has been slowly picking up business again after a brief hiatus years ago after ending limited runs on various sports and Spawn figures. The brand has picked back up while obtaining special licenses for various big name comic characters and other properties because upholding its reputation at the go to for 1/12 to 1/10 scale detailed and accurate collectible figures on the market.

Who are we talking to?

Collectors 1st and older kids 2nd. Collectors tend to be very picky and not afraid to voice concerns or gripes if a character isn't "right" in their representation. Kids tend to focus on cool factor and functionality.

What do they currently think?

McFarlane Toys is an exclusive company that puts out limited runs on action figures, but the details of those figures are just so awesome!

What would we like them to think?

McFarlane Toys collectibles are more accessible than ever with more properties in the collection while maintaining the reputation it has earned in craftsmanship.

What is the single most persuasive idea we can convey?

McFarlane Toy figures add reputation, fun, and coolness to your collection at an affordable price.

Why should they believe it?

McFarlane Toy figures has built and maintained the reputation of craftsmanship and the owner and founder himself gives livestreams that back it up.

Are there any creative guidelines?

It must have the "McFarlane" feel to it. That means details, no halfway ideas, take chances, and be in their face of what you are presenting like McFarlane's art legacy and livestreams.

Brief Basic Analysis:

Competitors fall into many categories with Hasbro being the main competitor in price point range and appealing more to kids rather than collectors simply because of less quality and detail in products and a vast larger number run on figures. McFarlane Toys has chipped away at this by getting exclusive figure deals for Wal-Mart and other stores that are viewable side by side with Hasbro gaining younger collectors while appealing to older more must have collectors. Japanese import toys have more articulation and same but more stylized detail for characters the figures are based off of but are vastly more expensive and harder to get which tends to turn off non-die-hard collectors.

Big Idea

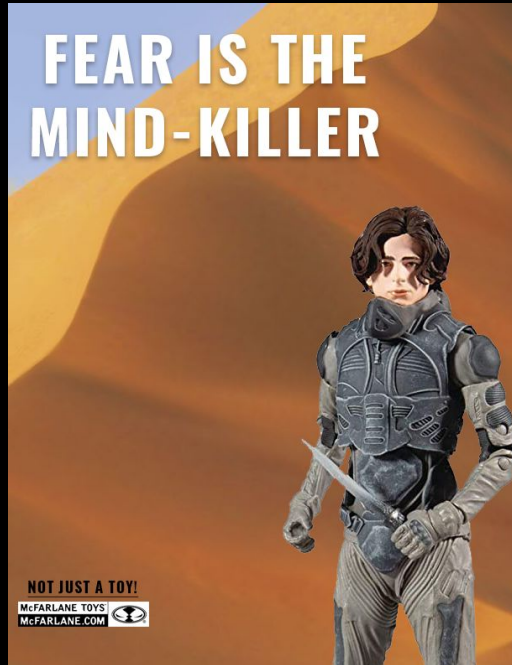
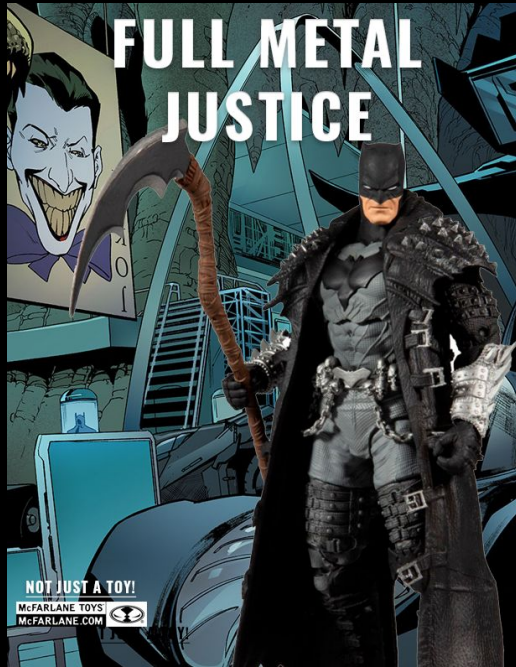
McFarlane Toys is back with more attitude that makes a toy not just a toy!

Ad Notes:

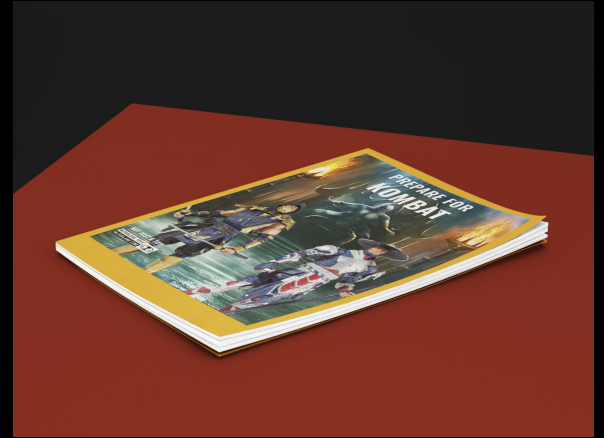
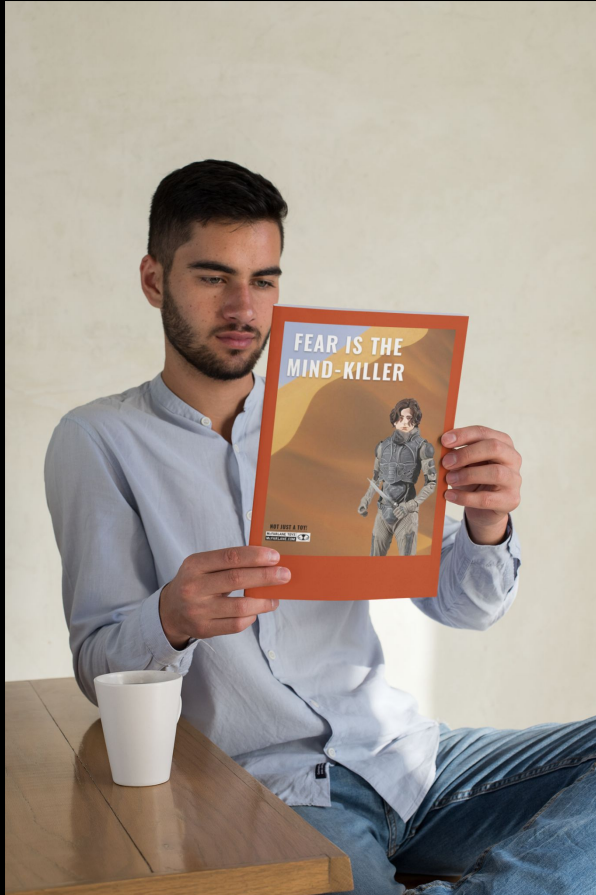
McFarlane Toys

- 1) Ads can be done on digital fronts with aim towards motion graphics with a McFarlane flare for the dramatic and coolness. Social Media for launch ads to drum up hype for collectors editions. The use of early release samples to toy reviewers on YouTube and TikTok. Facebook live demos with McFarlane himself is another strong possibility.
- 2) OOH ads can be placed near events and conventions on public transit or billboards to drum up excitement for releases of special editions or regular editions to be given away at events.
- 3) Print ads can be done in magazines for entertainment, comics, and sports that appeal to the demo crowd for McFarlane toys.

Ads



Print



Ads



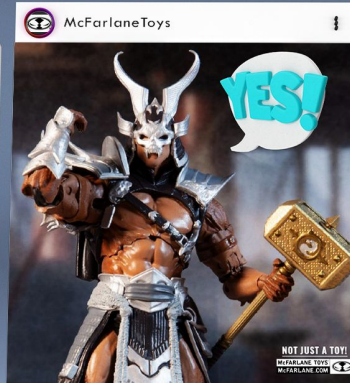
OOH (Conventions)



Ads



Digital Media



McFarlaneToys

1856 likes

"New releases coming soon!"

View all 989 comments

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Thank You!

