



## HASBRO ACTIVATIONS

**What if instead of advertising to kids, we simply invited them to come out and play?**

For the past decade (and counting) Hasbro has turned to Fathom to develop breakthrough experiential marketing programs that have resonated with consumers, the trade and media.

Highlights have included the opening of a pop-up retail store for Littlest Pet Shop on 5th Avenue; the creation of a fully functional, larger-than-life Tonka truck; coordinating a massive Nerf Father's Day catch starring Peyton, Eli and Archie Manning; facilitating the world's largest water fight for Super Soaker; executing a traveling interactive toy showroom for Tiger Electronics; the creation of Weebleville for the relaunch of Weebles; and producing the Hasbro footprint at BotCon, Transformers' annual fan convention.

Each program has exceeded its goal, and Fathom remains a go-to partner when Hasbro is looking to complement their traditional TV-driven marketing plans.

