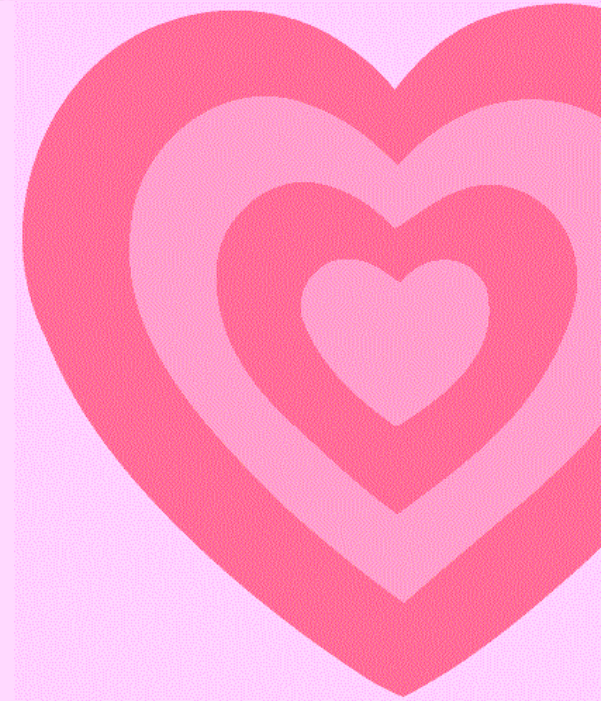


Powerpuff Girls “BEBOB” Launch Strategy



Marvin K. Chow
Marketing “Special Assignment”
January 31, 2002

The Cartoon Network's biggest show, the PowerPuff Girls is introducing a new Character this Fall, Bebob!

You are the Director of TV Marketing at the Cartoon Network and you must build a premiere plan for this show to generate buzz and awareness for the new PowerPuff Girl news, and drive tune in of the premiere episode.

The launch will be supported with baseline efforts of the other CTN Lines of Business and \$200,000 for you to spend on Marketing. You have 24 hours to put your plan together...



GO!

Bebob!

The late bloomer, Bebob is the ready to join her sisters in the battle to save the world. With her extra dash of sugar, Bebob is the joker of the bunch, always seeing the good in every situation and forever trying to get a good laugh out of someone. She defeats evil-doers with her lightning fast speed and precise agility. The professor is already picturing her as next year's class clown.



PRIMARY:

- Girls 12-15

SECONDARY:

- Girls 16-19
- Boys 14-16

PSYCHOGRAPHIC:

- Independent, sporty, stylish, strong, confident.
- Each PowerPuff Girl's personality connects with a different individual.



CURRENT

- Viewership is currently divided 50/50 among boys and girls with the most dominant age being 12-15.

STRATEGY:

- Taking an aspirational approach, we've selected trendy girls (12-15) as the primary target. This segment will drive the launch and pull both boys into the mix. This target also plays to the strength of consumer product purchases (80% girls).



- Build awareness and generate buzz around the introduction of Bebob to the family.

“Bebob Bustin’ Out on the scene...”

- Drive Tune-In to Bebob’s premiere episode on September 23, 2002.

- Create long and lasting connections to the newest personality to the Power Puff Girls’ family.

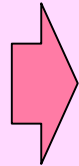


Generate Interest & Create Awareness

Drive consumers to Relationship Building Programs and Events

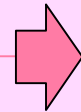


On-Air Promo, Theatrical Teasers, Tour Signage, AOL, In-Store, Wild Postings, On-Pack



Build Relationships & Affinity

Make Bebob & Premiere Episode an Integral part of their Lifestyle



CTN Online, Summer Tour, Delia/Alloy Promotions, Email Blasts, Giveaways



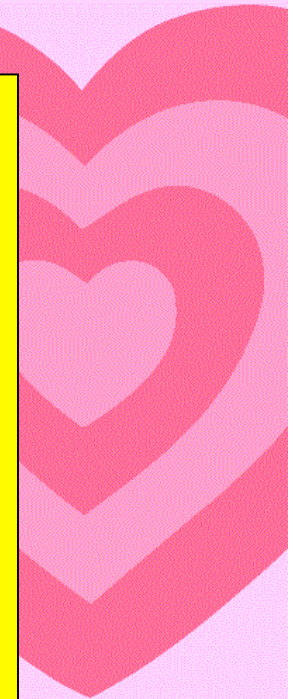
REWARD:

September 23 Event

Bebob Episode Premieres

Tune-In Occurs

On-Air Events, Sweepstakes Prizing, GWP's





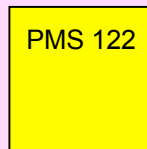
Promotions Schedule Overview

	JULY	AUGUST	SEPTMEBER
On-Air Promotions	Teaser Spots	Delia Sweeps & Online Spot	Delia Sweeps, Tune-In & Online Spot
Theatrical	:15 Teaser, Credit Crunch & Snack-Pack		
CTN Online	"Bebob" Vignettes	Video E-Card, Joke Machine & "Bebob" Vignettes	3D Speed Game, Vignettes & PPG Trivia Tourney
Consumer Products			On-Pack Bursts to Episode Date and PowerPuffGirls.com (pending lead time)
Recreation	14 Market Summer Tour Support: video plays, giveaways, signage, video games, etc.		
Sweepstakes		Delia's In-Store / Online Sweeps	
Promotions		AOL Exclusv (tbd)	Alloy Mag-alog GWP Promotion
E-Mail Marketing		CTN List: E-Cards	CTN List: Tune-In Delia's/Alloy: Tune-In
Print, Outdoor and In-Store	Trade Print (tbd)		Wild Postings in top 5 Markets WB In-Store POS Bursts (remaining stores)

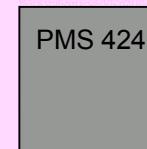
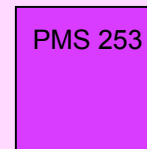
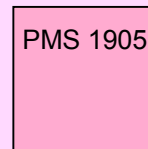
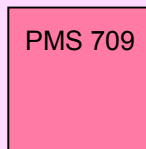


All creative facets of the campaign will be driven off of the overall “**Cute meets Bad Ass Superhero & Tomboy with Style**” theme. Specific to Bebob, the traits of Speed, Melody and Fun should be expressed.

Color Palettes:



PRIMARY



SECONDARY PALETTE



The Relevance of the design should live where the Power meets the Puff.



To provide continuity to the campaign and gain additional relevancy to the lives of tween girls, a partnership with pop star PINK is recommended.

- Her strong, independent and confident persona exudes the essence of the Power Puff Girls.
- Using her “Respect” track as audio lay in on-air promos, web game intros, giveaways, etc. will lend consistency to the environment of the campaign.



- “Respect” chorus:
 Hey Ladies, yeah! / Let ‘em know it ain’t easy /
 R-E-S-P-E-C-T / Let’s come together / Hey Sistas, yeah!

- Three Spots will be created with various executions, modular messaging and consistent treatments:
- Bebob Teaser
 - :15 vignettes showing Bebob running various errands or pranks. All tagged with PowerPuffGirls.com
- Online Spots
 - :30 spots featuring the Video E-Card, Joke Machine, 3D Game and Convergent Trivia Tournament at PPG.com
- Tune-In Spot
 - :30 spot featuring Bebob and Premiere Episode.



- To capitalize on the hard-core fan during initial launch and opening weekend:
- :15 Bebob Teaser Spot (NATIONAL)
- Bebob Vignette during Credit Roll (NATIONAL)
- Bebob Speedy Snack Pack (TOP 10 MKT)
 - For \$5, fans can get a prepackaged Bebob Snack Pack for the PowerPuff Girls movie that has a small soda, small popcorn, small candy and a sticker card. Snack Pack is pre-paid with ticket and picked up express. All tagged with Bebob and her premiere episode date.



- Burst PowerPuff Girl's BTS merchandise with Bebob "bustin' out 09.23.02" and driving to PPG.com.
- Major retail partners will be targeted for In-store poster displays and merchandising where appropriate and available.
- WB Stores will carry a building presence:
 - Phase I: Small "POW" displays with Bebob bustin' out, tagged with date and funny jokes or one liners.
 - Phase II: Larger format posters, product merchandising, countertops and cut-out stands



- Targeting Top 5 “Tween” markets in the US
 - New York, Atlanta, Chicago, Austin, Los Angeles
- Multiple Giant Poster coverage in key “Tween” summer hangout areas.
- CREATIVE: Strong color presence with Bebob bustin’ out, premiere date, network logo and remaining 3 girls faded slightly.



- Leveraging CTN Summer Tour to seed influencers at the grassroots level. 14 Cities–July through Aug.
- Giveaways Include:
 - Stickers, “Girl Socks”, T-Shirts, Pink “Respect” Remix Single, Lollipops, Shoe Laces
 - All products will be custom made to fit the Bebob Launch Creative Theme and carry premiere date when possible.



- Tour jumbo screens will also carry :15 teaser and PowerPuff Girls “Respect” Video.



Delia's "Bustin' Out" Sweeps

- 6 Week In-Store and Online Sweepstakes where "Tweens" enter to win tons of great PPG Prizes.
 - PRIZING: \$20k total value. Autographed Cells, Video Collections, Clothing/T-Shirts, Make-up, Bebob Exclusives, Dolls, etc.
 - Driving more winners with smaller, "pass-along" type prizing for a grassroots swell and viral potential.
- Delia's Support: In-store signage, counter-cards, sales staff, co-branded newspaper, radio, online.
- CTN Support: Dedicated on-air spot and online.



- A stable for Tween Girls, the Alloy Mag-Alog will be splattered in Yellow and filled with our four girls, giving tips and dispensing inspirational advice.
- INSERT: Co-Branded Book Cover with Bebob “Bustin” out, numbered and stamped.
- GWP PROMOTION:
 - Orders over \$50: PPG Bebob Premiere T-Shirt
 - Orders over \$75: T-Shirt and “Respect” Remix Single



- CartoonNetwork.com will build relationship and create affinity through the following applications:
 - **Bebob Vignettes:** Shorts that will show action scenarios and reveal personality traits of the newest PPG. A new short will be release every two weeks through launch.
 - **Video E-Card:** Kids will be able to construct their own PPG Video to Pink's "Respect" and email to friends.
 - **3D Game:** Help Bebob boost her speed and catch the bad guys in CartoonNetwork.com's first 3D Game.
 - **Convergent Trivia Tournament:** Play as you watch the premiere episode and test your knowledge of the PPG.
 - **On-Site Marketing:** Banners, Side Units, etc.



- E-Mail marketing will be a critical tool to looping back with fans and driving the tune-in message home as the episode draws near:
 - CTN Subscribers: Email blasts to loyal fans and registrants letting them know about activities and tune-in.
 - Delia's Member: Email blasts to everyone who participated in the Delia's "Bustin' Out" PPG Sweeps.
 - Alloy: Email blasts to every recipient of a PPG GWP and general subscriber to Alloy Email Newsletters.





Budget Summary

On-Air Production *	Incremental Spend on Teaser & Tune-In:	\$ 12,000
	Delia's Co-Branded Sweepstakes Spot:	\$ 8,000
Musical Talent	Musical License and Remix:	\$ 25,000
Tour Giveaways *	30,000 CD's @ \$0.50/per:	\$ 15,000
	6,000 T-Shirts @ \$1.50/per (off-set):	\$ 15,000
Online Incremental *	Additional Production Costs:	\$ 10,000
Consumer Products Incremental *	Additional Art/Production Costs:	\$ 5,000
Delia's Promotion	Prizing Costs/Fulfillment:	\$ 20,000
Alloy Promotion	Alloy GWP Costs/Fulfillment:	\$ 20,000
PPG Movie Incremental *	Snack Pack Production/Discount Costs:	\$ 30,000
Print/Wild Postings	Poster Printing & Street Teams	\$ 40,000
TOTAL LAUNCH BUDGET:		\$ 200,000

* **NOTE:** Costs reflect Franchise Marketing's Portion, addition to Line of Business Budget.

