



## Marketing Overview 2006

**Target Age** - 7+ Boys

**Product Description** – Plastic Card Building System that uses one patented style card diagonally scored design that interlocks with one another by pulling the tab up on one card and inserting into the slot of another. Each model comes with basic building techniques and step by step model instructions. Plastic Cards can be de-constructed and re-used over and over again for imagination cardstructuring.

**Market Distribution** – Toy, Hobby, Craft and Puzzle Stores and Departments, Online, Home Shopping Channels Infomercials, and Premiums

**Merchandised for Retail** – Planagrams available for in line, end cap or counter display with 12 Mini-packs.

### **Product Benefits/Unique Selling Position**

- Packs small-Builds big with astounding graphic cards to form light weight models
- Card graphic printing allows for affordable collectible and continuity programs.
- Manufacturing can be done locally in different countries. No molds required.
- Cardstructuring makes the “wheels turn” in kid’s heads, giving them infinite possibilities for improvising or creating.
- Cardstructuring increases your child’s attention span and level of concentration

### **Educational Value**

- Cardstructuring provides a wealth of opportunity for children to expand their thinking and problem solving skills
- As children cardstuct, they become mentally active, interpret sensory information more accurately, and learn strategies needed to produce the effect they desire.
- By cardstructuring children often train their minds to stay focused on a task. This “attention building” can be carried over to many other challenges the child will take on in life.

**Advocacy Possible Partnership** – Habitat for Humanity <http://www.habitat.org/>

### **Product Retail Extensions**

- Individual booster packs for bigger building with existing sets.
- Additional limited addition accent cards like alien faces, monster eyes, armor etc
- Print entire new set of card graphics for the same set of instructions
- Imprint micro messages with codes for web contest and bonus builds
- Mini- cards (half the size of the original card)
- Mega Cards (twice as big as the original card).
- Combo Mini, Medium and Mega card sets
- Different shape cards (circles, pentagons etc.)
- Conductive ink cards
- Electronics
- Die cut single cards with multiple pieces that can be constructed into figures and other play pieces like cars, boats etc.
- 3D Game board

### **E-commerce Web site**

**Objective:** To build a customer database initially by offering our Mega Combo 600 card building set and six additional downloadable bonus builds for an incredible value price along with a free monthly Bonus Build subscription valued at \$149.00.

#### **Collectible and continuity programs will be started with:**

- Limited edition accent packs that would include cards like alien faces, monster eyes, mid-evil armor etc
- Print entire new set of card graphics for the same set of instructions
- Booster packs that compliment your current model's theme for bigger building with existing sets.
- Code Cards that have imprinted micro messages with codes for web contest and special bonus builds
- Eventually kids will be able to design their own sets by picking from a menu of different card designs.

#### **Additional Opt-in Incentives**

Cardtivity Online Gallery

Cardtivity Gear – Café Press

Membership Contest

- a. Each month an existing member and new member will win the prize
- b. package consisting of Baseball cap, logo pen

Parent Zone

- a. Downloadable coupons toward purchase
- b. Free Shipping on orders over 75.00
- c. Additional 10% off on orders over \$100.00

**Cardtivity Blog**