



HAPE.COM

**Switzerland**

Hallwilerweg 2  
6003 Luzern  
T: +41 41 818 78 78  
F: +41 41 818 78 99  
info@hapetoys.eu

**Italy**

Via L. Alberti 6  
20149 Milano  
T: +39 02 9439 4976  
F: +39 02 9439 4977  
italy@hapetoys.eu

**UK & Ireland**

Suite 5 Carew House  
Bodmin, Cornwall, PL 31 2QN  
T: +44 (0) 845 6000 286  
sales@marbel.co.uk

**China**

#9-27 Nanhai Road  
Beilun, Ningbo  
T: +86 (0) 574 8680 1188  
F: +86 (0) 574 8688 9770  
info@hapetoys.com

**Japan**

6F Toubu Building  
6-28-9 Jingumae Shibuya-ku  
Tokyo Japan 150-0001  
T: 81 (0)80 4663 2665  
japan@hapetoys.com

**Germany**

Alsfelder Straße 41  
35325 Mücke  
T: +49 (0) 64 00 95 87 0  
F: +49 (0) 64 00 95 87 29  
info@hapetoys.eu

**France**

1, Chemin des Douaniers  
78240 Chambourcy  
T: +33 (0)1 3927 2020  
F: +33 (0)1 3927 2021  
france@hapetoys.eu

**U.S. and Canada**

2<sup>nd</sup> Floor  
199 Pembina Road  
Sherwood Park, AB T8H 2W8  
T: 800 661 4142  
F: 780 467 4014  
info@hapetoys.com

**Hong Kong**

Units 903B-904, 9th Floor,  
94 Granville Road,  
Tsim Sha Tsui, Kowloon  
T: +852 3157 1052  
F: +852 3157 1058  
info@hapehk.com



# Global Marketing Report

2018 Q2

## Hape Group Acquires EurekaKids

## Play & Learn With Pepe In Ecuador

Hape China Donates Over Two Million RMB Worth of Toys for Children's Day

## Milan Design Week 2018

Hape Toys Win 2018 Oppenheim Golden Seal Awards





# CONTENTS 2018 Q2

Fair	04
Award	05
News	08
Event	11
Store	19
POS	22
Media	24

Director: Tina ZHANG  
Chief Editor : Echo WU  
Editor : Echo WU, Summer YAN  
Designer : TANG Jian, Alice WU

Tel : (+86) 574 86819176  
Email : EchoWu@happy-puzzle.com  
Website: www.hape.com

**Love Play Learn**

# TOYS MILANO

**Date:** 7th to 8th May 2018  
**Place:** MICO Milano Congressi (Fiera Milano), Italy  
**Name:** Toys Milano Fair  
**Type:** B2B  
**Website:** www.toysmilano.it  
**Organized by:** Hape Italy  
**Highlight:** Hape took part in the third staging of the Toys Milano Fair, exhibiting a variety of its categories the its strategic partner, Beleduc, and Hape's doll brand, Käthe Kruse. Hape exhibited infant toys, bath toys and railway, as well as PolyM.

Toys Milano this year attracted 115 companies and 1,482 buyers from all over Italy, with the number of participants up 22 percent on 2017. Attending the fair allowed Hape Italy to develop a number of new business opportunities, and the feedback from visitors on Hape railway products and other items was brilliant.



# ASTRA

American Specialty Toy Retailing Association  
Leading the way through play



**Date:** 9th to 12th June 2018  
**Place:** New Orleans, Louisiana, USA  
**Name:** ASTRA Marketplace and Academy 2018  
**Type:** B2B  
**Website:** www.marketplaceandacademy.org  
**Organized by:** Hape North America

**Highlight:** Marketplace & Academy is a four-day trade show and education conference featuring industry leaders and hands-on product demonstrations. This year, there were a total of 2,710 toy professionals, 1,301 attendees and 537 retailers participating in the show, representing a 20% increase in order value over 2017.

Hape did extremely well in the ASTRA Kit Session, in which vendors demonstrated products in a round-robin fashion, about 130 retailers took part and were encouraged to spend eight minutes at each table before moving on. It was the perfect platform to demonstrate PolyM's features and to give retailers a hands-on experience with this new building toy for toddlers. PolyM got tremendous commitment from the session.

# PRESHOW PERMANENT

## Jouets & Jeux

**Date:** 27th to 28th June 2018  
**Place:** Hilton Paris CDG Airport, France  
**Name:** Jouets & Jeux Preshow  
**Type:** B2B  
**Website:** www.preshow-permanent.fr  
**Organized by:** Hape France



**Highlight:** Hape attended the Jouets & Jeux Preshow in June, which is billed as "the only B2B event in Europe dedicated to permanent toys". The Preshow is more like a business meeting aimed at highlighting new products or key accounts for the 2019 year-round collection. Exhibitors show selected novelties and hold discussions in private rooms to explore business opportunities with representatives from a variety of toy distribution channels. The preshow is known for its high quality.



**My First Waffle Maker:**  
 Who doesn't love waffles? This waffle maker is perfect for your child's next tea party or family breakfast with their dolls. It has a dial on top for making the waffles dark or light, and comes with four waffles, tongs to lift them, a pot of syrup, and one plate and one strawberry slice for garnishing.



**Roller Rattle:**  
 Sitting babies will enjoy playing with this toy. It's a rattle that rolls in an arc, so that it stays close for baby to grab and play with again. Its handle fits little hands.



**Mix & Bake Blender:**  
 This wooden mixer is ready to help would-be chefs make cakes, cookies, icing, gravy or whatever is in their imagination. It comes with flour and sugar and the mixer not only turns, it lifts and lowers into the mixing bowl.



**2-in-1 Kitchen and Grill Set:**  
 This toy set is ideal for apartments that might not have room for a full toy kitchen, or for grandparents with visiting grandchildren. The tabletop stove has two burners, knobs for setting the heat, a metal pan and a lidded pot. It also comes with a ladle for serving soup or pasta and a flipper for pancakes. The wooden stove top has a place to hang the utensils and a wooden clock to make sure everything is cooked just right.

# 10 Hape Toys Win 2018 Oppenheim Golden Seal Awards

(June 20, Hollywood) Hape's Roller Rattle, 2-in-1 Kitchen and Grill Set, 5-in-1 Beach Set, Propeller Engine, Quadrilla Sonic Playground, Quadrilla Marble Run Construction Sets, Pop-up Toaster, Mix & Bake Blender, My First Waffle Maker, and Flower Press and Art Kit won approval from experts, children and parents at the Oppenheim Awards committee, qualified with Golden Seal Awards. All the Golden awarded toys are considered for the Platinum Seal Awards which are not announced until October.



**Pop-up Toaster:**  
 Children will love making their own toast and spreading it with butter and honey, too. This wooden toy adds a touch of realism to their pretend play. We all need to eat and to feel at home in the kitchen, and idea begins here with the toys we provide for role playing.



**Quadrilla Marble Run Construction Sets:**  
 Build the track shown on the box or let your imagination run wild. These wonderful Quadrilla sets provide hours of challenging fun involving problem solving, patience, dexterity and visual skills.



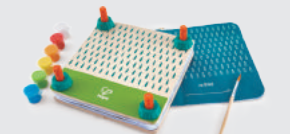
**Quadrilla Sonic Playground:**  
 This set includes features that will add new dimensions of play – and perhaps reignite a passion in Quadrilla. The Sonic Playground is a five-piece set with marbles that run over a xylophone rail, turning Quadrilla into a musical toy.



**5-in-1 Beach Set:**  
 It's easy to carry these three nested buckets and two spades as they all fit together as one under the handle. Each of the buckets has a different function: the smallest has a sprinkler bottom; the mid-sized one will mold a castle turret shape. The largest is handy for filling and dumping sand and water. The two spades make this an ideal set for siblings or kids on a play date.



**Propeller Engine:**  
 You can push a switch on the bottom of this cute engine to switch it to 'freewheeling mode' and then play without batteries. In battery mode, the engine's propeller spins and children can play train sounds using the buttons on top. (The propeller and sounds don't work in freewheeling mode.)



**Flower Press and Art DIY Kit:**  
 This set is perfect for capturing summer blooms and pressing them to enjoy later. This sturdy wooden press comes with an added bonus—a collection of pages that can be painted and then used as the base for the pressed flowers. Kit includes paints, book cover and pages, and flower press.

# INTERNATIONAL TOKYO TOY SHOW 東京おもちゃショー2018

**Date:** 7th to 10th June 2018  
**Place:** Tokyo International Exhibition Center (Tokyo Big Sight), Japan  
**Name:** 2018 International Tokyo Toy Fair  
**Type:** B2B & B2C  
**Website:** www.toys.or.jp/toyshow  
**Organized by:** Hape distributor KAWADA

**Highlight:** Hape exhibited Flexistix, Bath Toys, Toddler Music, Railway and more categories at the Tokyo Toy Fair this year. Hape's range attracted the attention of both Japanese toy traders and end-customers at the fair. The Toddler railway play table was a big hit with children at the Hape booth.



## Hape Honored at Golden Baby Awards



China

(17th May 2018, Shanghai, China) The 2018 Annual Tmall Golden Baby Awards ceremony and Parent-Child Festival Conference was recently held at Shanghai Tower. The event attracted more than 1,000 visitors, including representatives of the maternity industry and consumers. Hape China was invited to attend the conference as the winner of 2018 The Most Potential Brand award.

The Tmall Golden Baby Awards were created by Tmall in conjunction with a number of other organizations. They are seen as very credible and have a strong influence on the Chinese market. The award Hape received will help it more forward, upgrade its products and improve quality.



## Hape Nominated for 2018 MBC Awards

In 2017, Hape won the Bronze category of the Toy Brand of the Year Award at the UAE's Mother Baby & Child (MBC) Awards. And now Hape is in the running for recognition again after being selected as a nominee for the 2018 awards.



UAE

Now in their seventh year, the MBC Awards acknowledge the enormous contribution that brands, educational institutions, healthcare providers and other entities make towards shaping the future for families in the United Arab Emirates (UAE). The voting committee recognizes products and services that excel at serving families and the community, as voted by UAE mothers.

Over 1 100,000 votes were cast in 2017, and Hape's recognition through the Bronze award proved a major boost for the company, helping to increase UAE customers' confidence in Hape toys and increasing brand awareness.

Voting for the 2018 MBC Awards has started online and will remain open until 1 November 2018. Winners will be announced online on 1 December 2018 and in the December issue of Mother, Baby & Child magazine. Let's hope that Hape receives a second honor from the MBC Awards!

Read more at: <http://www.motherbabychild.com/>

## Hape's Grand City Station and Feed-Me Bath Frog Make Shortlist for Germany's Top 10 Toys

Germany

(6th June 2018, Cologne, Germany) The German Association of Toy and Game Retailers (Bundesverband des Spielwaren-Einzelhandels or BVS) has released the nominees for its 2018 Top 10 Toys list. Hape's Grand City Station and Feed-Me Bath Frog were both shortlisted, along with 39 other nominees chosen from over 70,000 entrants.

The Feed-Me Frog includes colorful insect-shaped puzzle pieces that can be stored in the frog's tummy. Children can feed the frog in the bathtub and learn to recognize different shapes. The Feed-Me Frog can be used to store other bath toys, and it sticks easily to bathtub walls allowing for easy drip drying after bathing.

Hape's Grand City Station, meanwhile, lets children experience the thrill of a big city railway station. 'Passengers' can buy tickets, use the lift and walk to the express train. The station also comes equipped with a recorder for making station announcements, an indicator board, and a projector that shows images of international cities including Paris, London, New York, Berlin and Beijing. The set also contains a high-speed train, three cars, a taxi, a bus and other transport modes in a highly realistic station environment. It is an 'edutaining' (educational + entertaining) toy that meets the needs of both children and parents.

The Top 10 Toys list has been published for over 10 years and highlights the best toys from over 4,000 German retailers. The winners are selected by the German Association of Toy and Game Retailers and an expert jury that includes leading toy retailers such as Toys 'R' Us, Toy Ring and VEDES. This makes the result an impartial and credible reference point.



(Photo Source: Hape Image)

USA

## Hape and Käthe Kruse Toys Claim Three Parents' Choice Awards



(24th May 2018, Maryland, USA) The results of this year's Parents' Choice Awards for outstanding products for children have been announced – and three toys by Hape and Käthe Kruse have been recognized. Flexistix received a Recommended Seal at the awards, while Krueslings received an Approved Seal. Quadrilla Cliffhanger received the highest possible honor – the Parents' Choice Gold Award.

The Parents' Choice Recommended Seal that Hape Flexistix received is a step above an Approval rating. The Awards committee not only approved of the product, they felt strongly enough to recommend it due to its production values, appeal and fulfillment of intent. The award notes commented: "Our testers appreciated the sustainability of this product as well as the package's brief description of bamboo as a renewable resource. Inside and out, the Flexistix line gave our testers lots to think about."

The Krueslings line from Käthe Kruse is produced and distributed by Hape. It received a Parents' Choice Approved Seal, which means the awards committee believed it was a wholesome toy that can help children enjoy developing physical, emotional, social or academic skills.

Quadrilla Cliffhanger won the highest honor of the Parents' Choice – the Gold Award. To win such an award, toys must meet the highest production standards, be in line with universal human values and have a unique, individual quality that places them a notch above the competition.

Established in 1978, the Parents' Choice Foundation is the USA's oldest non-profit consumer guide to quality children's media.

For more information, see: <http://www.parents-choice.org>



(Photo Source: Hape Image)

# Hape Group Acquires EurekaKids

The growth in online purchasing and the changing needs of the end customer create challenges for classic retail. Even existing "too big to fail" sellers are even now reaching their limits. "We continue to rely on brick-and-mortar retail. However, this has to reinvent itself and its set-up in order to survive," says Hape Group founder and CEO Peter Handstein.

The Hape Group, in partnership with Beleduc, has successfully acquired and taken majority ownership of EurekaKids. EurekaKids operates over 180 retail outlets, mainly in Spain, some as franchises and others wholly owned. Its goal is to increase the number of stores to 1,000 retail outlets over the next seven years. These include locations in southern Europe, eastern Europe, Asia and South America. The company is further looking for a total of 2,500 shop-in-shop partners for the Hape and EurekaKids range. It aims to register 1,000 shop-in-shop partners in North America, 1,000 in Japan, Korea and Australia, and 500 in Germany, France and the United Kingdom. EurekaKids produces its own product range, which is distributed in its stores of the same name and through other channels.

A few years ago, Hape invested in Abitare-Kids, a company that offers new concepts for the digitization of retail outlets, as well as

offering e-commerce for the next generation. In order to make EurekaKids competitive in the future online purchasing world, new forms of e-commerce should be implemented across its outlets.

At the same time, strategic acquisitions have become an integral part of Hape Holding AG's operations. Peter Handstein, founder and CEO of the Hape Group, seeks to develop its brand portfolio and improve the company's position in the global market. Since the acquisition of Käthe Kruse in 2013, a number of other brands and companies have been brought together under the Hape Group umbrella, with further acquisitions planned.

The Hape Group invites retail management to spend a weekend in the autumn on an educational trip to Spain, visiting stores where the new shop-in-shop concept will be presented. The workshops will be personally led by CEO and founder Peter Handstein. Places are limited and can be secured with a small contribution, which is offset against contracts. Delivery of the shop-in-shop system is set to launch in February 2019. Interested distributors can contact their sales representatives and will be provided with detailed information from August.

# EUREKAKIDS



Hape Group Founder & CEO Peter Handstein (left) donates toys to the Beilun Charity Association President Ms. Jiang (right)

(Photo Source: Hape Image)



## Hape Public Lecture at Nottingham University

(Ningbo, China) On 4th June, invited by the University of Nottingham, Mr. Peter Handstein, founder and CEO

of Hape Group together with Mr. Jason Zhou, Vice Executive General Manager of Hape China delivered an inspiring public lecture to a vast audience of Nottingham staff and students, introducing the story of Hape and the differences between Chinese and German corporate management.

With a look at the past, present, and future, Mr. Handstein shared with over one hundred Nottingham staffs and students the early difficulties when Hape expanded into China, the cultural clashes in multiple aspects of corporate management, Hape's global distribution of talents and its strategic planning for future development. Meanwhile Mr. Zhou presented his views through the lens of a Chinese manager. Peter vividly described the growth of

Hape in China and summarised valuable experience on corporate management and cultural integration based on his personal practice, while sharing and exchanging his ideas with the audience.

The public lecture with rich content and fun received a warm welcome and positive response from the listeners. After the speech, there was a Q & A session when many students raised questions to Peter, showing a great interest in both Hape and Peter himself. Though the class was over, Peter was surrounded by lots of students who, reluctant to leave, continued to talk to him. Mr. Zhou cordially invited Nottingham students and staff to visit Hape where they could have further discussions with and learn from each other.

This public lecture belongs to part of a training program co-held by Nottingham University and CRRC Corporation Limited. All of the students in this program are CRRC staff.

## Hape China Donates Over Two Million RMB Worth of Toys for Children's Day

On 2nd June, Beilun TV and the Beilun Charity Association co-hosted the Children's Day Event and Hape Group Donation Ceremony in Fubang Century Square, Ningbo, China. Peter Handstein, founder and CEO of Hape Group, and Ms. Jiang Suchun, the President of the Beilun Charity Association - together with officials from the local government and related organizations - attended the event and witnessed the ceremony.

Hape Group donated more than 30 thousand sets of toys, valued over 2.18 million RMB, to the Beilun Charity Association. The toys will be delivered to Tianjun county in Qinghai province, Wangqing county and Tumen City in Jilin Province, as well as to kindergartens in Beilun.

As Peter said at the ceremony, children make up 20% of today's society, and our future belongs to them and depends on their behavior. The way we treat our children determines how they will treat and care for the world -and surely we want a better world for everyone.

That's why we, Hape, as the leading company in the industry, never forget to care for our children, to support them and to give them the chance to explore, experience and to be educated. We wish that one day this will become something that children continue to believe and to share with others.

One day we will give our hands to these children and they will guide us to a better future.

(Photo Source: Hape Image)

## Quadrilla Appears in US show *Grey's Anatomy*

The makers of the American television show *Grey's Anatomy* are clearly huge fans of Hape toys.

In episode 22 of season 14 of the hospital-based drama, Hape's *Quadrilla Ultimate* marble run game makes a very conspicuous appearance in a scene shot in the hospital recreation room. The game, which helps children learn science, technology, engineering, arts and mathematical (STEAM) principles, would have been enjoyed by the sharp-minded professionals who work at the show's fictional Grey-Sloan Memorial Hospital.

It's not the first time that Hape toys have featured in *Grey's Anatomy*. Hape's *All-in-1 Easel* recently appeared in the home of the character Maggie (Episode 14, Season 14). Meanwhile, back in season 10, a range of Hape toys could be seen in the house of the main character, Meredith Grey.

Have you seen Hape toys in any other TV shows? Keep your eyes open for more!



## Hape Keeps Up with Kim Kardashian!

Which toys does Kim Kardashian believe are essential for playrooms? Hape toys, of course.

In the 23th May edition of celebrity magazine *US Weekly*, Kardashian was asked about her playroom preferences and immediately made mention of two Hape toys – a wooden sushi set and a wooden railway. Given the enormous influence she yields over her millions of followers, Kardashian's recommendation was great news for Hape.

The article said that Kardashian and husband Kanye West's kids North, 4, Saint, 2, and Chicago 4.5 months were given only the best of everything.

"Our home decor taste tends to be minimal and modern," Kardashian, 37, revealed. She said her children, who live in a Hidden Hills, California, mansion, are allowed to "run wild" in the playroom. "That's where all the markers, paints and colors are. By the time they're done there, they have no desire to take a pen to our white furniture."

Kardashian, who stars in the hit show *Keeping Up With the Kardashians* kicked off her list of must-have nursery toys with a wooden sushi set from Hape. Each kit comes complete with essentials including assorted rolls and soy sauce. Kardashian also recommended Hape's wood and magnetic railway set. Coolest feature: little builders get to create their own railways.

The Kardashian clan is one of the most famous celebrity families in U.S. and Kim personally has one of the largest Instagram followings in the U.S. with 116 million followers.

Reference: "The Kardashian Family: Get to Know the Next Generation", *US Weekly*, 23rd May. <https://www.usmagazine.com/celebrity-moms/pictures/kardashian-family-meet-the-next-generation/>



## 2018 Hape Hut China Roadshow

**Date:** Mid-May to June  
**Location:** Central business districts in 53 cities over China  
**Event:** In the lead-up to International Children's Day on June, we set up Hape Hut play environments in 21 regional capitals and 32 cities across China, including Shanghai, Beijing, Suzhou, Nanjing, Chongqing and Chengdu, Xi'an. The Huts appeared in the central areas of nearly 100 major shopping malls and parents and children were encouraged to come in and have fun playing with Hape toys.

Quadrilla was the central theme for this year's Hape Huts. The experience for parents and children who stepped inside was a little like walking into a toy castle, with Hape toys everywhere waiting to be played with.



(Photo Source: Hape Image)

**Date:** 31st May to 2nd June 2018  
**Location:** Lei Shing Hong Auto, Beijing  
**Event:** Chinese Mercedes-Benz staffs jumped at the chance to buy Hape toys when a promotion was recently held at China's first Mercedes-Benz dealer, Lei Shing Hong Auto, in the lead-up to International Children's Day. More than 40 of Hape's top-selling and most-awarded toys were available during the promotion, which attracted strong interest from Mercedes-Benz staffs and their families.

Both Mercedes-Benz and Hape are international high-end brands featuring German-style craftsmanship and quality, making them the natural choice of discerning shoppers.

Hape China has been undertaking a number of promotions with well-known brands since May, and at the end of June its list of collaborators included Lei Shing Hong Auto, Jing Dong, MI, Tencent, Lexus, Coach, and more.



(Photo Source: Hape Image)

## Hape Undertakes Promotions in Leading Mercedes-Benz store



# PLAY & LEARN WITH PEPE

**Date:**  
1st to 3rd June, 2018  
**Location:**  
Belabú Juguetería,  
Plaza Navona,  
Guayaquil



Hape invited hundreds of children and parents in Guayaquil to have fun together with Pepe and to experience Hape toys. We also invited tutors from local preschool to join in and to help children learn from their play. The purpose of the campaign was both to promote the brand and to create some happy parent-child time for the general public.

The event was based in the Plaza Navona and included more than 60 square meters of play area. An average of 120 families visited each day and visitors were given the chance to play with Hape's full range of toys. Different kinds of Hape toys attracted crowds, with the Hape Coral Reef Activity Center among the most popular. Of course, Pepe was the superstar of the event.



The event was organized by Hape's retailer in Ecuador. Cooperated since 2013, Belabú grows together with Hape, which had a rapid increase in recent years. With the support from Hape Global Marketing Team, Belabú successfully handled the event that is the first large-scaled Hape activity in Ecuador. "La actividad fue todo un éxito y sigue siendo noticia!" (The activity was a success and it is still news!) Said Gabriela Andreetti, the owner of Belabú. The event was also posted on Facebook, Instagram and local news press.



Gabriela Andreetti (in middle) and Belabú staffs

# READ WITH PEPE

**Date:** 28th May to 1st June, 2018  
**Location:** Preschools in Guayaquil  
**Event:** Pepe brought a big book to 10 preschools, reading and sharing the story in the sunny valley story. Pepe introduced himself and his friends: Dante the Cat, Tito the Turtle and Lily the Bird, and made new friends with thousands of children.

Story telling is an emotional influencing marketing, especially among children. Reading and interaction benefit to children's figure recognition and invisible but deep impression on Pepe (Hape). This activity was also organized by Hape's Ecuadorian retailer Belabú.





Hape had launched a new partnership in UAE with mega social influencer Mama's Box, which boasts over 20.6 thousand followers, 85% of which are women, offering a highly targeted audience that continues to expand.

Mama's Box displays products at monthly targeted events to increase subscribers and uses this as a platform to actively promote and advocate on behalf of the brand. When the followers see the products on display, a number of visitors and viewers will become loyal customers. Mama's Box will deliver the products to subscribers and encourage them to post about the product on their own social media accounts. Many of the subscribers are social influencers with lots of followers.

Nadia, who has a three-month old daughter, said on her posting: "Received the box and absolutely love everything in it!! Thank you so much! The twiddle-ons are adorable, the Hape toys are the best and the breast cream is very much needed!"

Through such word-of-mouth promotion among customers, Hape will be able to reach a bigger audience with greater variety.

Hape and Mama's Box have co-arranged a number of promotions and received an enthusiastic welcome. More such cooperative promotions are anticipated.

We're social! ...with extremely targeted followers

19,176 followers  
20,776 impressions

"Received the box and absolutely love everything in it!! Thank you so much!! The twiddle ons are adorable, the hape toys are the best and the boobie cream is very much needed!!!"  
-Nadia, 3 month-old daughter

otis\_of\_october So I'm trying the subscription box thing this is from @mamas\_box it is like they read my mind, I spent yesterday reading and trying to learn about how to introduce my boy to foods, and two of the items are about that.  
mamas\_box Thank you so much for the amazing post and kind words! It means a lot to

# Hape Germany's Successful Online Marketing

Hape Germany cooperated with a well-known online magazine, KITANGO, in May. KITANGO released an article introducing Hape's *Quadrilla Castle Escape* features and contents, highly recommending the toy set. This article was not only placed on the home page of KITANGO website, but also posted across all of KITANGO's social media accounts, including Facebook, Instagram, Twitter and Pinterest. Each account has more than 10 thousand followers, while the KITANGO website collects over 80,000 views monthly.

Besides this, analysis of the visitors to the KITANGO website shows that almost two-thirds are female visitors of parents' age. In this sense, advertising on KITANGO is effective precision marketing for Hape, and together with full-coverage on its social media channels, Hape Germany's marketing influence is maximized.

The KITANGO Magazine is an online portal which was founded in 2015. It includes technical articles, general knowledge, everyday hacks and more. The website offers a variety of content, from tips and tricks for everyday family life, through step-by-step instructions for simple and healthy DIY dishes, to tested and pedagogically-assessed materials such as books, games and more.



Hape joined Olymptoy's Creative and Logical Games Festival held in Brno on May 13th and Prague on 26th May. Selected Hape products found local success with this strategic platform.

## Czech Republic

Olymptoy is a major toy importer in the Czech Republic. This was the fifth time that Olymptoy held a creative festival, where over 5200 children and parents tested smart toys together. Hape's *Mighty Motors*, *Choo Choo Tracks*, *String-Along Shapes* and three *Quadrilla* sets offered fun challenges for the players to show off their talent and creativity, as seen from the photos.

The festival was a great success. Olymptoy posted some of the best moments on their social media accounts, and increase orders from Hape for the Christmas season.



## Slovakia

13th May was Mother's Day this year. Various events were held to bring honor and love to mums, of which the Miles for Mothers event organized by the National Association of Mothers' Centers (NAMC) brought widespread attention in Slovakia.

The Miles for Mothers Races are not only fun, competitive, and professionally timed, but also an opportunity to heighten awareness of the many difficult issues mothers face, to increase knowledge of family health resources available and to promote healthy lifestyles. Around 2,982 registered attendants joined together in the capital Bratislava and 29,731 attendants overall in the whole Slovak Republic. Numerous media channels put the spotlight on this event and posted reports across their platforms.

Hape had the honour of playing a part in this happy gala, offering free gifts to the children and the parents at the race and prizes to be won in the tombola. At the same time, an in-store discount campaign was held until the end of June.

About NAMC:  
The National Association of Mothers' Centers (NAMC), a national non-profit, has vast experience working with mothers and families in identifying and addressing the issues that most affect their lives. Mothers' Centers are self-sustaining, not-for-profit groups that help offer events through cooperative responsibility.

(Photo Source: Hape Image)





## MILAN DESIGN WEEK 2018

The Milan Design Week has become an unmissable international event and the showcase for creativity, innovation and quality. With more than 200 exhibitors ranged over 10,000 square meters of exhibition space, this year it attracted over 300,000 visitors. Innovative design, style and trends are the buzzwords for this particular event.

Hape Milan was present at the great event with a variety of play corners in cooperating brands, including STOKKE, LAGO DESIGN and INHABITS, which are all distinctive and renowned design brands. Based on the characteristics of the respective brands, Hape presented different products to represent the brands. For instance, Hape selected and customized Infant and Music items, Flexistix and Pepe & Friends for CASA LAGO; with STOKKE, Käthe Kruse Woods Land items were selected; and for INHABITS, Hape Kitchen and Food category was preferred.



(Photo Source: Hape Image)

*Hape was glad to have the opportunity to set up co-brand play corners in the Milan Design Week. It not only heightens Hape brand awareness, but also inspires the Hape design team through networking with diversified brands.*



## Hape at the Modena Gioca Festival

On 2nd and 3rd June, the Fourth Modena Gioca Festival was held in the Festa dell'Unità of Modena. Hape's important Italian distributor, Gioca Stores planned and launched an exciting B2C event.

This year, the Modena Gioca theme was "Great toys are fun and educational for both children and adults." It brought together large numbers of families to have fun in free laboratories, play areas, great games and more.

The Gioca Store placed the event in the main square of Modena, displaying Kruselings and Hape Railways. Hape toys were appreciated by children and their families. Many girls in particular were fascinated by the well-dressed Kruselings dolls. The event was positive and enjoyable, and highly welcomed by visitors.



## Hape Days Campaign in the Baltics

Hape distributor, Kotryna, united sixty stores across Estonia, Lithuania and Latvia, and organized the Hape Days campaign, which offered a 20% discount on selected Hape toys on shelves. With advertising on social media on specific days, great window displays and posters in stores, the campaign was such a success that monthly sales doubled. Hape toddler toys was the line which was most successful, while *Creative Peg Puzzle*, *First Pounder* and *Little Auto* are the top three best sellers in the Baltics.

A well-coordinated and multi-store promotion campaign is always a great way to increase sales and improve brand awareness.



## Hape Music Month in Israel

The first Hape Music Month was held across twenty stores in Israel. The event especially focused on Hape Music, offering 15% discounts on music toys, with the slogan "Music Makes you Hape!" Stores participating in the event were elaborately decorated with Hape music toys, offering free product experiences to every customer walking into store. The Hape Penguin Musical Wooble, Stay-Put Rattle Set, and various other musical toys were enjoyed by children and their families.

Hape's exclusive distributor in Israel, Eskimos planned and launched the event with Hape's global marketing support. Eskimos is one of Israel's largest toy distributors, owning more than 120 stores across the nation. Eskimos has been Hape's partner since 2016 and this year became Hape's exclusive distributor. Future partnerships and marketing events are looking forward.



(Photo Source: Hape Image)

## Feedback and Review of Love Baby Campaign



In recent months, the Hape Global Team has conducted a number of online and offline campaigns promoting products including Love Baby (Infant Toys and Bath Toys), Master Flexistix, and Learn Music. The campaigns were carried out in cooperation with Hape's partners across the world and yielded some very positive feedback in a number of countries. Let's take a quick look at the Love Baby (Infant Toy) campaign.

### Feedback from UK on Facebook

**Total interaction:** Hape UK received a total of 728 interactions, including likes, comments and shares.

**Comment:** After this campaign the number of people following Hape toys in the UK increased from 948 to 1,219, representing growth of 28.59% in just a few days! This is a great result.

### Feedback from UAE on Instagram

**Total interaction:** Hape\_mena (Hape UAE Instagram account) received a total of 394 interactions including likes and comments.

**Comment:** Having a prize poster on the page helped to attract followers. Hape\_mena offered three prizes in total, attracted a number of new followers and received positive comments about Hape Infant Toys. Instagram user arabian\_diaries wrote,

"My toddler (1.5 years old) really enjoys the Hape magnetic vehicles playboard set. We use it as a travel toy because it keeps him entertained for a long time in the car. The colorful magnetic pieces stick really well to the magnet board and allow Zulkifl (myson) to use his imagination to create mosaic pictures. I have found that this toy is also a good 'quiet toy' to use anywhere to make Zulkifl to sit and play quietly. .... It's a great toy, young children usually end up crowding around Zulkifl to play with ours....." By arabian\_diaries, Instagram user.

## Role Play, Love Play – Fire Station Campaign

**Type:** Offline and Online Campaign  
**Time:** July  
**Offline Location:** Fire stations, shopping malls, retail stores, etc.

**Offline Content:** After signing up for the campaign via email, participants were asked to print out an empty game sheet. In each of the following weeks, they were asked to complete one task on the sheet. All of the tasks were based around fire fighting and safety activities, such as visiting a real fire station. Participants who finished all the tasks on the game sheet received a 30% discount on the new Hape Fire Station.

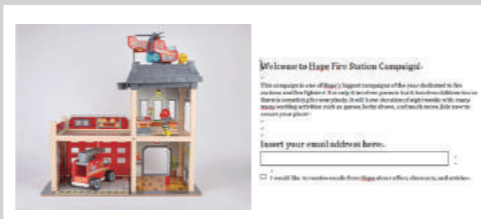
**Online Channel:** Social media platforms such as Facebook, Instagram, Weibo, WeChat, etc.  
**Online Content:** Customers were invited to post their complete or semi-complete sheets on social media and lucky draw gifts were offered.

**Prize:** One set of Fire Station offered by Hape Ningbo

**Main Purpose:**

- To raise awareness and interest in the Hape Fire Station;
- To offer children the chance to experience the daily work of fire fighters through role play;
- To improve children's awareness of fire safety;
- To collect email addresses of customers.

### Supporting Material



Landing page on the website combined with GIF.



Task pages

(Photo Source: Hape Image)

## Hape Cooperated with 7 New Stores in Turkey

In the second quarter of 2018, Hape performed a remarkable extension in Turkey, set up Hape shelves in 7 new stores in 4 cities: Istanbul, Izmir, Ankara and Aydin. Of these, four are D&R music and book stores in large shopping malls, one JR Robotics airport store, as well as two independent stores, Kids Zone and Toyzie.

Established in 1997, D&R is a well-known Turkish music and book chain store, providing music, book, movie, game, hobby accessories and more, to meet the public's entertainment and cultural needs. Working with D&R is part of the brand strategy from Anne Cocuk Sepeti, Hape's exclusive distributor in Turkey, offering multi-channel marketing. Following its initial success with the book store, Nezhin, in the last year, Hape Turkey has explored further cooperative opportunities attracting new customers from different channels.



## 80 New Hape Stations in Japan



From April to June, Hape enjoyed rapid growth in market coverage as about eighty new Hape locations were launched across Japan, covering shopping malls, independent stores, chain stores, boutiques, and more.

Hape shelves were on display along with opening promotions, themed presentations and product experience events. All kinds of marketing activities were organized by Kawada, Hape's extensive distributor in Japan, and supported by Hape Japan to improve brand awareness and attract customers, especially Japanese children.

A Hape music center in Takashimaya Kyoto Store. All samples are open and free to play with and experience, now a favorite of little visitors to the store. Children can even build up a mini musical band through playing together. This is exactly what Hape wants to deliver: "Don't play to learn, but learn through play."



A Hape promotion and presentation in Tokyu Hands Hakata Store. This was the first Hape event in the store, introducing Hape to Hakata citizens. Tokyu Hands offers exquisite home and life style supplies, targeting the high-end customer group.

Hape in Heiwado AL PLAZA, Tsukashin, Hyogo

(Photo Source: Hape Image)

Germany

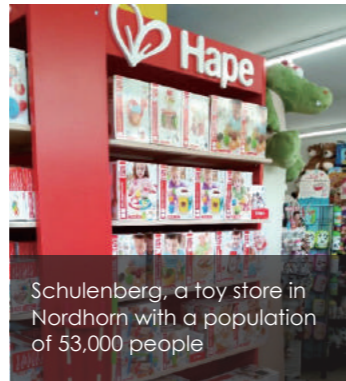
In Germany, Hape toys were launched in four new stores this season, as listed below:



Theodor Beste, a toy store in Arnsberg (northern Rhine Westphalia) with a population of 74,000 people



Brumbär, a toy store in Velbert (northern Rhine Westphalia) with a population of 82,000 people



Schulenberg, a toy store in Nordhorn with a population of 53,000 people



Lingen BVL Furniture, a household and lifestyle store, located in Lingen with a population of 54,000 people

# PEPE'S LONG JOURNEY FROM CHINA TO MEXICO

## Hape Toys Appear in Two New Stores in South Africa

In May and June, Hape toys appeared in two new stores in Brooklyn Mall (Pretoria) and Liberty Midlands Mall (Pietermaritzburg). Both stores are owned by Toy Kingdom, Hape's exclusive distributor in South Africa, which has been working with Hape for more than 10 years!

With the launch of these two new stores in Pretoria and Pietermaritzburg, Toy Kingdom now covers all of major cities in South Africa, boasting 25 branches, and one of the largest toy chain retailers in South Africa. Besides of its offline stores chain, Toy Kingdom has a great online website as well.

For more details, please go to [www.toykingdom.co.za](http://www.toykingdom.co.za).



South Africa

UAE

## Baby Boutique:

Hape has built a play hub in Baby Boutique offering new stylish gear to customers.

In the Hape Hub, children can enjoy various play tables featuring the Railway Set and Bead Maze, Kitchen and Food sets, Push & Pull wagons and more. Kids will have hours of fun here.

The Baby Boutique is an online boutique selling the trendiest brands for stylish families, ranging from designer clothing to everyday chic essentials, including the coolest toys, gifts and accessories.



## Robinsons:

Hape's products are available in Robinsons, which is located in Dubai's largest retail space. Launched over 150 years ago, the Singapore-based Spicer and Robinson was created by visionary founding partners, John Spicer and Philip Robinson.

In 2008, the Al-Futtaim Retail Group (based in Dubai) acquired the stores in Singapore and Malaysia turning Robinsons into Asia's premier destination for inspirational shopping and bringing Hape's toys to this leading cosmopolitan, cultural arena.



Mexico

We are pleased to share the happy news that Pepe's first journey from China to Mexico finally succeed! The Hape order departed China in April and all the toys appeared in the toy store, Almacen Didactico, at the beginning of June.

To celebrate, our lovely customer shot a video of Pepe shopping in the store. The idea was excellent and Pepe was great in the video, attracting lots of little followers to shop in the store!

### Store address:

Almacen Didactico  
Boulevard de la Nación 331,  
Desarrollo Centro Norte. Queretaro  
CP 76125  
Mexico



**E9501**  
**Railway 18M+ Jungle Play Table**

**Main Material:** Plywood  
**Size:** 80 x 80 x 68 cm

- A tree shape play table with two layers of independent tabletop, children can separately play on each tabletop.
- It combines the majority of key features of Railway 18M+ category, such as rainbow rack, monkey pop-up track, and more.
- There's an engine for playing.

Available from September



**E9503**  
**Energy Train Showcase**

**Main Material:** PVC Board and PC Cover  
**Size:** 45 x 15 x 15 cm

- This is an electric try-me showcase, offering free products experience chance to customers.
- There's a fixture on the backside of the showcase, which can be hung on a shelf or put on a counter as a presentation of New Energy theme.
- Moving the handle, Solar-Powered Train (E3760) will go forth and back.
- When the train backs into the tunnel, it will light off to present the theory of solarpower.
- Rotate the crank to lighten on the train and LED lights one by one.

Available from September



**E9502**  
**Grand City Station Showcase**

**Main Material:** Cardboard and PET Cover  
**Size:** 55 x 45 x 40 cm

- This is an electric try-me showcase, offering free products experience chance to customers.
- It fits on the self or podium to present the scene of Grand Station (E3725).
- The left button controls station lights and projection, while other three buttons at right side control the light and bell of Remote-Control Train (E3726).
- There's the APP UI graphic presenting the remote-control function and encouraging customers to download the APP.

Available from September



**E9504**  
**Mountain Mine Showcase**

**Main Material:** PVC Board and PC Cover  
**Size:** 45 x 15 x 15 cm

- This is an electric try-me showcase, offering free products experience chance to customers.
- There's a fixture on the backside of the showcase, which can be hung on a shelf or put on a counter as a presentation of Mountain Mine theme.
- The Cogwheel Train (E3751) will go forth once the handle is moved.
- Three buttons on panel to control the Engine's propeller spins and the bell.

Available from August

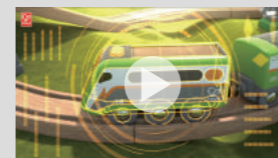
(Photo Source: Hape Image)



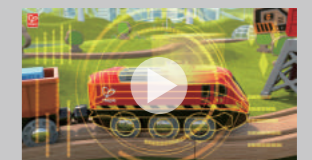
Grand City Station Video



Remote-Control Train Video



Solar-Powered Train Video



Crank-Powered Train Video

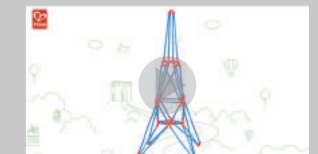
**Video**



Truss Crane Video



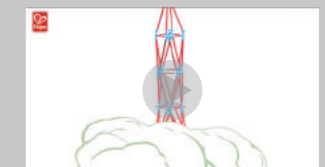
Rocking Horse



Eiffel Tower Video



Multi-tower Kit



Creativity Kit



Geodesic Structures



Creative Construction Kit



**E9284-1 / -2**  
**Kitchen Scene**

**Main Material:** PVC Board  
**Size:** 75 x 40 x 150 cm

- The scene is formed by three parts – the girl, the boy and kitchen, and background board.
- Coffee Machine (E3146) and Pop-up Toaster Set (E3148) are glued on the shelves of background board



**E9514**  
**Hape Railway USB**

**Main Material:** MDF Board  
**Size:** 5.5 x 2 x 2.3 cm

- Remote-Control Train (E3726) shaped USB 2.0.
- Fit in Dell/Mac laptop and some kinds of TV screens.
- Excluding BBP



**E9505**  
**Nature Fun Counter Display**

**Main Material:** Card Board  
**Size:** 40 x 40 x 66 cm

- This is a rotatable display.
- Shelves and hooks can be adjusted freely for different Nature Fun items.

(Photo Source: Hape Image)

# WHY DO WE PLAY?

*Desires for play and comfort help children to make sense of the world as they grow and develop. We seek comfort as babies, and as soon as we're able, we start to play.*

Later, as people achieve maturity, the acquisition of power and creativity becomes more important, and we seek to access them. We do so by modelling and associating ourselves with people, places and things that confer power or creativity.

Interestingly, there's explanation that as our search for power and creativity begins in adulthood, people don't just stop playing and seeking comfort. Instead, people start to use play in a more progressive way. For example, play can actually provide a springboard to help people achieve their desires for power and creativity.

This theory is supported by the people we've met during our Play Visits and in our online community. People across cultures primarily talk about how play helps them to seek comfort. In these instances, play is used as a tool to repair and to escape from the stresses and pressures of everyday life.

However, people also talk about play in the context of developing themselves or enhancing a moment. In these instances, play is used as a tool to help people in their search for power and creativity – from playing to explore yourself and the world around you, to playing to feel liberated and free to express creativity.

**Play to Repair**

When the distractions from the world around us increase, our need of finding time to relax and unwind also escalates. While our need to repair can be answered through a variety of passive activities, from resting to meditating, play also has a universal role in helping us to repair.

The people we spoke to often connect this play need with their childhood, and played to seek comfort and security in anxious, difficult or uncertain times.

**Play to Connect**

People are increasingly living more of their lives online and the ability to deeply connect with one another is limited by constant distractions in the modern-day lifestyle.

Play creates space in our busy lives to slow down and get closer to friends, family and loved ones. Playing with loved ones enhances bonds and can make an activity more enjoyable.

**Play to Escape**

No matter how happy and content people are with their jobs, daily obligations and family commitments, they consistently express a strong need to take moments of freedom away from their everyday lives.

These moments of freedom are often best when they're playful, breaking the status quo and interrupting routines.

**Play to Explore**

People are curious, looking to learn and develop by better understanding themselves and their social and physical context.

Play is often a key tool that enables us to learn and develop through exploration. People experience a need to play that takes them outside of their usual frame of reference, not only as a potential escape (as noted above), but primarily as a way of discovering more.

In our research, we've found that people across cultures play in order to expand their horizons and discover the world. Parents tell us how their children are learning and developing through exploratory play, developing language, emotions and creativity, as well as physical, social and intellectual skills. With adults, play to explore manifests in two distinct forms of play: playing in a completely immersive environment or setting out on a playful journey of discovery.

**Play to Express**

The world we live in isn't typically set up to encourage and inspire people to be different and unique; and as a result, people often neglect their creativity.

While the real world is filled with limitations and barriers, a more playful world can break down those barriers. In doing so, play can give people permission to express a different version of themselves, as well as a platform to be creative.

- Referred from "Play Report 2017. A spark of play every day", IKEA, 2018.

# Social Media Show



**Date:** 3rd April  
**Influence Area:** Italy  
**Medium:** Facebook  
**Topic:** Promote Hape's participation in a family friendly part of the Fuorisalone event  
**Highlight:** Offline event information shared as a warm-up, advertisements placed on social media to attract more attention.



**Date:** 2nd June  
**Influence Area:** Thailand  
**Medium:** Facebook  
**Topic:** New store opening  
**Highlight:** Shared information about the new store, including its address, and attracted more visitors.



**Date:** 24th April  
**Influence Area:** Korea  
**Medium:** Facebook  
**Topic:** Hape Korea's website online promotion  
**Highlight:** Children's Day online promotion reposted on Facebook to enhance public awareness of the event.



**Date:** 7th April  
**Influence Area:** New Zealand  
**Medium:** Facebook  
**Topic:** Hape's participation in the New Zealand Toy Fair  
**Highlight:** Offline fair pre-posts used to promote visits to and awareness of Hape booth.



**Date:** 16th May  
**Influence Area:** Germany  
**Medium:** Facebook  
**Topic:** Hape donating toys to organizations protecting children  
**Highlight:** Fulfill Hape's social responsibilities, improve the brand's reputation through an affectionate and friendly gesture.



**Date:** 31st May  
**Influence Area:** Spain  
**Medium:** Instagram  
**Topic:** Hape taking part in the Primavera Sound Music Festival  
**Highlight:** Shared event information, collected product experience and feedback, and the brand gained good exposure



**Date:** 6th June  
**Influence Area:** Germany  
**Medium:** Facebook  
**Topic:** Voting for the Gold Rocking Horse Award  
**Highlight:** Hape products were nominated for the Gold Rocking Horse Awards. We used social media to call on people to vote for Hape's products to help us succeed in the competition and improve the brand's credibility.



**Date:** 4th April  
**Influence Area:** Japan  
**Medium:** Facebook  
**Topic:** Hape Japan's new home page being officially launched  
**Highlight:** News announcements placed on social media to expand the influence of the new website. Attached link helped increase number of page visits with the link attached.



**Publication Time:** May 2018  
**Distribution Area:** England  
**Name of Magazine:** Smallish  
**Distribution Channels:** B2C  
**Circulation:** 50,000 Monthly  
**Products:** High Seas Rocker  
**Placement:** 1/10 of single page.  
**Brief Introduction:** Smallish is a luxury glossy magazine for mothers of young children. It covers everything from fashion to family travel and child development to entertainment, offering an inspiring read from award-winning writers.



**Publication Time:** May/June 2018  
**Distribution Area:** China  
**Name of Magazine:** Parents  
**Distribution Channel:** B2C  
**Circulation:** 620,000 copies bi-monthly  
**Product:** Pink Gourmet Kitchen, Quadrilla, Multi-Spout Sprayer, Feed-Me Bath Frog, Squeeze & Squirt Set and Ocean Floor Squirters  
**Placement:** One full inner-page and two 1/7 pages  
**Brief Introduction:** Established in 2001, Parents centres on all aspects of parental life, from newborns to children aged six-years-old. United with excellent international partners e.g. Parents (USA) and Eltern (Germany), Parents magazine aims to help parents understand their children, and respect their development using advanced international parenting concepts and practical localized messages. It also provides compact parenting solutions to stylish parents who pursue a high-quality life.



**Publication Time:** June 2018  
**Distribution Area:** Germany  
**Name of Magazine:** TOYS  
**Distribution Channel:** B2B  
**Circulation:** 6,445 copies per month  
**Product:** White Gourmet Kitchen and Interview with Dennis Gies  
**Placement:** Two inner-pages  
**Brief Introduction:** TOYS is created by a circle of experienced journalists and industry experts. The TOYS magazine has been on the market for 50 years, released both in paper copies and the online website toys-kids.de. Editors collect stories, interviews and portraits to offer a vivid impression of how multifaceted, innovative and trendy the baby/toddler and toy industries are. At the same time, the magazine offers tips and suggestions on beautiful gift and hobby items for readers.



**Publication Time:** May/June 2018  
**Distribution Area:** England  
**Name of Magazine:** Baby London  
**Distribution Channels:** B2C  
**Circulation:** 35,000 bi-monthly  
**Products:** Little Plane  
**Placement:** 1/10 of one page  
**Brief Introduction:** Baby London is dedicated to babies and parenting in the London area. It's the most-have luxury magazine covering the journey from pregnancy to new motherhood and beyond. With a team of experts on hand Baby London is ready to answer all the readers' questions.