



Kids Under 3 Program Exploration

Since 2007, **Burger King** has
partnered with Little Tikes for the
Under 3 toy program



When the time came to renew, **Burger King** evaluated some challenges facing the Little Tikes partnership...

- Royalty Fee
- Low awareness
- No connection to BK CROWN brand



Note: Current Little Tikes inventory will last through June 2013

...and saw an opportunity to refresh the entire program

- proprietary brand for bk
- No partner restrictions
- No contract terms
- No royalty fee



Parents want toys that enhance their child's development

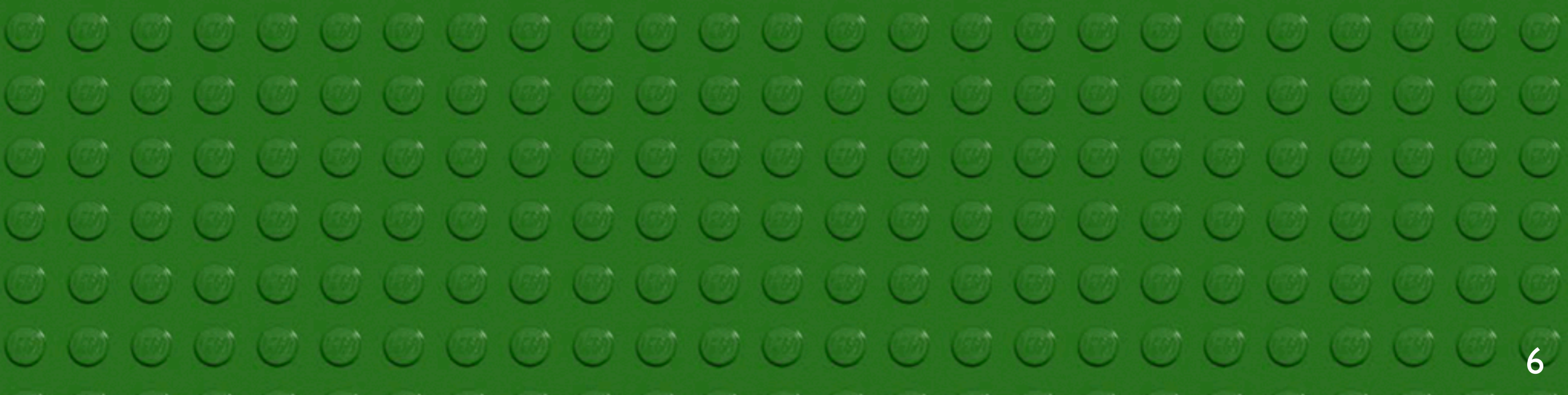
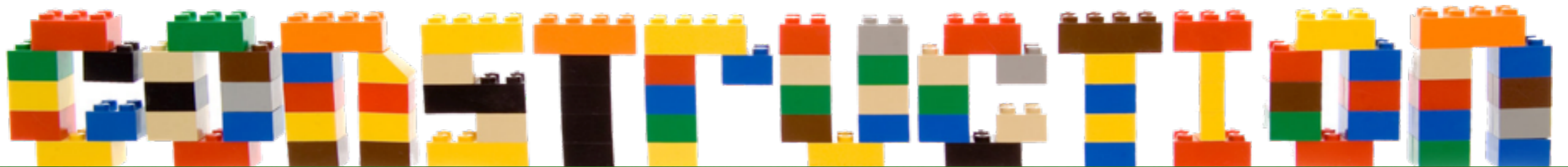
Infants need brightly-colored, textured toys for muscular development and stimulation

Toddlers need active, goal-oriented play for fine motor coordination and muscle strength

all children desire toys that are fun and stimulating



There is one major toy category that fulfills all of these needs



Construction play is proven to benefit boys and girls of all ages*

- Creativity and imagination
- fine Motor skills
- hand-eye coordination
- Spatial skills
- Focus and attention

“Blocks are the educational equivalent of a multivitamin.”

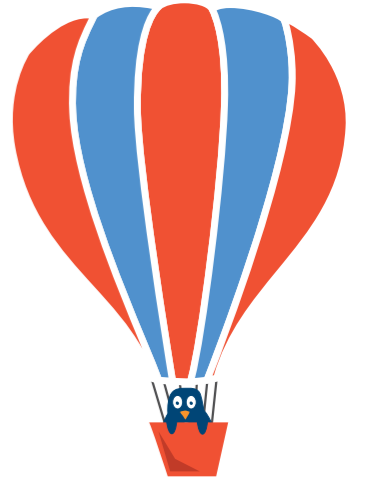
- Parents Magazine



With all of this in mind we introduce



Building Basics



is its own brand, but borrows stylistic elements from the BK CROWN program

and is compatible with popular retail brands like Lego Duplo and Mega Bloks

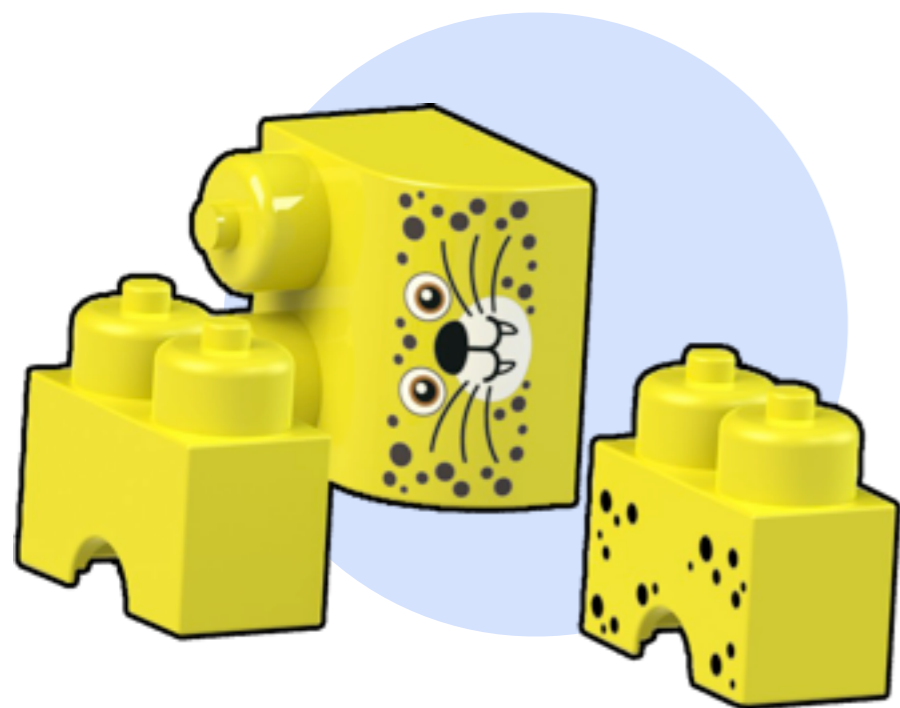




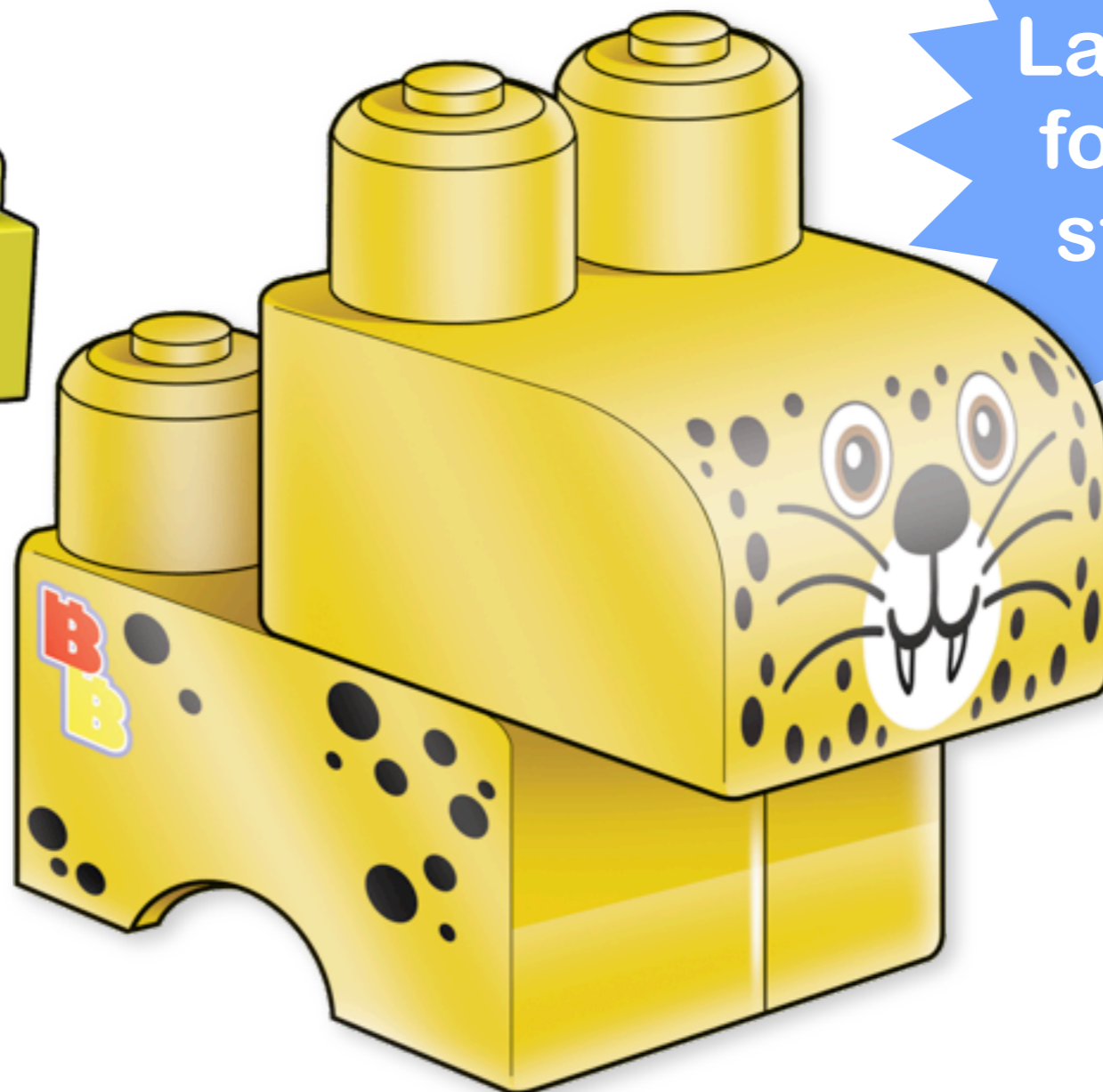
With the following premiums **Burger King** has two collection options, both of which can be rolled out to build the **Under 3** collection over the years



Build-a-buddies



Build an adorable animal friend using three basic blocks

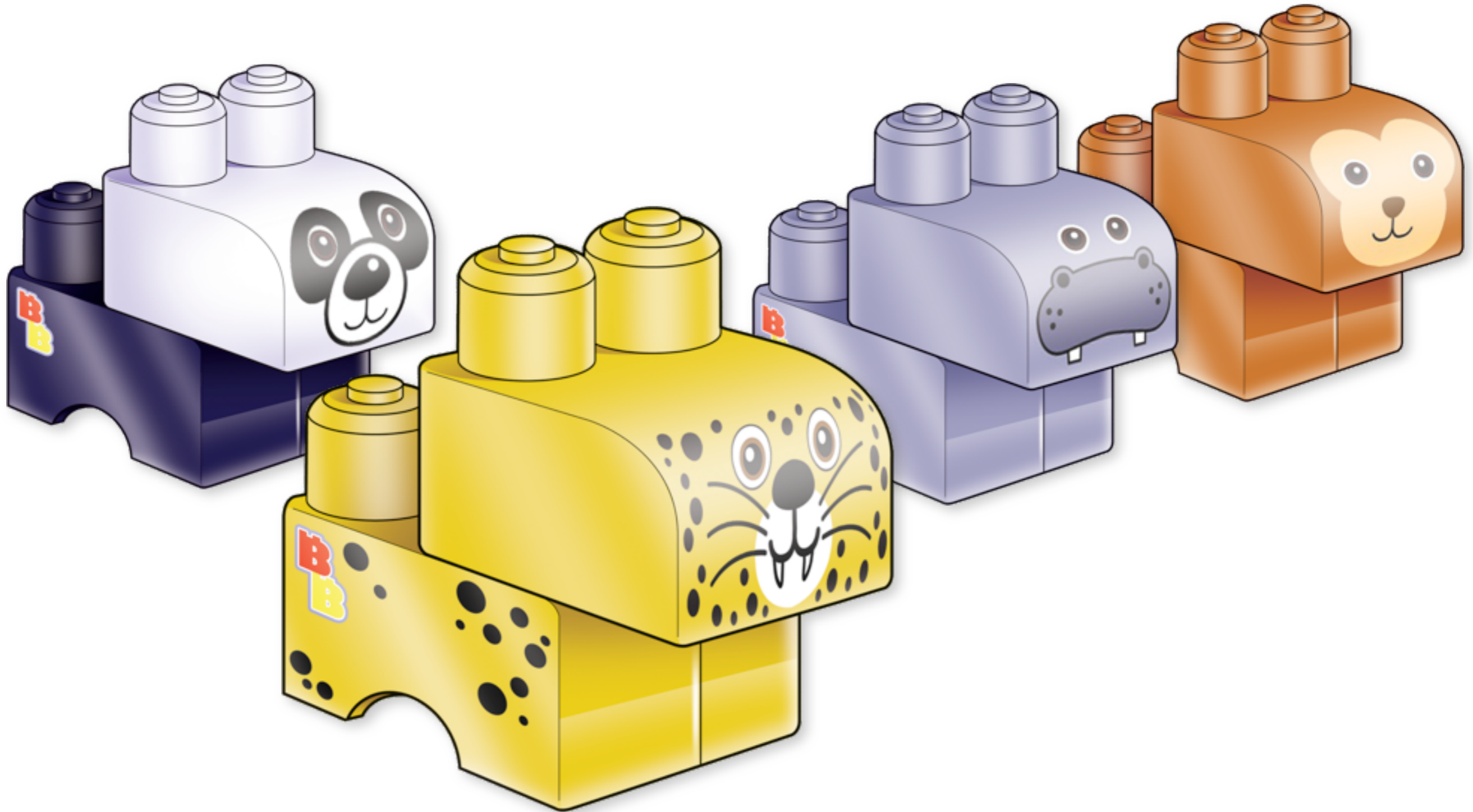


Large pegs for simple stacking!

Size:
3.875"H x 2.50"W x 2.50"L (assembled)
Material - PP



Build-a-buddies Collection



CROWN Stackers



Stack and twist the three blocks to create custom character combinations



Mix and match to find all 16 friends

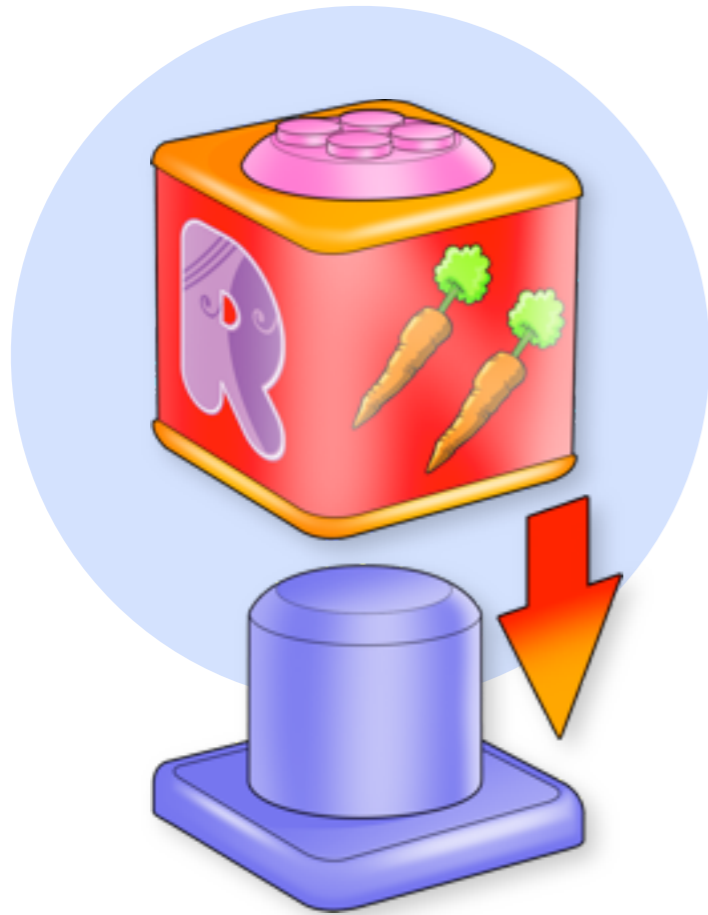
Size:
4.25"H x 1.75"W x 2.25"L (assembled)
Material - PP



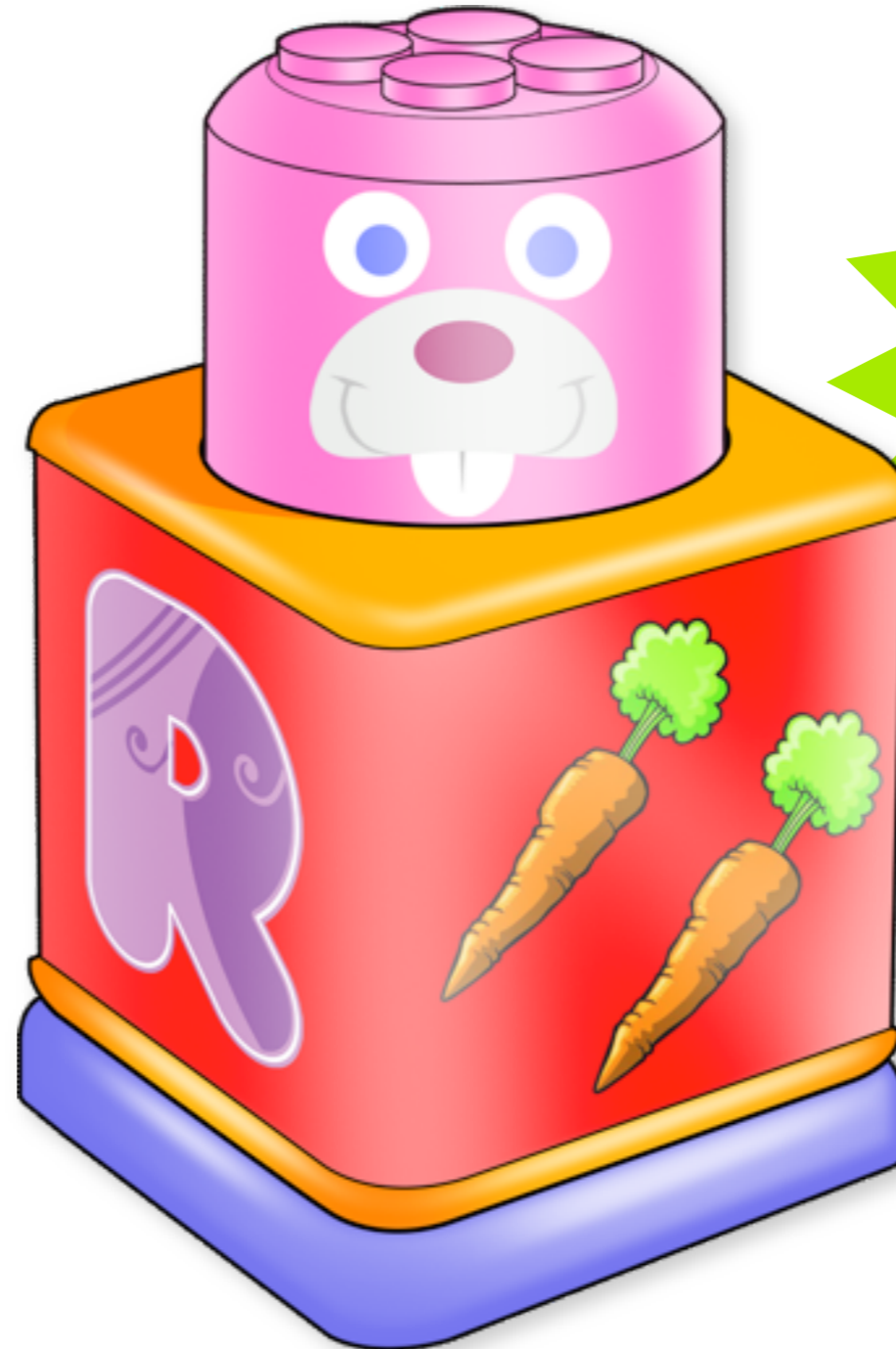
CROWN Stackers Collection



Peek-a-boo pals



Stack to reveal the hidden animal friend



Stack 'em high for a cheerful surprise!

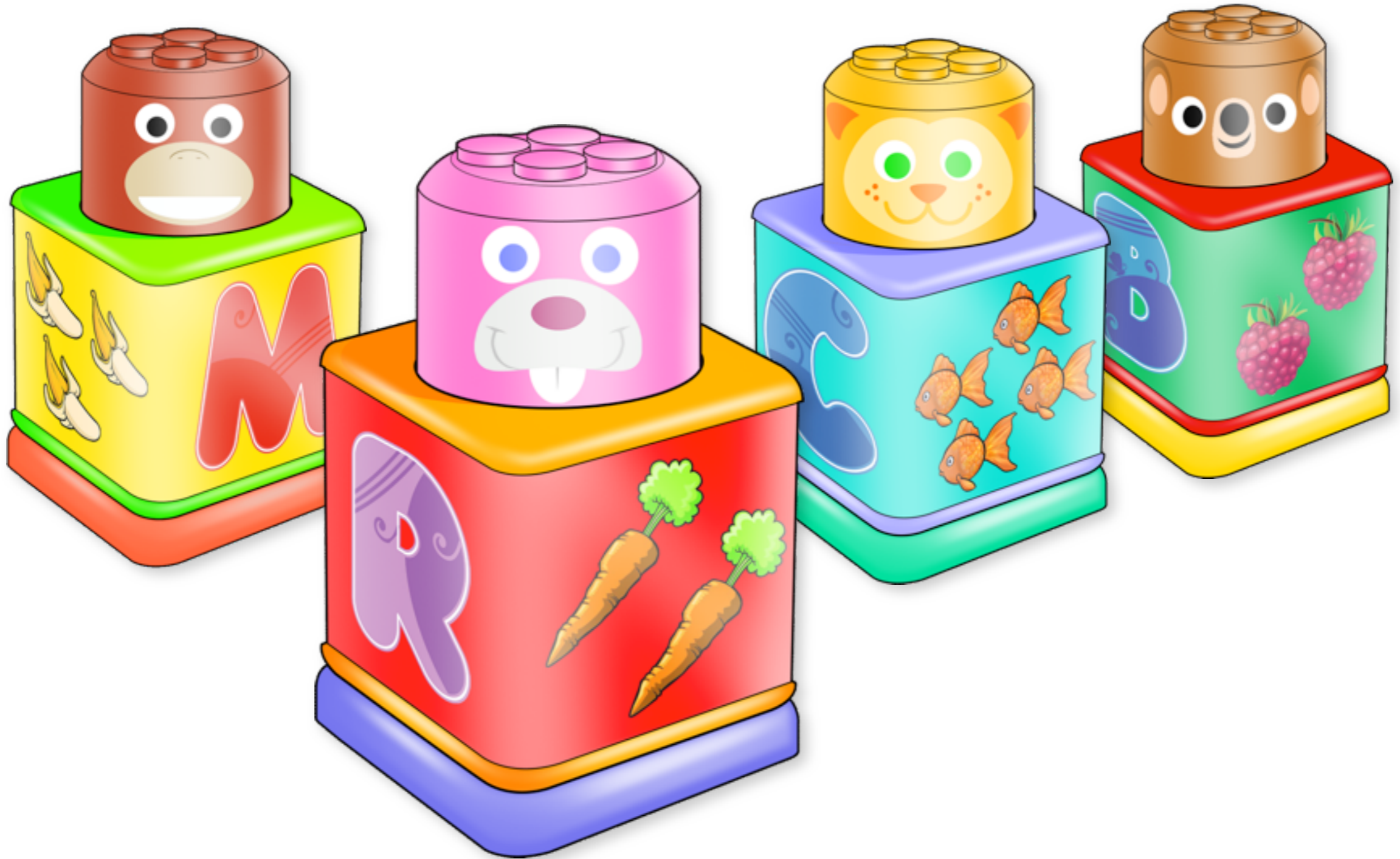
Graphics on block correspond to character inside

Size:
Block - 3.25"H x 1.875"W x 1.875"L (extended) Base - 1.75"H x 1.875"W x 1.875"L
Material - PP/ABS



Peek-a-boo pals

Collection



Junior Cruisers



Nest figure inside
of play vehicle



Choose from a range of
aspirational characters

Size:

Figure - 2.50"H x 2.10"W x 1.75"L

Vehicle - 2.00"H x 2.75"W x 3.50"L

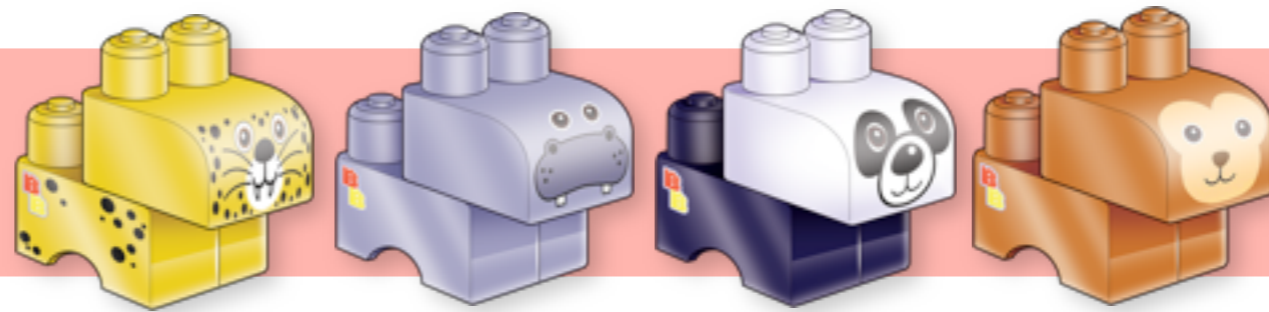
Material - PP/ABS



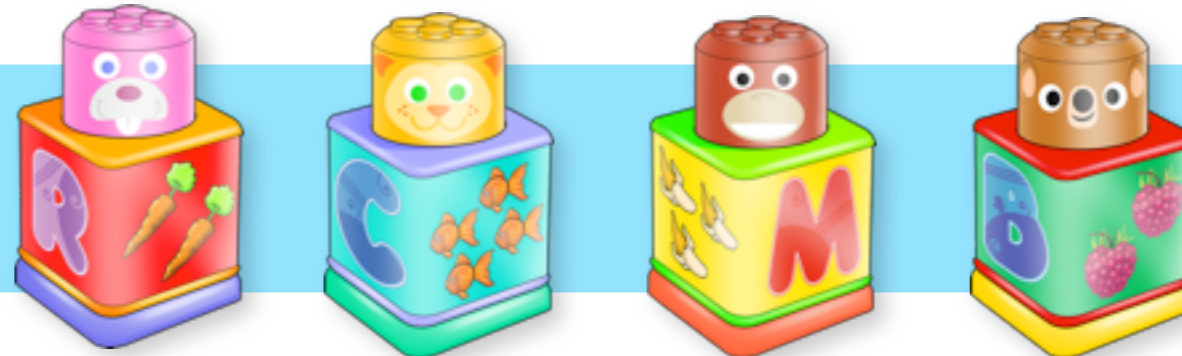
Junior Cruisers Collection



Assortment 1



Assortment 2



Assortment 3



Assortment 4



Junior Cruisers as a collection are above our cost target, but can be mixed and matched

Single piece types deliver tooling efficiencies and encourage mix and match play throughout the assortment



Legal and safety clearances already in place based on initial review*

Price Point: \$0.30

Quantity: TBD with RSI

BK agreed to concept review without formal costing process

Pitch to partner with Premium Surge on final costing

*Final trademark clearance to be completed once program is selected





Building

Basics