

20+20 = 40

The Icon Of 80's Pop Culture Driving Gen-Z Crazy



Rubik's The Idol



98%
BRAND AWARENESS



BEST-SELLING TOY
IN HISTORY



BEST – SELLING TOY
IN THE CATEGORY OF
PUZZLE & BRAIN TEASER

#1

BEST-SELLING TOY IN
FRANCE, GERMANY &
THE UK (PUZZLE &
BRA INTEASER CATEGORY)

#7

BEST-SELLING TOY IN
THE USA (PUZZLE &
BRA INTEASER
CATEGORY)

TOTAL TOY
BRAND SALES UP

18%
TO USD 180 MILLION
FROM 2016-18

**450
MILLION**

RUBIK'S CUBES SOLD
WORLDWIDE

SCHOOL PROGRAM
PLACING OVER

**800K
CUBES**

TO YOUNG PEOPLE
IN 2018

**\$12
MILLION**

MARKETING SPEND
IN 2018

RED BULL

SPONSORED SPEEDCUBING WORLD
CHAMPIONSHIP FROM 2018



SHIPPED OVER
12 MILLION

RUBIK'S TOYS
IN 2018
WORLDWIDE

**9.5
MILLION**

WEBSITE VISITORS
PER ANNUM

#10 MOST SEARCHED TERM ON

GOOGLE

'YEAR IN SEARCH FOR 2018'



HOW TO SOLVE
THE RUBIK'S CUBE

**2.5
MILLION**

MINUTES OF RUBIK'S RELATED
CONTENT WATCHED ON

YOUTUBE

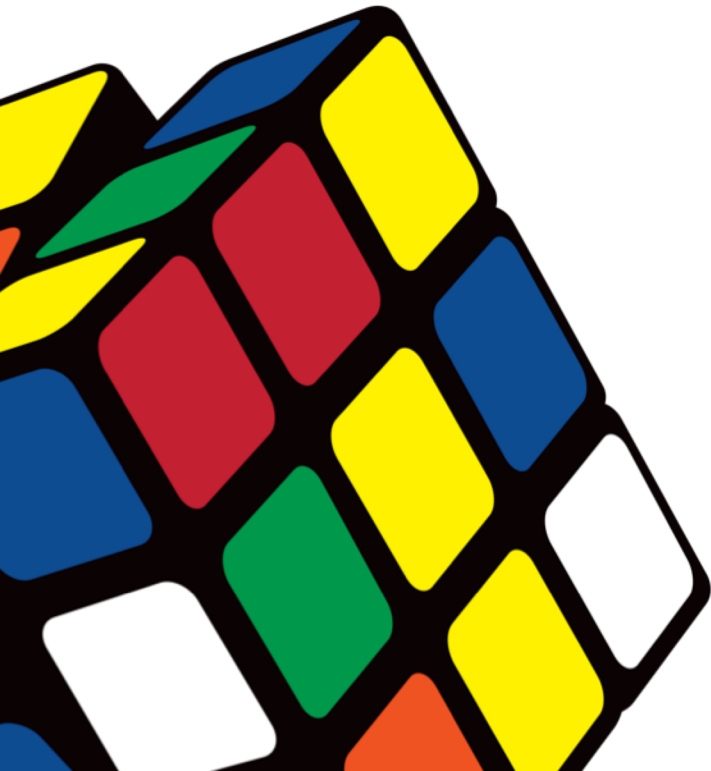
IN 2018

Rubik's The Icon

Rubik's®

Here's how Rubik's is taking its iconic brain-challenging ethos to the next level, raising the bar of game culture and constantly appealing to new audiences and generations.

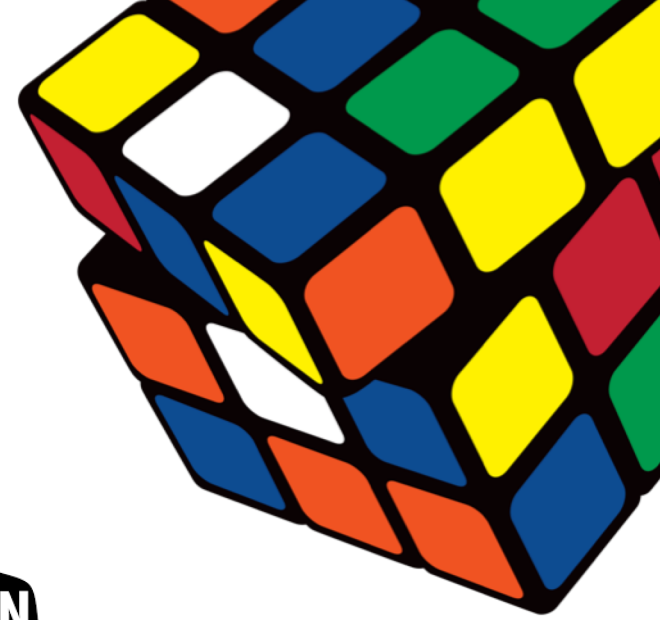
THE APPEAL OF THE RUBIK'S
BRAND CUTS ACROSS AGE,
TASTE AND CULTURE, MAKING
IT A TRUE LIFESTYLE ICON



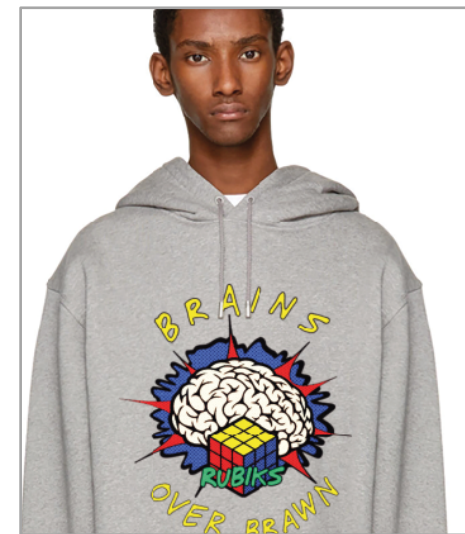
HAPPY
40TH
ANNIVERSARY
RUBIK'S
CUBE!



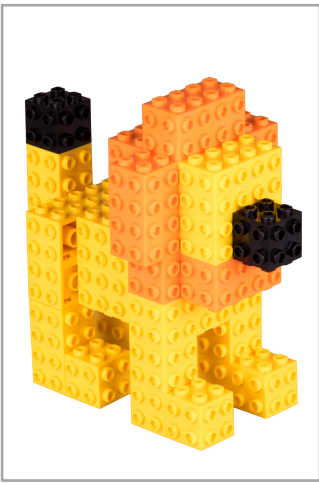
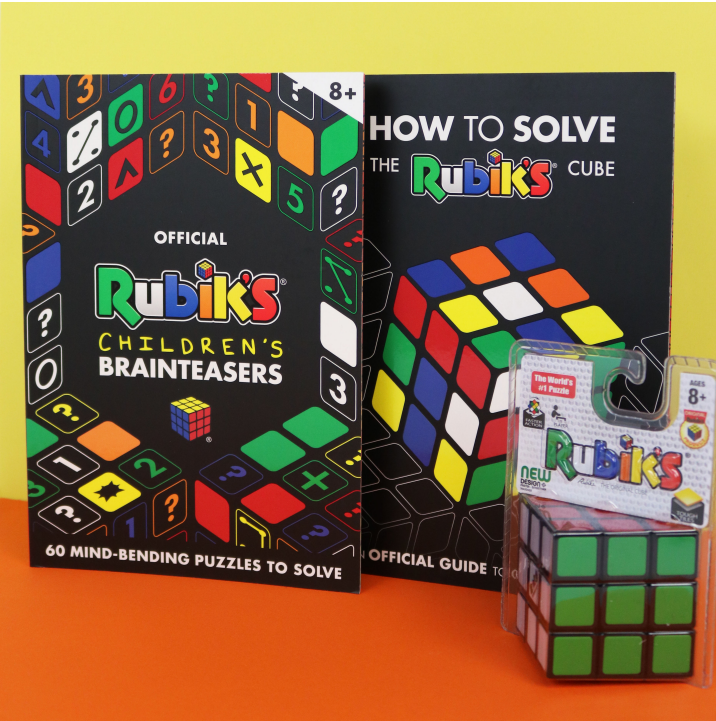
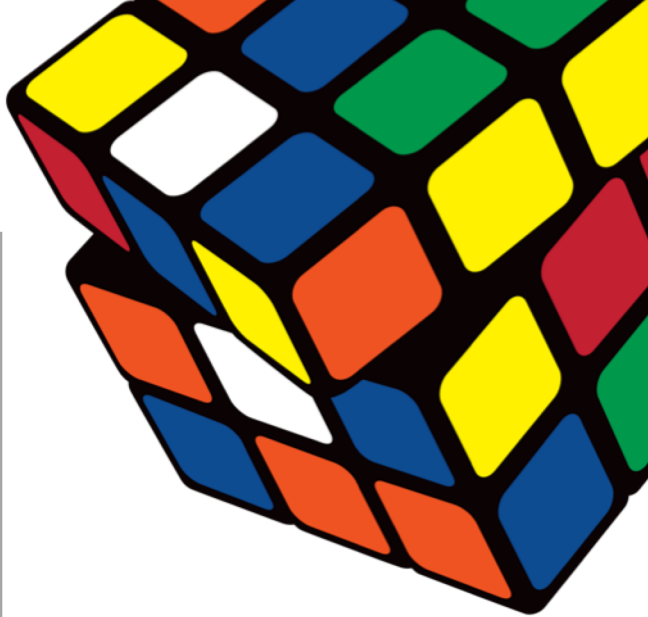
Global product launches - including an exciting new invention and twisty puzzle by Erno Rubik himself. TV driver with a multi-million dollar global campaign, including traditional TV, digital and social media support.



Exciting new lifestyle activations with major brands, apparel chains and retailers globally.

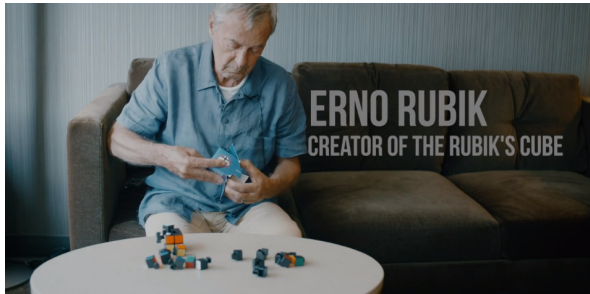


Fantastic new books, toys and gifts launching.



USA-based PR agency on board to create a 20 month campaign with tool kits created for local markets to implement.
(TBC – Negotiating with 2 renowned NY PR agencies)

Mashable



UVM:
36
Million

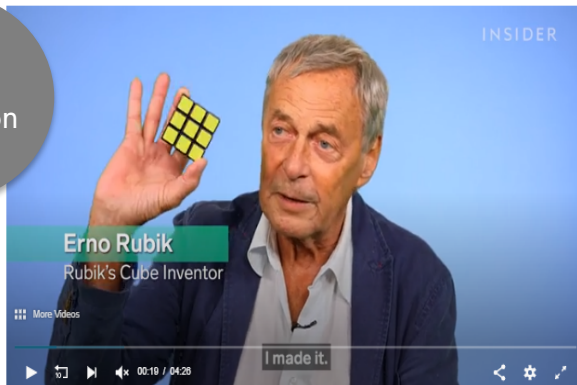
April 2019 – December 2020

Driving the 40th Anniversary message reaching maximum audiences and leveraging a suite of new content.

BUSINESS INSIDER

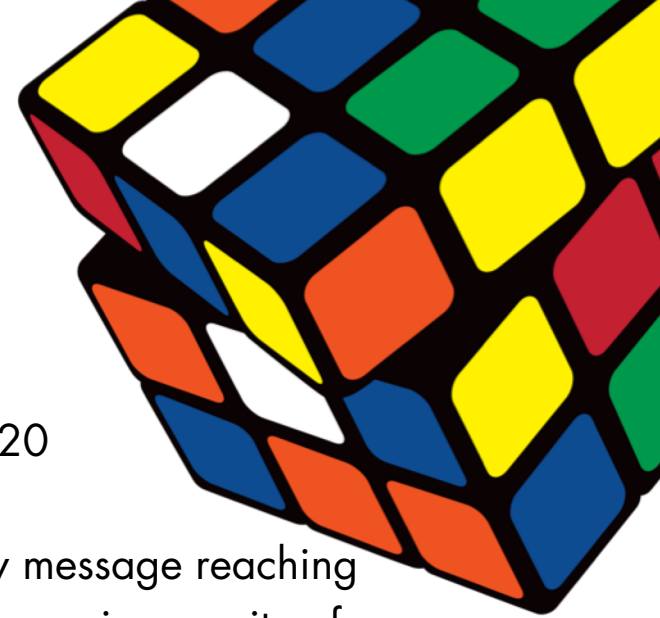
How the Rubik's Cube became

UVM:
36 Million

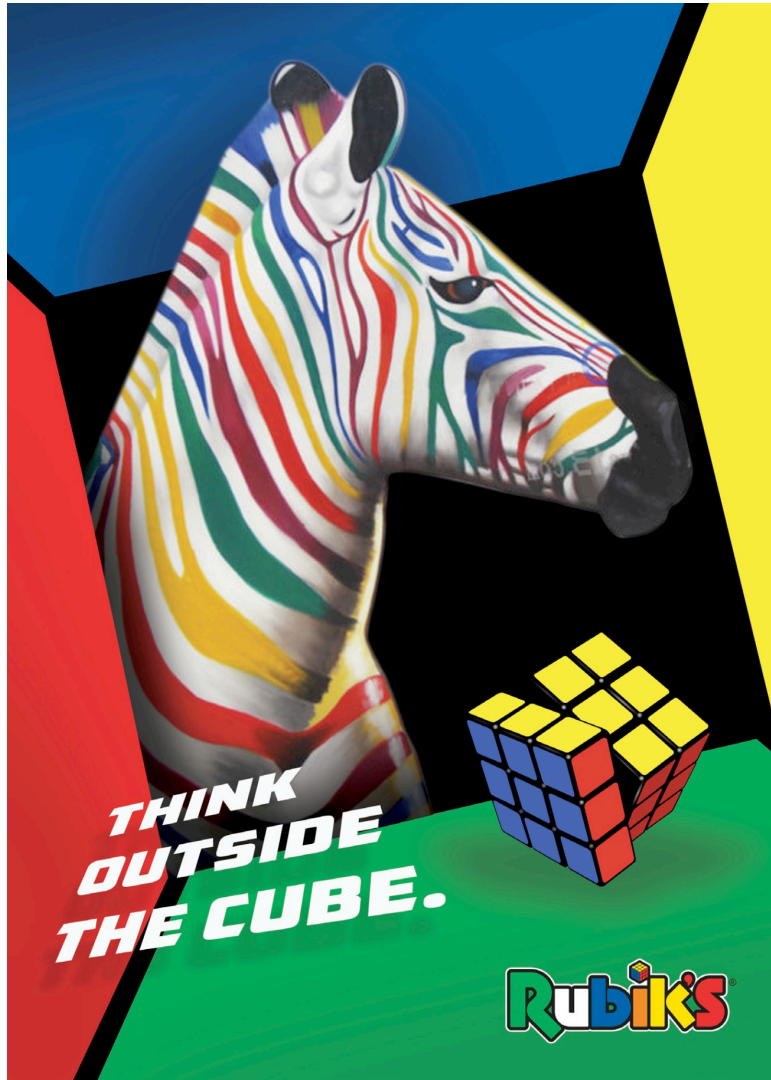


With sales stronger than ever, there is an opportunity for Rubik's to own the resurgence and accrue benefits for the brand.

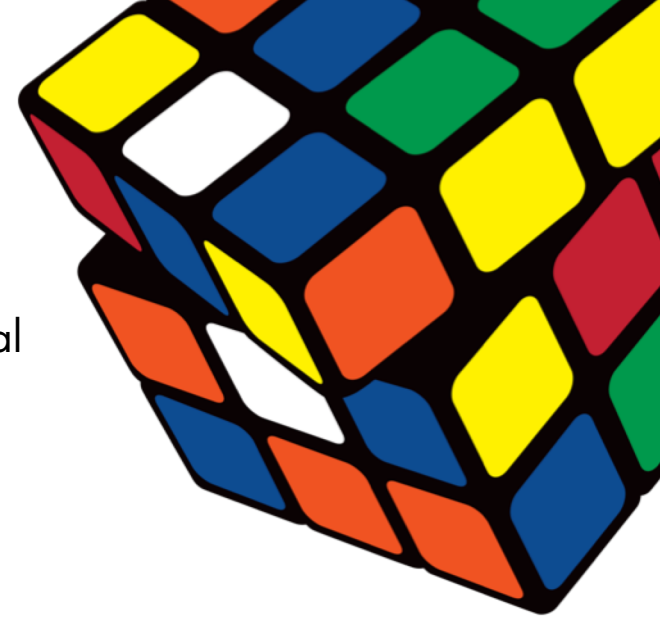
Drive the conversation around the brand, putting consumers on a path to purchase.



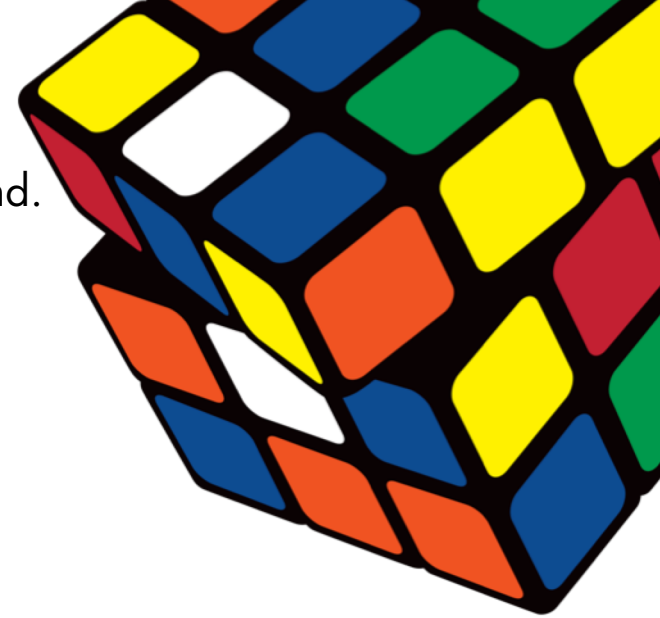
A new global brand look and packaging refresh modernising the brand and ensuring reach to the 5th generation of consumers.



- Stronger, consistent visual identity
- Creating a better brand experience
- Elevating the Rubik's Brand whilst it is 'Hot'!
- A cohesive experience with every piece of content reaching wider audiences
- A fresh rebrand that injects the brand with a little more personality and pushes beyond just the Cube



Huge brand collaborations planned for 2019/2020 keeping Rubik's front of mind amongst relevant audiences and keeping the brand on trend.



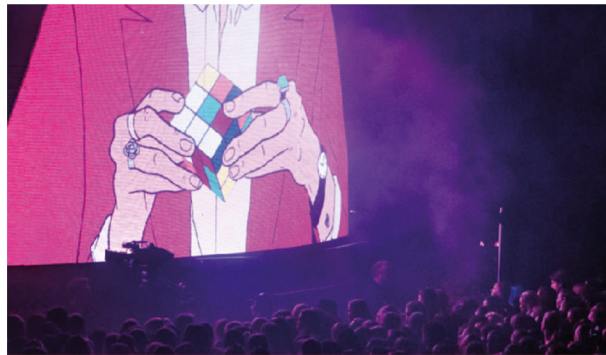
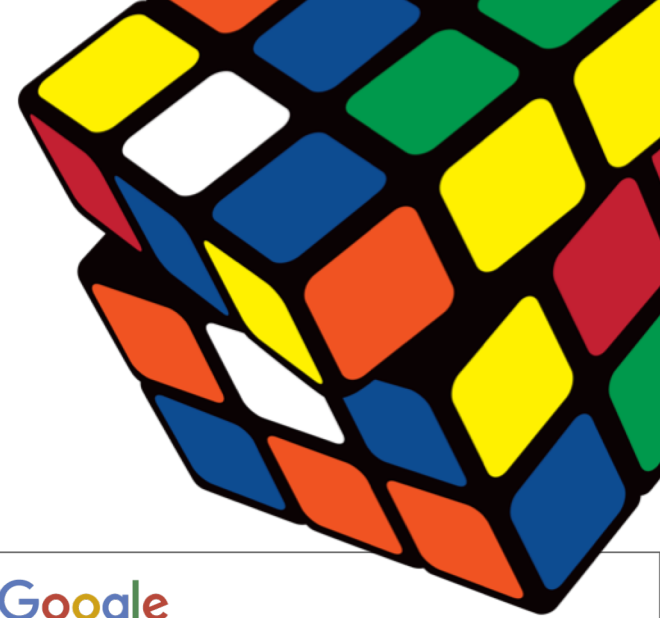
- Major brands signed collaborations for 2019, 2020 and 2021
- Second Red Bull World Championship in 2019 with international qualifiers
- After the success of the Apple, Amazon and McDonald's 2018 campaigns, usage agreements and collaborations with the Cube are at an all time high



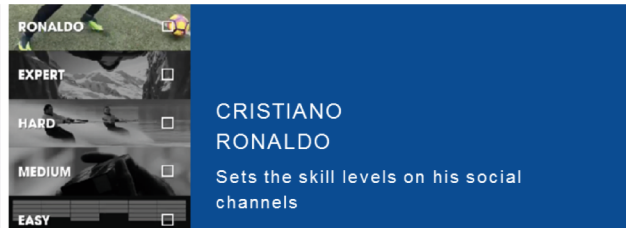
APPLE

Featured the Cube in an advertising campaign to launch of their latest operating system

Global Influencer/Endorsements and Ambassador programme including Hollywood celebrities, sports stars, music icons and speedcubers complemented by a multi channel social media strategy.



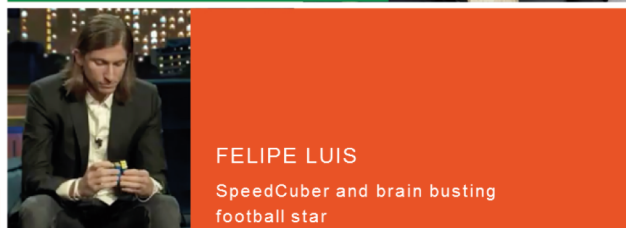
HARRY STYLES



JUSTIN BIEBER
Carpool Karaoke



STEVEN SPIELBERG



FELIPE LUIS
SpeedCuber and brain busting
football star



"How to Solve the Rubik's Cube" was the 10th most searched term on Google in 2018



In December alone on Facebook there were 800,000 views of Rubik's content

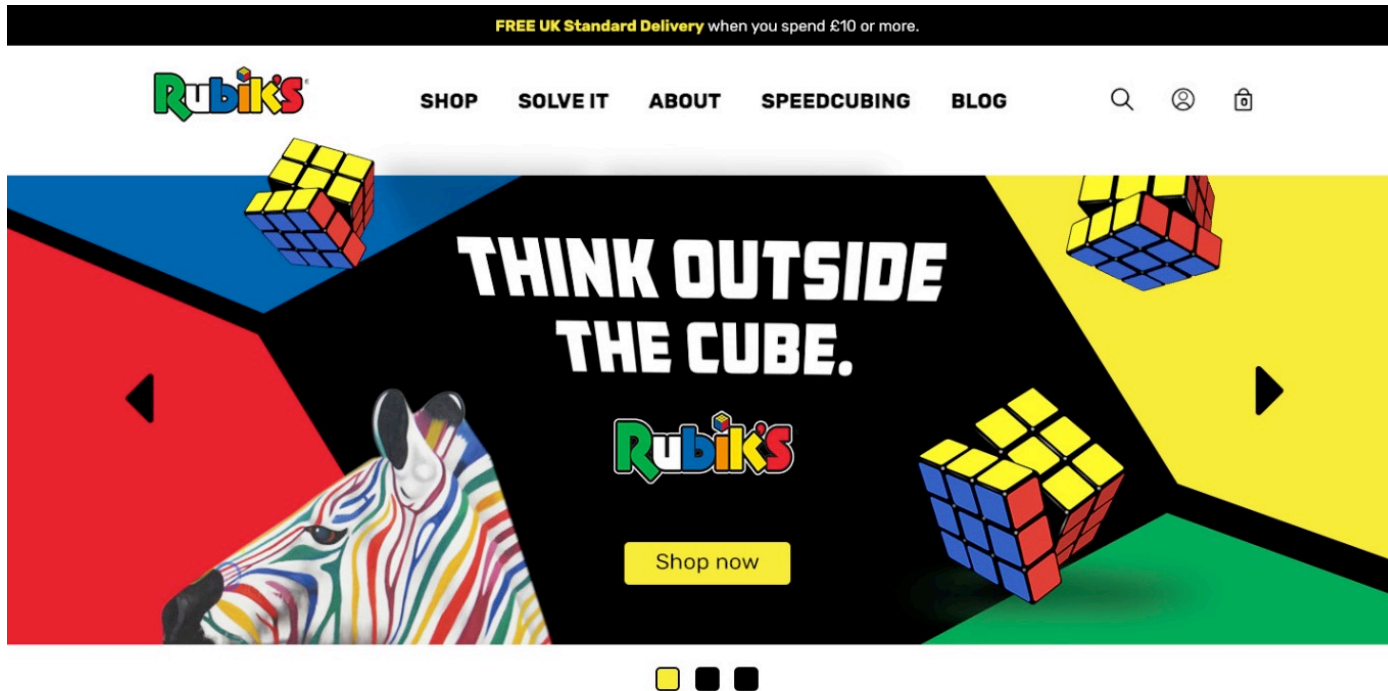


2.5 million minutes of Rubik's related content watched on YouTube YTD



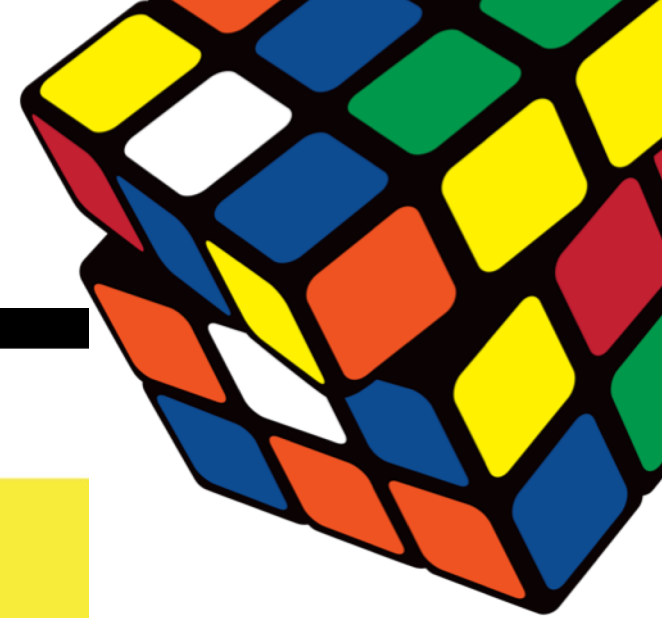
22 million page views to Rubik's.com in 2018

A newly central dedicated E-commerce team that plans to rapidly grow the Rubik's online presence.



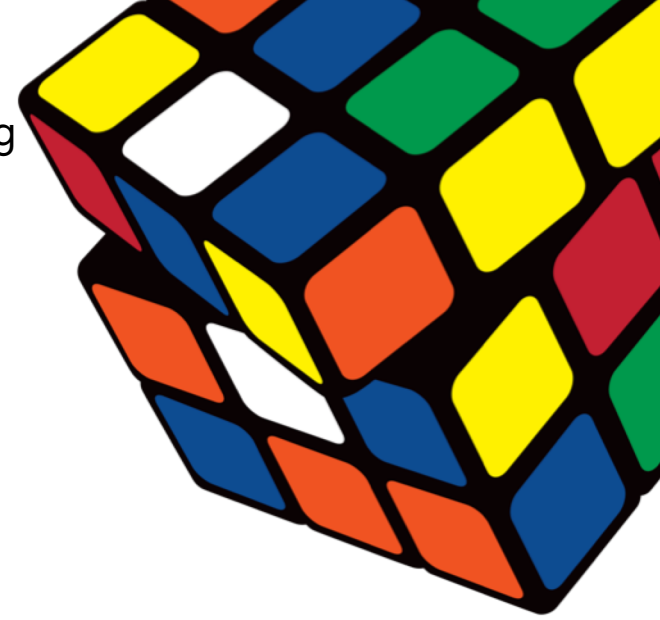
In 2018 the Rubik's website saw 22 Million Page views.

For 2019 we can predict a +10% growth to 24 Million, and for 2020 we can predict another growth of +15% to 28 Million.



Newly refreshed Rubiks.com website, International Amazon Marketplaces and a sizeable digital budget will ensure maximum presence and awareness.

The “You Can Do The Rubik’s Cube” programme is continuously growing and expanding into Canada, France, UK and other emerging markets.



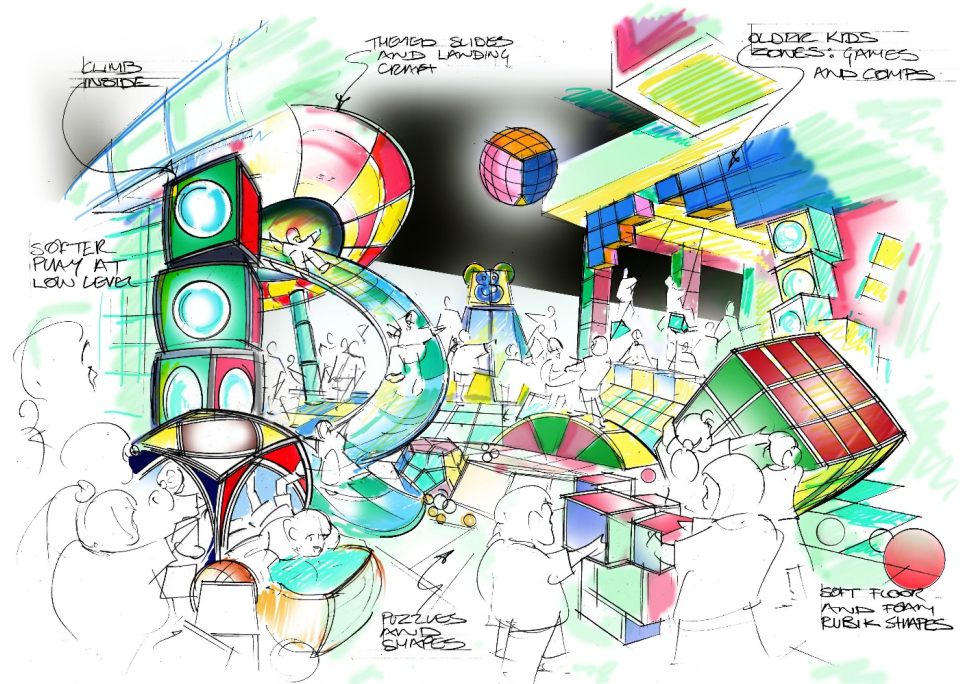
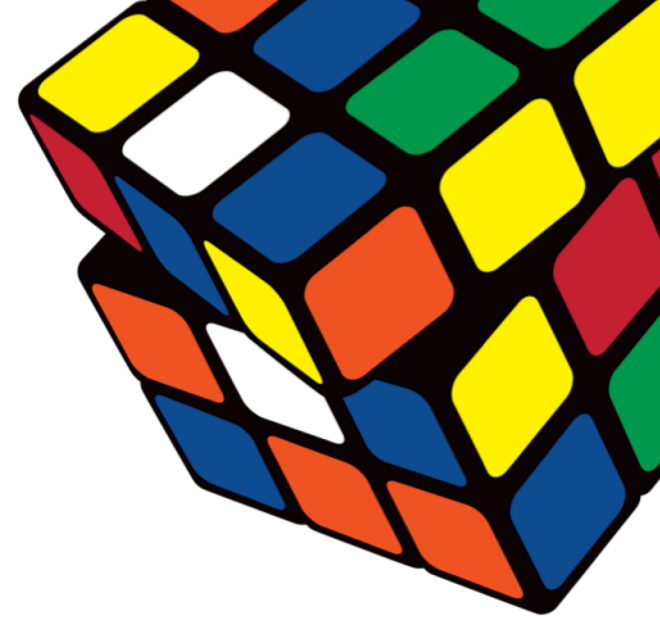
- 2019 goal is to put cubes in the hands of over **900,000 students**
- 2020 we will put cubes in the hands of over **1 million students**
- 2021 we aim for **1.2 million** students to receive cubes
- Goal to have an ambassador in every state by 2020
- Possible new solution – timing TBD
- Expansion to other markets & curriculums



Launch of Rubik's Escape Rooms

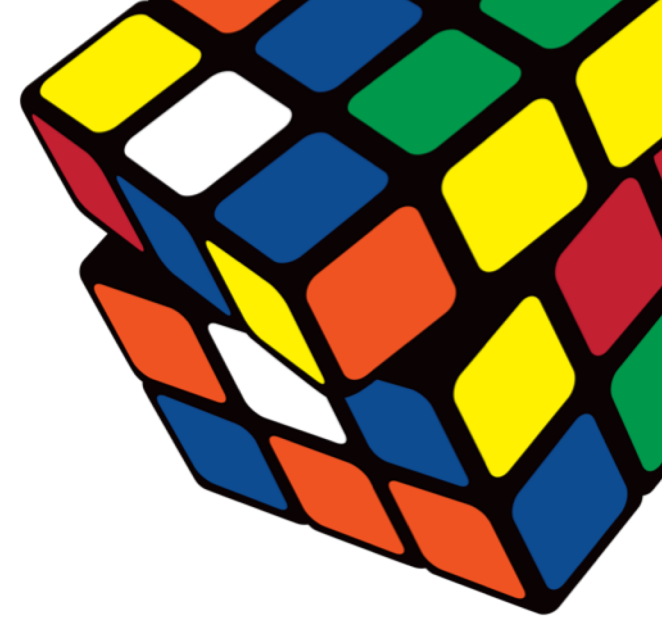
Immersive Rubik's inspired escape rooms will launch in 2020 in the UK & USA.

2021: 5 new countries introduced across Europe & Asia



China Strategy

Chinese consumers will continue to rebalance their appetite for global and national brands as trust in products created in China grows.



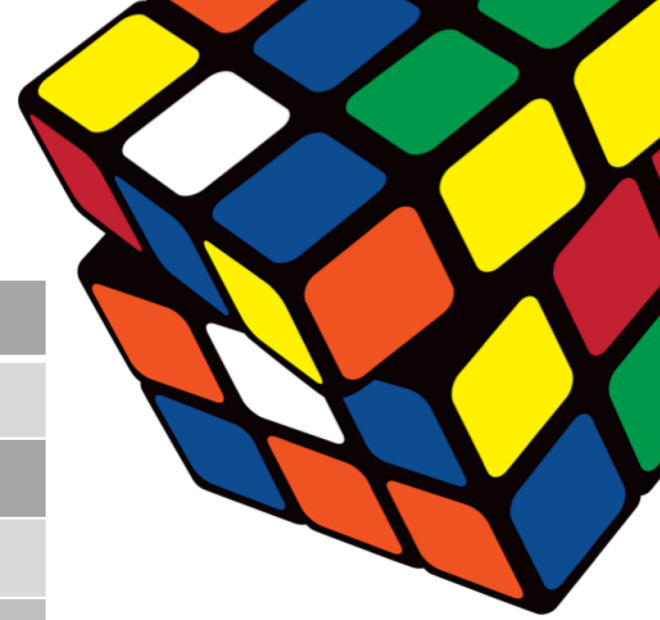
- Dedicated China agent for both toy and licensing
- Strengthening mass manufacturing
- Pop-up stores in over 100 shopping malls per year
- Better online presence in China
- New legal trademarks

Planned Anniversary Campaign Themes

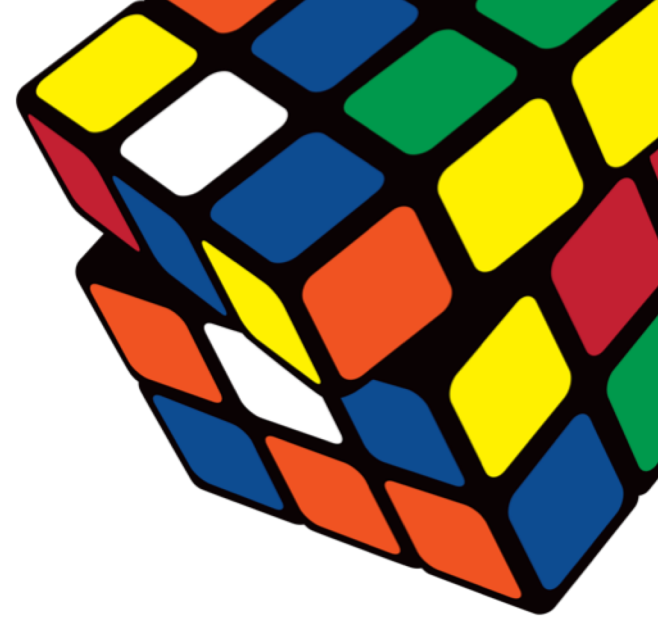
- New World Records – Quicker times, bigger mosaics, more people solving, more complicated solves #worldcubeday
- Bigger Speedcubing Competitions – Red Bull Qualifiers and Melbourne World Championships
- Even bigger consumer competitions – global giveaways
- Free solving aids, guides, videos, teachers, workshops
- Limited Edition and Bespoke Cubes
- 40th Birthday Celebrations – exclusive guest lists and special gifts
- Exclusive Erno Interviews/ Q&A's
- In-store demos and experiences in over 1000 stores across all key markets including UK, France, Canada and the USA
- Flash Mobs solving Cubes



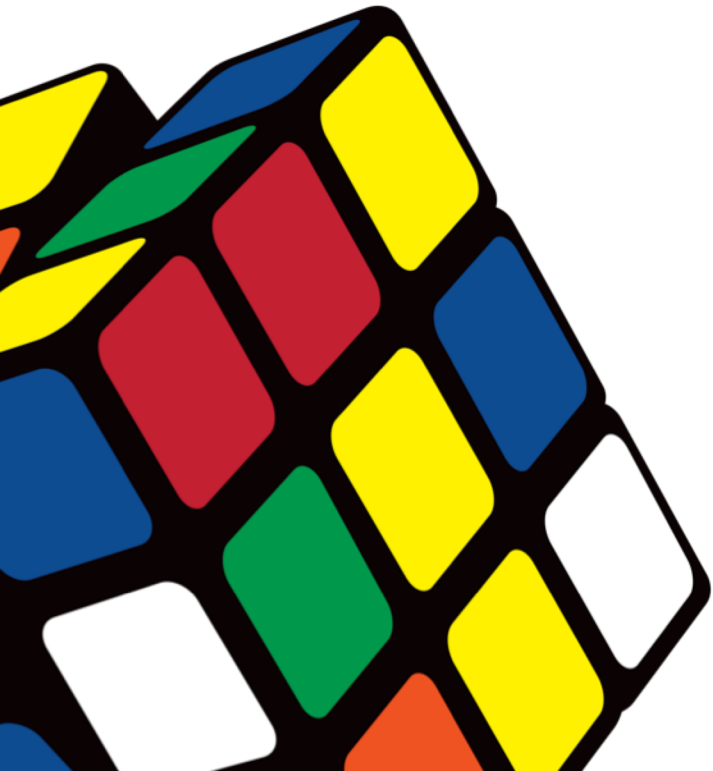
Anniversary Campaign Schedule



	2020	2021
Toy TV Campaign	✓	✓
New Toys	✓	✓
New Publishing	✓	✓
Speedcubing Competitions	✓	✓
Rubik's Escape Rooms	✓	✓
New Fashion Ranges	✓	✓
PR Campaign	✓	
New Global Brand Look	✓	
Global Influencer Campaign	✓	✓
You Can Do Rubik's Campaign Expansion	✓	✓



Thank You



For further information contact:
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