

# **Product Release Sales Plan**

## **STAR WARS 'Journey To' THE FORCE AWAKENS Trading Cards**



**Mass Market - April 2015**



# Agenda

- **Product**
- Support Plan
- Launch Details
- Coming Soon



# Topps Star Wars 'Journey To The Force Awakens' will help bring fans of all ages back to Topps trading cards by leveraging a mix of classic and new content.

## Star Wars: Journey To The Force Awakens (182 total cards)

- (110) **Base Cards on 24pt Heritage stock**  
exploring key characters and plot points from the first 6 films plus new content from 'Star Wars: The Force Awakens' all on the iconic Blue Starfield card design.
- (72) **Insert Cards** (2 per pack) including:
  - (18) Character Stickers
  - (9) Retro Style Material Stickers
  - (9) Character Silhouette Foils
  - (9) Evolution of the Lightsaber
  - (9) Concept Art
  - (9) Movie Poster Variations
  - (9) Behind the Scenes

## 5 Parallels add chase and depth to the base set

- Jabba Slime Green Starfield (1 per pack)
- Black Starfield (1:2 packs)
- Death Star Silver Starfield (1:4 packs)
- Lightsaber Neon Red Starfield (1:6 packs)
- Battle Damaged Starfield (1:12 packs)

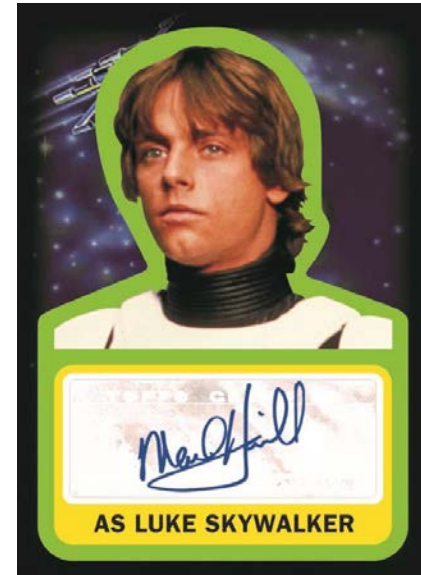


# Star Wars 'Journey To The Force Awakens' will include great hits for the engaged collector.

Star Wars 'Journey To The Force Awakens' is loaded with Hits!

**Hits add value for collectors**

- Autographs
- Sketch Cards
- Patch Cards
  - Featuring characters from Star Wars: The Force Awakens
- Buyback Cards
  - Stamped with 'Journey To The Force Awakens' logo





**Base cards showcase characters and storylines from the first 6 Star Wars films plus content from 'The Force Awakens' on the iconic Blue Starfield border first used on our 1977 cards.**

### Base Card Examples



*All base cards feature 24 point Heritage stock*



# Five parallels add depth of chase to the Base Cards.

## The first 3 parallels are:

- Jabba Slime Green Starfield (1 per pack)
- Black Starfield (1:2 packs)
- Death Star Silver Starfield (1:4 packs)

**Jabba Slime  
Green Starfield**



1 per pack

**Black  
Starfield**



1:2 packs

**Death Star  
Silver Starfield**



1:4 packs

*All base card parallels feature 24 point Heritage stock*

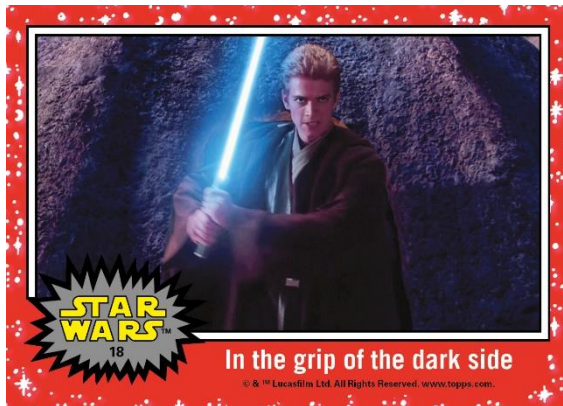


# Five parallels add depth of chase to the Base Cards.

The final two parallels include:

- Lightsaber Neon Red Starfield (1:6 packs)
- Battle Damaged Starfield (1:12 packs)

**Lightsaber Neon  
Red Starfield**



1:6 packs

**Battle Damaged  
Starfield**



1:12 packs

***All base card parallels feature 24 point Heritage stock***



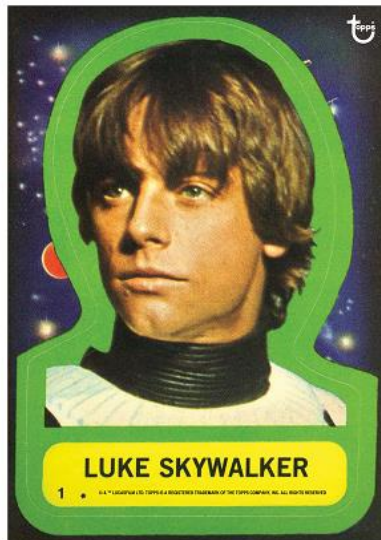


# Insert cards leverage characters and imagery from 'Star Wars: The Force Awakens' and connect to classic films.

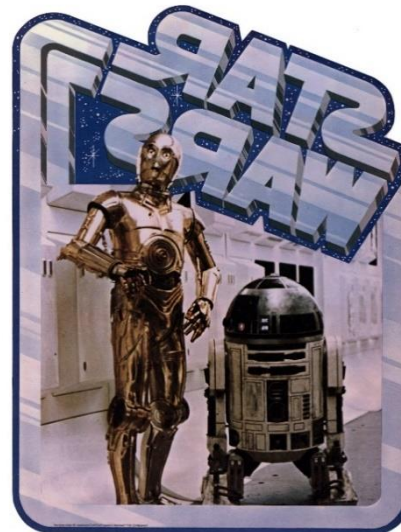
**Character Stickers:** Stickers of characters from classic films and 'The Force Awakens'

**Material Stickers:** Retro-style material stickers featuring designs from 'The Force Awakens'

## Character Stickers



## Material Stickers



FPO Images: Actual Cards will contain 'Star Wars: The Force Awakens' & classic content





# Insert cards leverage characters and imagery from 'Star Wars: The Force Awakens' and connect to classic films.

**Character Silhouettes:** 'Star Wars: The Force Awakens' Character silhouettes on Rainbow Foil cards

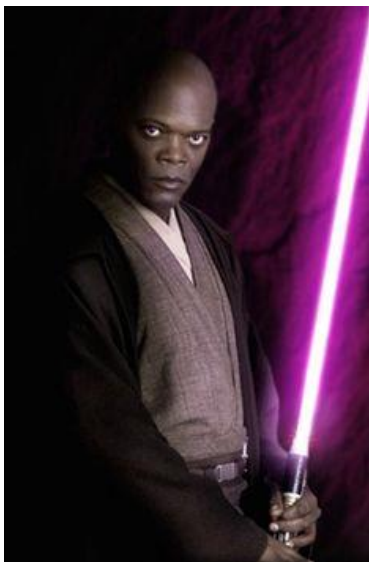
**Evolution of the Lightsaber:** An exploration of the iterations of lightsabers belonging to Jedi & Sith

**Concept Art:** Classic Ralph McQuarrie concept artwork

## Character Silhouette Rainbow Foils



## Evolution of the Lightsaber



## Concept Art



FPO Images: Actual Cards will contain 'Star Wars: The Force Awakens' & classic content

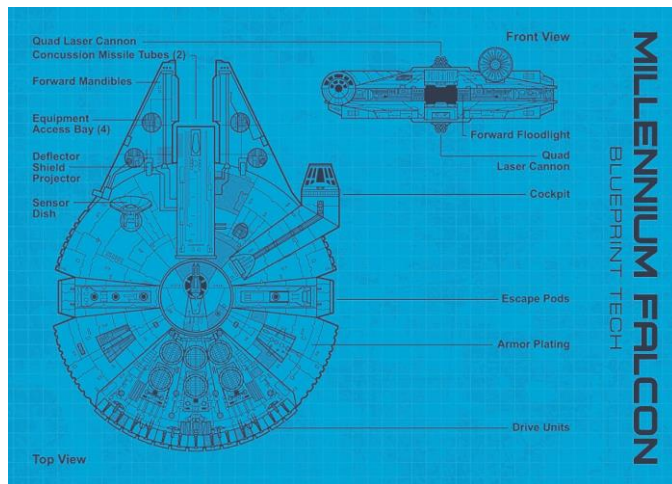


# Insert cards leverage characters and imagery from 'Star Wars: The Force Awakens' and connect to classic films.

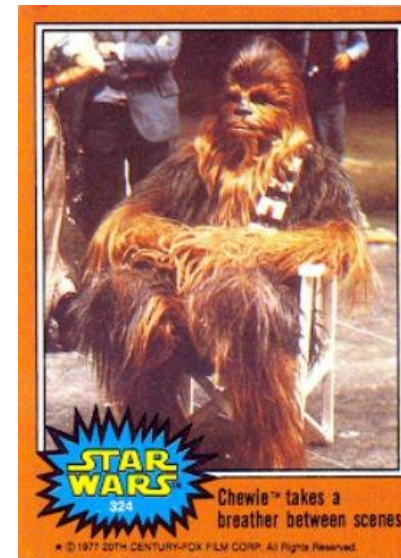
**Blueprints:** Blueprints and schematics of important ships from the Star Wars galaxy

**Behind The Scenes:** Classic orange bordered cards featuring behind the scenes across films

## Blueprints



## Behind The Scenes



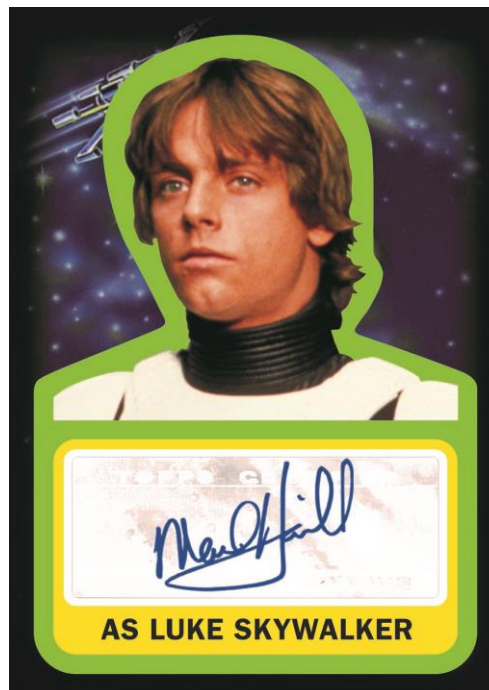
FPO Images: Actual Cards will contain 'Star Wars: The Force Awakens' & classic content



# 'Journey To The Force Awakens' will contain fantastic autographs including several new signers!

**Autographs:** from classic Star Wars actors plus several new signers

## Autograph Cards



*\*Autograph subjects not final*

*Product subject to change*



# Sketch Cards and Patch Cards drive collectability and add value for collectors.

**Sketch Cards:** Sketch cards from top artists within the Star Wars universe

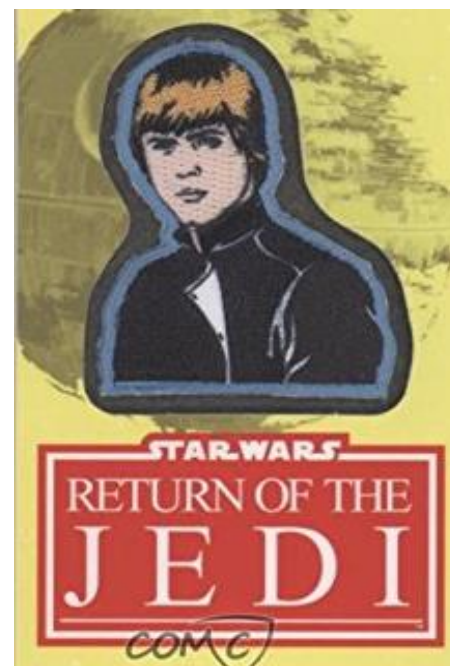
**Patch Cards:** Featuring artwork from 'The Force Awakens'

## Sketch Card Example



Topps Star Wars Masterwork Sketch Card

## Patch Card Example



Topps Star Wars 3D Widevision  
Return of the Jedi Patch Card





# Buyback Cards will excite original fans of Star Wars and provide value for Star Wars collectors.

**Buyback Cards:** Cards from the original 1977 Topps Star Wars set stamped with the 'Journey To Star Wars: The Force Awakens' logo.

## Original 1977 Topps Star Wars Buyback Cards



# Agenda

- Product
- **Support Plan**
- Launch Details
- Coming Soon



**“Star Wars: Journey To The Force Awakens” will have strong awareness driving plans across Print, Digital, Social Media, Contests and fan site partnerships.**

- **Full Page Print Advertising**

- Marvel Star Wars Comic, Star Wars Insider, trade publications

- **Digital Drive**

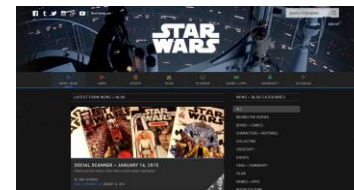
- Official blog and article on StarWars.com (Fall)
- Feature articles on popular Star Wars websites such as Rebelscum.com, Jedi News and TheForce.net (Fall)
- Online coverage across the fandom (Fall)
- Giveaways on various fan sites (Fall)

- **Social Media**

- Facebook preview to drive hobby pre-orders (April)
- Facebook updates and giveaways (Fall)
- Facebook, Twitter and Instagram coverage and contests, reaching over 200k collectors (Fall)
- Case Break & Giveaway on Topps Youtube Channel (Fall)

- **Trade Marketing**

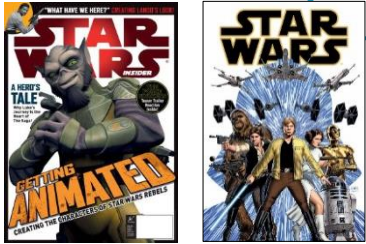
- Hobby Posters and Promo Cards





# Topps Star Wars has extensive marketing to drive awareness and keep fans engaged throughout 2015.

Print Advertising  
Marvel Comic, Star Wars Insider



StarWars.com  
Feature Articles

Digital Advertising  
Marvel.com, Key Blog Sites



Trade Marketing  
Hobby Posters & Promo Cards



Influencer Sampling  
Reviews on Blogs & Youtube



Promotional Events  
Comic Cons & SW Events



Social Media & Website  
Facebook, Twitter, Email Blasts



Fan Site Coverage  
Major Star Wars News Sites





# Agenda

- Product
- Support Plan
- **Launch Details**
- Additional Products



# Product Content – Hits

- In Store: Fall 2015

## Hit Rates

Hit	Insertion Rate
Patch Cards (8 varieties)	3 subjects per patch
Buyback Cards	500 total in Mass
Sketch Cards	2,000 total in Mass
Autographs	1,000 total in Mass



\*Hit quantities not final

Product subject to change



# Product Content – Inserts & Parallels

- In Store: Fall 2015

## Inserts

All Inserts are blended insert rate of 2 per pack

Insert
(18) Character Stickers
(9) Character Silhouette Foils
(9) Retro Style Material Stickers
(9) Evolution of the Lightsaber
(9) Concept Art
(9) Blueprints
(9) Behind The Scenes

## Parallel Rates

Parallel	Insertion Rate
Jabba Slime Green Starfield	1 per pack
Black Starfield	1:2 packs
Death Star Silver Starfield	1:4 packs
Lightsaber Neon Red Starfield	1:6 packs
Battle Damaged Starfield	1:12 packs



\*Hit quantities not final

Product subject to change



# Product Content – Sku Mix

- In Store: Fall 2015

SKU	SRP
Category Manager	\$1.99
Bulk Packs	\$1.99
Sensormatic Gravity Feed	\$1.99
Jumbo Pack	\$4.99
Value Box	\$19.99



\*Hit quantities not final

Product subject to change

