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Press Release

Diverse Insights New York Toy Fair Edition

Diverse Insights My Favorite Things New York Toy Fair Edition

By: Steve Starobinsky, VP Marketing & Product Discovery at
Diverse Marketing

#6: Adult Coloring Kits w Embossed Tin Case by Parragon

WHY: We all know how important the adult coloring trend has become and even recently showing growth with tweens for added confidence in this trend becoming an inline category. This particular item caught my eye due to the beautifully textured and embossed tin case that carried over the styling of the most popular coloring patterns.



#5: Sparkle Screen by Glittertots

WHY: The product literally blings out your lil' sun addict with an SPF 30, all natural, made in the USA sunscreen! PABA & Parafin Free, non-nano zinc oxide, non-metallic bpa free glitter and best of all it is loaded with antioxidants and scented with essential oils! Categorically speaking, traditional retailers saw a larger percentage of their Christmas business migrate to the last two weeks of the year. To combat that, we recommend selling great outdoor goods like this well past the traditional August 1st fall mass market set date.

#4: Harry Potter Puzzles & Playing Cards by NMR Distribution; Collector Key Ring Blind Bags by Monogram, respectively.

WHY: Maybe what started this whole refocus on an 18 year old brand was J.K. Rowling snappy twitter account? Or maybe it was the announcement of the new prequel movie with Eddy Redmayne and Colin Ferrell? Now with the new book coming out in June this brand is on fire and there are millions of "Pot-Heads" starving for product! Combine that with products in the largest growth super category (puzzles/games showed a 10.8% year over year) and with the hottest merchandising trend BLIND box and you have a winner!



For Release ASAP

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#3: Smapon by TOMY

WHY: One of the first lessons I learned in Trend Spotting - if it's hot in JAPAN it's only a matter of time until it's going to be hot in North America! This item was developed by TOMY TAKARA and is positioned as the ultimate cellphone best friend. No batteries required, it uses the light from your cell phone for power and to interact with you for hours of entertainment. A new age Tomagatchi of sort that will retail under \$10. Fantastic colorful packaging that draws the eye and denotes the different personalities of your new pocket sized best friend.

**#2: Bloxels by Pixel Press**

WHY: Because sometimes you look at an item and just say WOW. Stop motion animation meets video game design. The pixel grid correlates to a data bank of obstacles, coins, bad guys, etc. and allows a child of any age to create their very own video game, frame by frame! The community portal that this company has already created allows sharing and collaboration as well as downloadable content to make their games even cooler! The App toy reborn, physidigital revolution is here!

#1: Legendary BB8 by Spin Master

WHY: THIS IS A LIFE SIZE BB8!!! Seriously though an engineering marvel of balance, design, and function. The main play feature is remote control as a fully functioning RC but I think the most innovative part is the follow me mode. The remote control can be attached to your belt and acts as a beacon for BB8 to follow you on your adventures! The ultimate companion, BB8 is equipped with voice recognition where he will turn his head toward the person giving him the command. Lights and sounds so good you'll think it's a movie replica. He literally shivers when you say Kylo Ren. This takes cosplay to a whole new level for Star Wars Halloween 2016. You would expect this to retail for \$300 and above; however this little guy has an MSRP of \$179.99.

*About the Author*

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Specialties: Product Discovery, Sales, Marketing, Brand Positioning, Trend Awareness.