



**Kitoons**



# GIRLS

## DOLLS

Special FTR Nurturing Doll



Playset Dolls & Collectibles



Fashion Dolls



## BATHTOYS



## PLUSH



Value Channel



Licensed

## GAMES/PUZZLES



**KINGS LEAGUE**  
InfoJobs

## OUTDOOR



## VEHICLES







# IMC In Plush Category Products under 4 brands





# BRAND POSITIONING

## TARGET:

PRIMARY: BOYS & GIRLS 0 - 3 Y.O.

SECONDARY: GIRLS 3-4 Y.O



THE PURPOSE OF THE BRAND IS TO OFFER A LINE OF PLUSH FOR INFANTS THAT COULD MAKE THEM HAVE FUN AND END UP BECOME THEIR FAVOURITE TOYS

## REASONS TO BELIEVE:

- 💡 HIGH PLUSH QUALITY
- 💡 FUNNY & KNOWN FEATURE
- 💡 CUTE & UNIQUE DESIGN





# HOW DO WE STAND OUT



VS



<b>DESIGN</b>	CUTE & CARTOON	TRADITIONAL LOOK & FEEL
<b>FEATURE</b>	UNIQUE PEEKABOO FEATURE	NO SPECIAL FEATURE
<b>DISTINCT</b>	SAME PLAY PATTERN AMONG ALL PRODUCTS OF THE BRAND	DIFFERENT COLOR & SIZES
<b>INTERACTION</b>	PARENT & BABY + PLUSH	BABY WITH PLUSH



## BRAND CHARACTER

**SWEET**

**SOFT**

**SURPRISING**





# FY 2023 HIGHLIGHTS

Markets Launched: 20  
Total Units: 175K

Tactical Items



95%

Interactive Bunny



5%

*Sell In 2023 - IMC internal data*





**NEW SS25**

HANGIES

# PEEKAPETS HANGIES



2 COLOR  
VERSIONS

# HANGIES

## PEEKAPETS HANGIES



**PEEKAPETS HANGIES**

- **REF: 924840**
- **SRP: €14,99**
- **PACK: CARDBOARD W/ TRY ME**



**PULL THE  
RING AND...**

**...PEEK-A-  
BOO!**



## PEEKAPETS HANGIES

1

STRATEGIC PRICE POINT



2

EXPANDING PRODUCT PORTFOLIO



HANGIES

PEEKAPETS HANGIES





**CONTINUING ITEMS**



# THE INTERACTIVE PEEKAPET

TWO WAYS TO PLAY: DAY MODE & NIGHT MODE

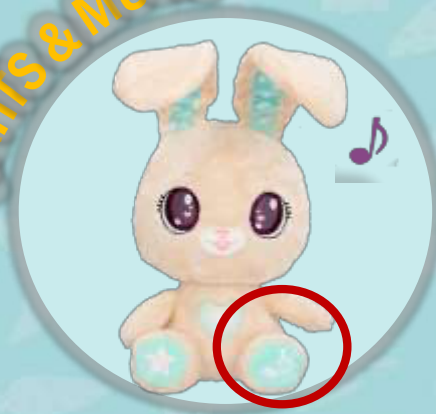
FINAL COLOR!



IT MOVES  
ITS EARS!

WITH LIGHT  
AND MUSIC!

NIGHTS & MUSIC



NIGHT MODE



PEEKABOO FEATURE



## INTERACTIVE PLUSH

- ITEM NUMBER: 88955IM
- SRP: 39,99€



### 4 FAMOUS SONGS

- The wheels on the bus
- Itsy Bitsy Spider
- Old McDonald Had a Farm
- Twinkle Twinkle Little Star

\* SRPs are only indicative and used for illustrative purposes

# PEEKAPET GIFTABLE

CUTE GIFT  
BOX



BLANKET  
&  
BYTER

NEW SOFT &  
PREMIUM  
MATERIAL

HIGHLIGHT  
PRODUCT'S  
QUALITY



SAME  
PLAY  
PATTERN



# PEEKAPETS GIFTABLE



## KEY INFO

- **REF: 921177IM**
- **SRP: €24,99**
- **PACK: SEMI OPEN BOX W/ TRY ME**

\* SRPs are only indicative and used for illustrative purposes

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# PEEKAPETS TRADITIONAL PUPPIES

SAME PLAY PATTERN

NEW ANIMAL

2 DIFFERENT COLORS



# PEEKAPETS TRADITIONAL PUPPIES

## KEY INFO

- **SRP: 17,99€**
- **CDU ASST. NUMBER: 909946IME**
- **CDU 6 UNITS**





# PEEKAPETS BEAR



ITEM NUMBER: 907874



ITEM NUMBER: 907867



## KEY INFO

- CDU ASST. NUMBER: 907881
- SRP: 17,99€
- CDU 6 UNITS (3 bears & puppies)



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# BUNNY PLUSH

Cute & Soft plush that recreates your kid's favourite game: **PEEK A BOO!**



Best Baby Toy

Best Christmas Gift

Best Baby Toy



ITEM NUMBER: 906785

ITEM NUMBER: 906778

## KEY INFO

- CDU ASST. NUMBER: 88948IM
- SRP: 17,99€
- CDU 6 UNITS



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# RETAIL – BRAND IMPACT!





# BRAND ARCHITECTURE

CONT



NEW SKU  
Available  
in SS25

NEW SKU  
Available  
in Fall 25

Replaced by another Item in Fall 25  
→



## FY25

Indicative SRP	FY25
39,99€	PEEKAPETS INTERACTIVE BUNNY 
29,99	PEEKAPETS PEEKABO GIFTABLE
18,99€	PEEKAPETS BUNNY  PUPPIES PEEKAPETS BEARS
14,99€	PEEKAPETS HANGIES

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**THANK YOU!**