



A young boy and girl are playing with a Hot Wheels track set on a wooden coffee table. The boy is on the left, wearing a grey shirt and black pants, with his arms raised in excitement. The girl is on the right, wearing a green shirt and a plaid jacket, also with her arms raised. The track set includes a large orange loop, a blue launch ramp, and three colorful launchers (purple, yellow, and red) on the right. A small green car is visible on the track. The background shows a living room with a grey sofa and patterned pillows.

**HOT WHEELS IGNITES AND NURTURES  
THE CHALLENGER SPIRIT  
THAT LIVES WITHIN EVERY KID**

#1

# ***SELLING TOY IN THE WORLD***





**WE ARE ON FIRE!!!**



# #3 PROPERTY DEL MERCATO ITALIANO!



#1 BRAND NEL MONDO DEI  
VEICOLI

20.3% MS YTD (+1.2 PPT)  
4 VOLTE PIÙ GRANDE DEL #2!

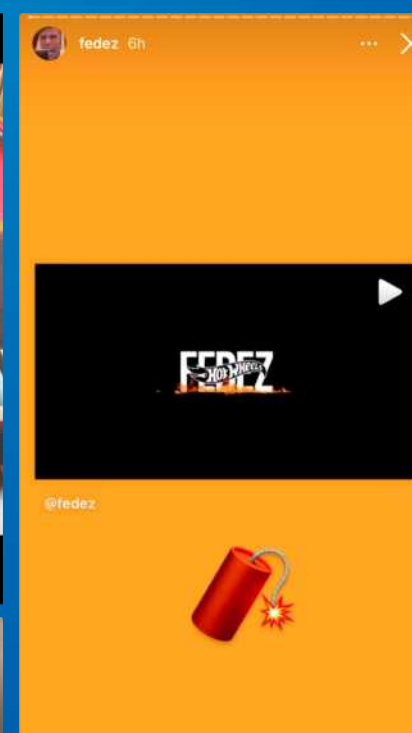
+26% VENDITE  
A VALORE YTD

## Trainando l'intera Categoria Veicoli!

NPD: Total Panel YtD Settembre 2021

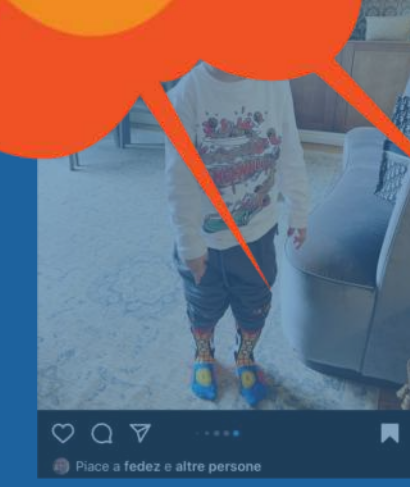
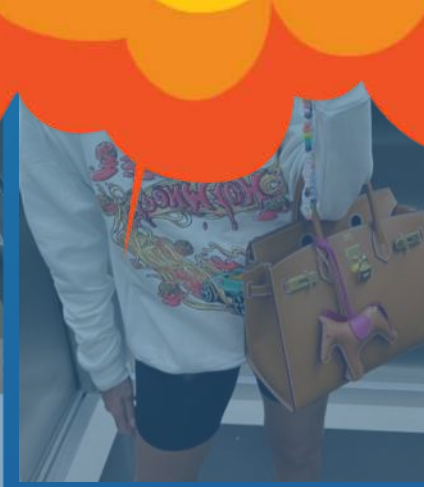
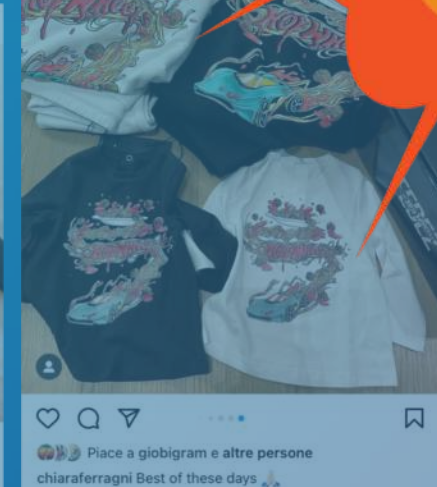
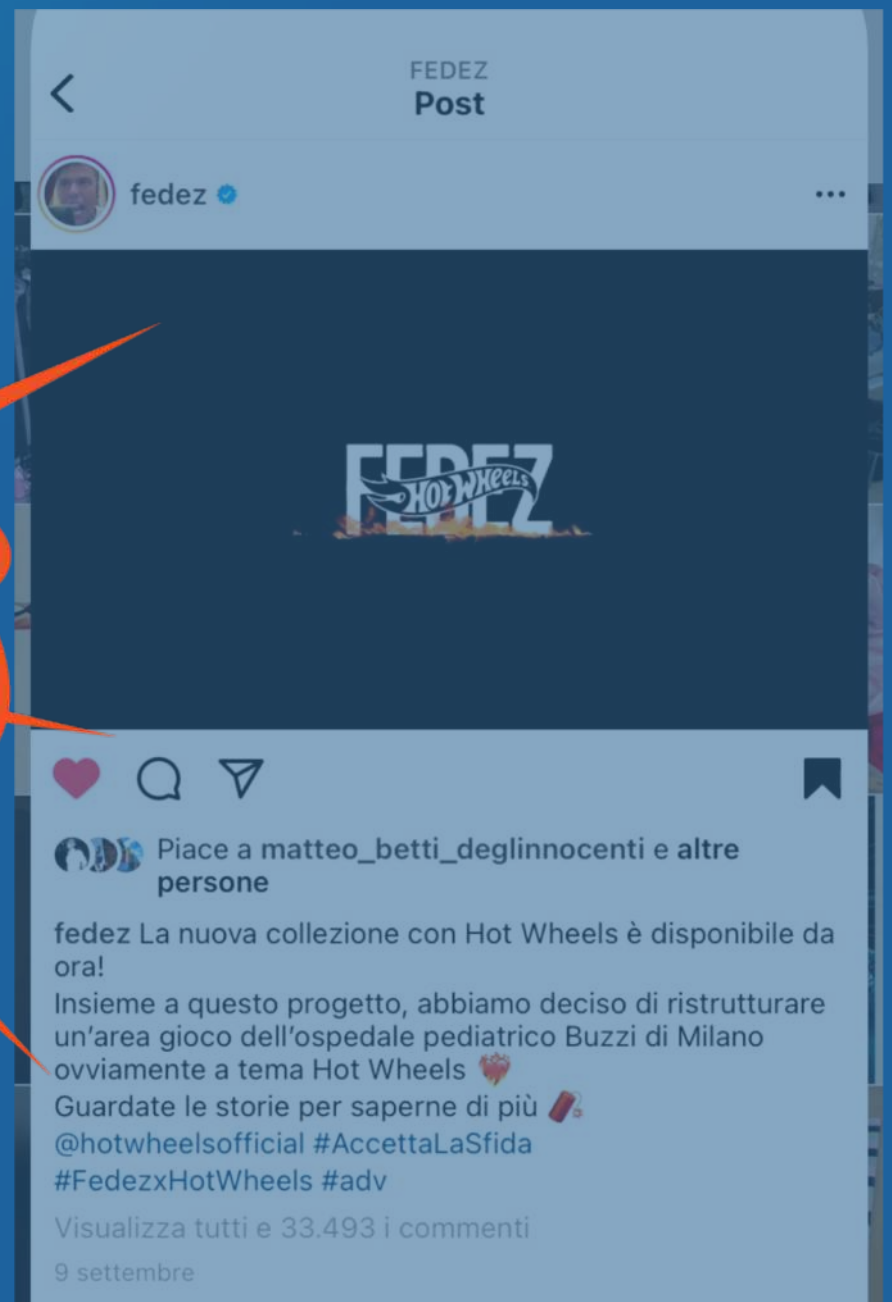
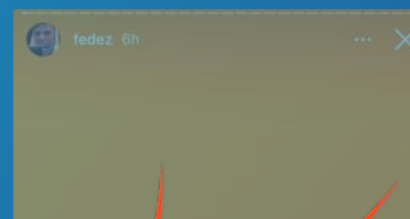
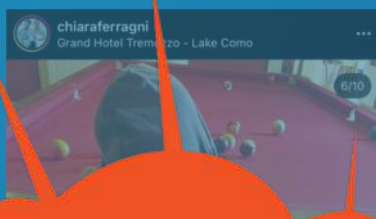
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# IL PROGETTO FRANCHISE PIÙ GRANDE DI SEMPRE!



# IL PROGETTO FRANCHISE PIÙ GRANDE DI SEMPRE!

**22 MILIONI  
REACH**



# IL PROGETTO FRANCHISE PIÙ GRANDE DI SEMPRE!

## LA SFIDA TOY



## CAPSULE COLLECTION ADULTO

FEDEZ X HOT WHEELS



## CAPSULE COLLECTION BAMBINO

FEDEZ X HOT WHEELS



## BENEFICIENZA



**+43%**

VENDITE A VALORE  
TRACK BUILDER VS LY

**TUTTO**  
**ESAURITO**  
IN 24H

**OTTIMO S/THRU**  
& ONLINE SOLD OUT

**RACCOLTA**  
ANCORA IN CORSO

GUCCI

Hot Wheels x Gucci



**OBIETTIVO 2022:**  
**DA TOY BRAND A**  
**FRANCHISE MULTITARGET**



# LE GENERAZIONI HOT WHEELS

KIDULTS



GAMERS



BIMBI



# LE GENERAZIONI HOT WHEELS

KIDULTS



GAMERS



# I NUOVI VOLTI HOT WHEELS 2022

GIUGNO  
(DATA TBC)



- ✓ Cantante italiano
- ✓ Gamer
- ✓ Influencer
- ✓ Youtuber

**CAPSULE COLLECTION**

Back To School

**COMUNICATO STAMPA**

**300.000€ MEDIA VALUE STIMATO**

# I NUOVI VOLTI HOT WHEELS 2022

**H2**  
**(DATA TBC)**



- ✓ Imprenditore italiano
- ✓ Influencer
- ✓ King dei social
- ✓ Padre di famiglia

**CAPSULE COLLECTION**

**COMUNICATO STAMPA**  
**400.000€ MEDIA VALUE STIMATO**

# LE GENERAZIONI HOT WHEELS

KIDULTS



GAMERS



BIMBI





# Hot Wheels®

## MACCHININE



# COLOR REVEAL ARRIVA IN ITALIA!

## COLOR REVEAL





# PRIO 1 2022

# LAVORIAMO SULL'INTERA FRANCHISE!

## FOCUS PROGETTI FRANCHISE 2022



## FORTISSIME CAMPAGNE TV & DIGITAL SUI PRODOTTI CHIAVE E TANTE NOVITA'



## UOVISSIMO HOT WHEELS MONSTER TRUCKS

## NUOVI CONTENUTI IN ITALIANO SUL CANALE YOUTUBE HOT WHEELS

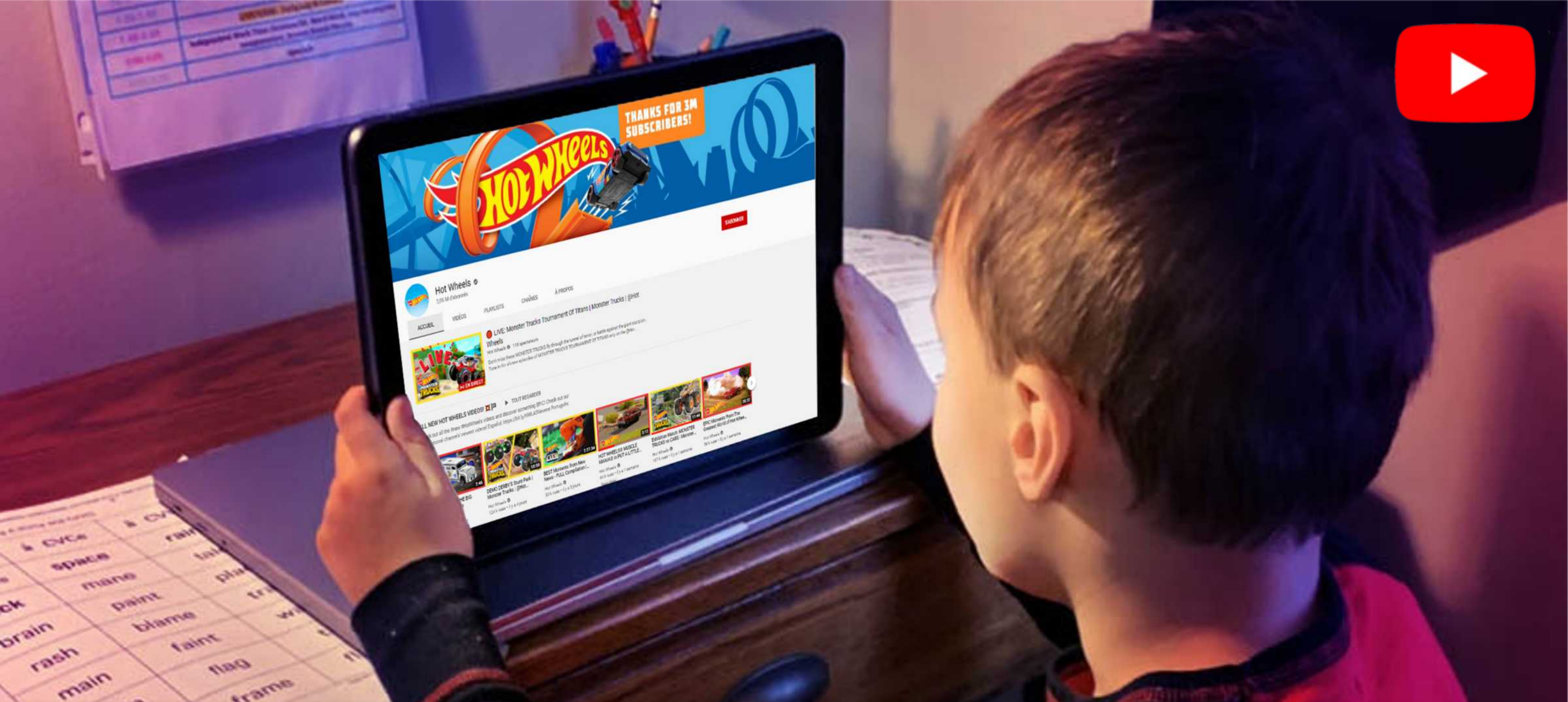


## ESTENSIONE CON LINEE ADDIZIONALI IN H2



# TRASVERSALE A TUTTI I TARGET





# CONTENT STRATEGY

*\*Source: YouTube Analytics 2020*

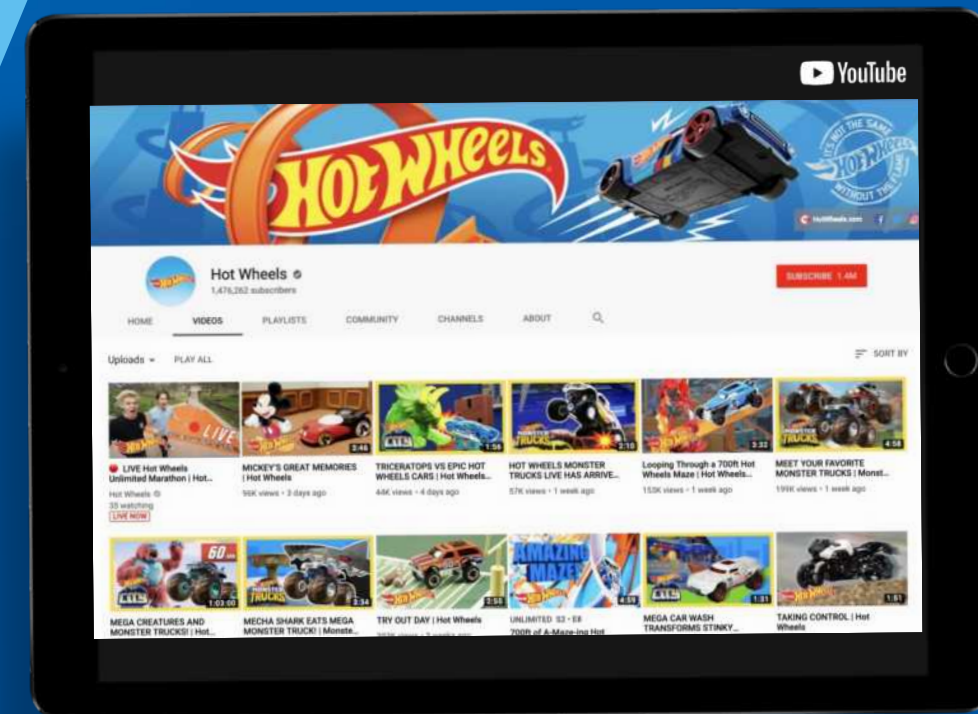
# CONTINUIAMO A INVESTIRE SUL NUOVO CANALE LOCALE YouTube

## LANCIATO IN APRILE 2021

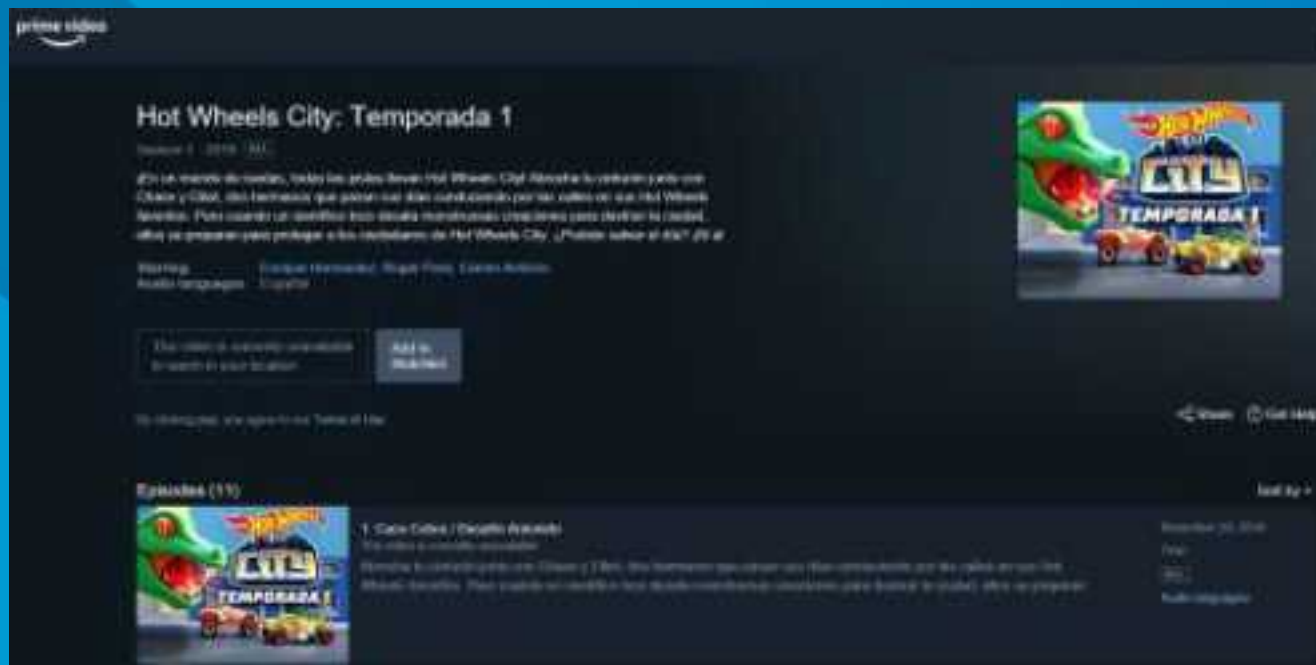
## CONTENUTI DI TUTTE LE LINEE PRODOTTO IN ITALIANO

## UNA PIATTAFORMA PER TUTTI I NOSTRI PROGETTI LOCALI

## MAGGIORE IMPATTO E RILEVANZA



# E SAREMO ANCHE SU PRIME VIDEO!



**HOT WHEELS  
CITY  
STAGIONI 1-5**

**SFRUTTIAMO IL  
GRANDE  
WATCHTIME  
DELLA  
PIATTAFORMA**



**prime video**

**Mirabilandia**  
PARKS

**NUOVO SHOW DI  
HOT WHEELS!**



**Hot Wheels**



**Hot Wheels  
MONSTER  
TRUCKS**

**Hot Wheels**

# LAVORIAMO SUL MONDO DEL GAMING!

The logo for 'Hot Wheels Unleashed' is prominently displayed on the left. It features the iconic 'Hot Wheels' flame logo in red and yellow, with the word 'UNLEASHED' in a bold, orange, blocky font below it. The background of the entire slide is a vibrant, stylized illustration of a Hot Wheels track at night, with glowing orange and red tracks, various toy cars, and a large blue spider-like creature on the right.

## Hot Wheels UNLEASHED

**+27MM** TRAILER VIEWS TO DATE

**GAME RELEASE:  
SEPTEMBER 30, 2021**

PS5

PS4

XBOX  
SERIES X

XBOX ONE

NINTENDO  
SWITCH

PC

# Hot Wheels®



**PRODOTTI COSUMER PRODUCTS**  
**SL (PAOLA) – HL (STEFANO)**

# TANTI NUOVI PROGETTI 2022!

## MULTIGENERATIONAL FRANCHISE



# TANTI NUOVI PROGETTI 2022!

## HOT WHEELS CORE & MONSTER TRUCKS



# VEICOLI - RC, L&S, FRIZIONE



Grosso focus su  
MT RC & LS (scale  
1:43 / 1:24)



# GIOCATTOLO: OUTDOOR



# GIOCATTOLO – «EVERGREEN»



Car cases  
Tappetoni gioco  
(#formati)

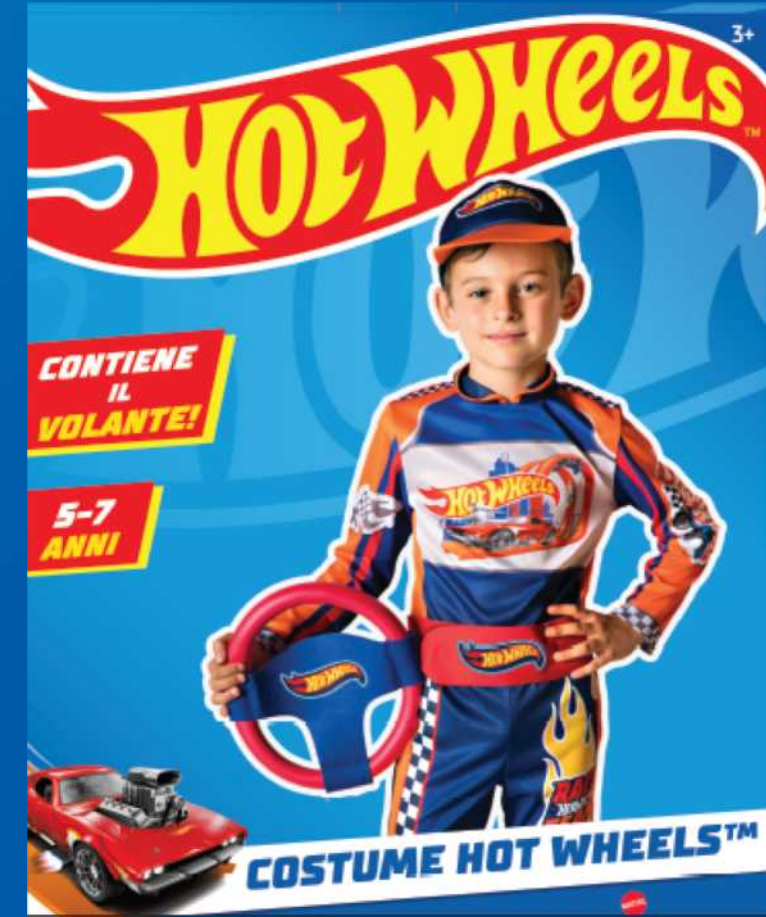


# DRESS UP 2022

**CIAO**®  
Srl

**NEW**

Travestimento di  
carnevale  
pilota HW  
Con volante in  
gommapiuma



# FOOD 2022



ispirazioni





CHALLENGE ACCEPTED

