



# Global Marketing Report

2020 Q4

The Efforts to Battle  
COVID-19 Continue

Adapting Your  
Brand To Fit Kids'  
New Routines



Guess the Best Christmas and  
New Year's Gift in the USA?

How Did *Quadrilla* Become  
the Top Christmas Gift in Switzerland?



***The Smile behind the Mask Is still  
Sweet and Appealing!***

# 2020 Q4 CONTENTS

|                |    |
|----------------|----|
| Fair           | 04 |
| Award          | 05 |
| News           | 09 |
| Case Analysis  | 12 |
| Event          | 14 |
| Store          | 15 |
| Industry Trend | 16 |
| Media          | 18 |

Chief Editor : Echo WU

Editors : Viveka ZHU, Echo WU

Designers : TANG Jian, XU Jianli, ZHANG Xiaoyu

Tel : (+86) 574 86819176

Email : EchoWu@happy-puzzle.com

Website: [www.hape.com](http://www.hape.com)

**Love Play Learn**



(21st to 25th, October, 2020, Shanghai) Organized by the China Toy & Juvenile Products Association (CTJPA), the 19th International Trade Fair for Toys & Preschool Education Resources (China Toy Expo – Shanghai), was held in the Shanghai New International Expo Centre as scheduled, despite all difficulties that the COVID-19 posed.



# 2020 China Toy Expo

Under strict regulations on visitors' access, the expo gathered more than 2,500 exhibitors with 5,000 plus brands on site. Just as usual, Hape participated in the expo, together with its **eponymous brand**, the world-leading educational toy brand Hape®, **sub-brands** like Käthe Kruse®, a German 100-plus-year-old handmade doll brand, **strategic collaboration brands** like Baby Einstein®, a sub-brand of the renowned American infant and toddler products manufacturer Kids2, **distribution brands** like the plush toy tycoon Ty® and the micro building block brand nanoblock®, "Hape Playland" and Eurekakids, as usual, provided an excellent in-store experience for visitors. In addition Trido, a magnetic construction toy originally from the UK made its debut at the Expo, winning a lot of attention with its unique and creative play value.

The pandemic has made 2020 a special year, and this expo was also a special one as many people could not attend in person. Therefore, Hape adopted a simultaneous online/offline method to show our items worldwide.

**Online:** Hape joined CTJPA's new form of live broadcast through Facebook to promote fine goods to overseas customers in the industry. Also, we enjoyed media attention from the likes of YouKu, Sohu and Phoenix Satellite Television during the expo.



**Offline:** we adopted "One for One" measurement during the expo. One salesperson was responsible for one registered visitor's tour around the Hape booth. It is an optimum strategy that, not only restricted access to avoid crowds gathering, but also enhanced visitors' experience as they received a detailed introduction for displayed items, making more sales orders onsite likely.

As a resident participant of the China Toy Expo, Hape constantly achieves a better outcome with every attendance. This means more potential partners, more sales orders and more attention. We've survived a tough 2020. Now Hape is ready to embrace a brighter 2021! The pandemic won't stop Hape toys from bringing children and families warmth and happiness to help make the world better.

(Photo Source: Hape Image)

# Recognition From 3 Influential Toy Award Organisers in China

Hape is always a top-choice among Chinese consumers when it comes to buying toys for their little ones, even under the gloom of the COVID-19. Recently, Hape was recognized by 3 influential toy award organisers in China, namely, the China Toy & Juvenile Products Association (CTJPA), the Children-Baby-Maternity Expo (CBME) and the China Parenting Network. A regular on the winner's roll-call of the aforementioned awards, Hape accounts for a certain share of the Chinese market, offering better choices and fine novelties to the general public.

## 2020 CTJPA Upgrade & Innovation Product Awards



The Upgrade & Innovation Product Award is an official recognition by CTJPA, the only national association for toy and juvenile products industry in China. This year 106 winners were chosen from 441 products and 172 brands worldwide and awarded Upgrade & Innovation Product awards after a stringent jury-led review process was completed. The jury comprised of international toy and baby products agents, distributors, retailers, senior designers, heads of preschool education institutions and more.



## 2020 Champion List of Mother's Choice on China Parenting Network Awards - Annual Top 10 Popular Children Toys awards



Reviews: "...with the educational Play Cube, one can not only develop hands-on motor skills, but also help intellectual development. It is also of high play-value, with a five-sided activity centre and multiple play methods."

The Champion List of Mother's Choice feature products recommended and voted for by real mothers via a secure platform. The event aims to provide a real and reliable guide on maternal products for new mothers.

See more information at:  
[http://act.ci123.com/pom2020/index.php?c=champion\\_list#ahead](http://act.ci123.com/pom2020/index.php?c=champion_list#ahead)



## 2020 CBME Honorary Partner Brand Awards



The Honorary Partner Brand Awards are a reliable and excellent cooperation partner of CBME, a professional foreign trade forum for maternal and children's products established more than 20 years ago.



(Photo Source: Hape Image)

# Guess the Best Christmas and New Year's Gift for Children in the USA!

For this year's Christmas and New Year, what did you prepare for your children?

2020 may be hard for the whole world, especially the USA, the most pandemic-stricken region. To get through the long and boring lockdown period, toys have proved vitally important for a better and quality family time. During the last year Hape toys have been recognized by the public and won numerous toy awards in the USA, with the following 5 items crowned recently by the four most prestigious toy awards in the industry! Let's have a look!

## Toddler Kitchen Set



**2020 Oppenheim Toy Portfolio Gold Seal Award**  
– Toddlers Category

Established by a mother and her daughter, Oppenheim Toy Portfolio is an independent guide to children's media.

See more at:  
<https://www.toyportfolio.com/single-post/hape-toddler-kitchen-set>

## Monster Math Scale



**2021 Toy of the Year (TOTY) Finalist**  
– Specialty Toy of the Year

See more at:  
<https://toyawards.org/toyaward/custom/SpecialtyToy.aspx>



## Railway Bucket Set



**2021 Toy of the Year (TOTY) Finalist** – Playset of the Year

See more at:  
<https://toyawards.org/toyaward/custom/PlaysetToy.aspx>



**2020 Oppenheim Toy Portfolio Platinum Award** – Preschoolers Category

See more at:  
<https://www.toyportfolio.com/single-post/2020/09/11/hape-railway-construction-kit-set>

Stephanie who runs the Oppenheim Award showed the Railway Bucket Set as one of her favourite toys for the holiday season on The Today Show (a TV show that goes live every morning in New York City).

See the video at:  
<https://www.today.com/shop/oppenheim-toy-portfolio-winners-t197155>



**2021 Toy of the Year (TOTY) Finalist**  
– Preschool Toy of the Year

Known as the "Oscars" of the toy industry, the TOTY Awards program recognizes the top playthings on the market and is a vital fundraiser for The Toy Foundation, which delivers the magic of play to millions of children in vulnerable situations.

See more at:  
<https://toyawards.org/toyaward/custom/PreschoolToy.aspx>



**2020 PAL (Play Advances Language) Awards**

The PAL Awards is the only industry recognition that focus on the best toys, games and books that not only entertain, but also inspire kids and caregivers to engage in rich communication and interaction.

See more at:  
<https://playonwords.com/award/fun-fan-fryer-by-hape/>



## Fun Fan Fryer



## DJ Mix & Spin Set

**2020 Tillywig Toy & Media Awards** – Best Children's Products Award

Renowned as a significant reference for American parents when choosing good quality toys for their children, the Tillywig Awards aim to provide retailers, media, parents, educators and consumers worldwide with detailed information and expertly written reviews of superior children's products available on today's marketplace.

See more at:  
<https://www.tillywig.com/Toys-Games/DJ-Mix-and-Spin-Studio>



Endorsed by so many prestigious and influential awards in the toy industry, Hape has stepped closer to the consumers and the market. It is not only a strong recognition for the quality and play-value of Hape toys, it is also a big stimulus to encourage the public to place more emphasis on Hape. Trust the experts and jury of those awards, Hape is a fine choice as a Christmas and New Year gift for your little ones.

Farewell to the tough 2020, and join us in ushering in a bright and cheerful 2021 with Hape novelties!

## A Top 10 Toy in Germany

Nominated by the 2020 Top 10 Toys (Spielzeug) in May, Hape Magnet Science Lab was crowned as the winner of the German awards this November!

Magnet Science Lab is a novel item that spawned from Junior Inventor, a typical STEAM (Science, Technology, Engineering, Art, Mathematics) toy designed by Gert Olsen, a world-renowned Nordic exhibition architect and designer, and introduced by Hape, a world-leading educational toy brand. With its included seven experiments, "little physicists" can easily explore the mysteries of magnetism and the world through the Magnet Science Lab. This innovative toy is a great way to develop logical thinking and problem solving skills as well as nurturing an understanding of the principals of STEAM.

TOP 10 Toys is a marketing campaign for toys and leisure items in Germany. The Federal Association of Toy Retailers (BVS) selects the highlights of the year together with the TOP 10 Toys jury. The jury members (toy and leisure experts) play a key role for one of the large toy groups and chain stores (idee + spiel, SPIEL & SPASS, SPIELZEUG-RING, Smyths Toys, VEDES). Furthermore, the TOP 10 Toys award offers fun potential for everyone. There is something for every age, taste and budget!

Read more at: <https://www.top10spielzeug.de/Top10-Spielzeug-Preistraeger/Preistraeger-2020.php>



# AWARD



## Grand Toy in Japan

Good news from Japan: Hape Garden Produce Box won the silver award at the Toy Grand Prix 2020 in the Child's Play Category!

A bronze medal winner last year, Hape clinched back-to-back awards this year, going one better and claiming the silver medal! Continuous appreciation by the widely recognised award organisation is startling proof of Hape toys' high-quality, optimum play-value and educational content, facts which resonate in Japan, a country with strict quality standards and requirements. Furthermore, as a Toy Grand Prix winner, Hape Garden Produce Box featured in the AEON Christmas catalog that was distributed to all its in-store consumers.

Sponsored by Anfan Gyutte magazine, and in cooperation with AEON Retail, the Toy Grand Prix selects toys that parents can choose for their children as a Christmas and birthday gift. This year, the Toy Grand Prix, in its 8th year, selected its top 3 winners (Gold, Silver, Bronze) for each category, as voted by 2,805 child-rearing moms and dads nationwide.

Read more at: <https://enfant.living.jp/upbringing/tokusyu/808738/>



(Photo Source: Hape Image)



## Fresh Blood in Hape New Hope for the Future

On the afternoon of October 30th, the "2020 Dialogue with CEO" Social for New Employees was held in Hape China, with Peter Handstein, the Founder and CEO of Hape Group, delivering an inspiring speech and engaging in in-depth exchanges with the new employees on site as he welcomed the newcomers.

Peter shared with the new employees his own entrepreneurial journey during the two-hour gathering, inspiring them with a Jewish allegory; "one can know the amount of seeds an apple has with a cut, but one can never get the accurate number of apples a seed can breed – none if in a barren land, but plenty if in fertile land with abundant sunlight and rain..." The new employees are like seeds with infinite possibilities, with Hape acting as the fertile land, nurturing the seeds with a quality environment and providing them with a diverse array of possibilities.

Peter stated that Hape has always placed great emphasis on talent, and this year a series of talent training programs have been carried out to build a broad platform for outstanding talents to bolster their all-round development.

Besides, attracting fresh blood is also another way to enrich the Hape Family. On November 18th, Hape Recruitment for Designers and Related Vacancies was held in the China Academy of Art (CAA). Plenty of new faces attended and revealed their inclinations towards Hape. Moreover, a group of CAA students interested in Hape, paid a visit to Hape China later. So far, dozens of graduates from several influential Chinese universities have signed contracts with Hape, and will become members of the Hape Family very soon!

The talent training program is an ongoing project that will absorb increasingly more new members in order to help realise their dreams, and in turn, help promote the long-term, sustainable development and success of Hape.



(Photo Source: Hape Image)

(Shanghai, China) On December 20th, 2020, Hape, a world-leading educational toy brand, joined hands with mothercare, a comprehensive maternity and baby products store, to launch a strategic cooperation meeting at a mothercare store in Mixc, Shanghai. Sharon, senior vice president of Goodbaby Group which mothercare belongs to, Ms. Zhong, general manager of mothercare, Ms. Pan, global brand director of Hape and Ms. Zhou, general manager of Hape China, all attended the meeting and signed a strategic cooperation agreement. Meanwhile, Hape products will officially be on sale in more than 70 mothercare stores in China and online malls in the WeChat applet.



# THE EFFORTS TO BATTLE COVID-19 CONTINUE

Winter has come and COVID-19 is still dominating the headlines. In order to have a safe and happy new year, strict protective measures should always be taken by all.

As an enterprise responsible for its staff and wider society, Hape again donated a large array of protective supplies (child-masks) to children across China, after a similar donation at the beginning of 2020. **Over 200,000** child-masks have been passed on to **more than 40,000** children in need recently, with Hape's love and heartfelt wishes deposited inside.

Apart from donations for society, Hape has always attached great importance to its **Hape Family** members. Under the severe pandemic circumstances that the world currently finds itself in,

Hape has never relaxed its vigilance and duty of care to its big family. We stay close to every staff member and make sure that Hape is a safe place to work in.

2020 has been a tough year under the gloom of the virus, and we all hope that 2021 will lead all of us into a bright future, as "happiness often comes after bitterness". Hape will hereby honour its commitment to its staff and continue to make its contribution to society in the battle against COVID-19. No matter what the donation is - be it masks, toys or capital - Hape hopes to ease the pain with sincere love and happiness.

## Hape Launches Strategic Cooperation with mothercare

At the meeting, Sharon from mothercare expressed great confidence in the long-term cooperation: "Hape insists on creating and manufacturing safe, environmentally friendly and original toys, which coincides with mothercare's pursuit of safety, quality and value. We are more than happy that Hape has joined our big family. In the future, we can further deepen our cooperation in member operations and realise more possibilities through traffic sharing."

Ms. Pan from Hape also stated that mothercare was a great partner of vital importance: "The reason why we chose mothercare is that mothercare understands the inner-voice of mothers better. We all agree that educational toys will experience rapid growth in 2021, and this move will be a big step for us in exploring China's infant and child industry."

The cooperation with mothercare opened a new era in Hape's offline channel operations. In the future, based on Hape's high-quality educational toys and in-depth research on children's growth, combined with mothercare's strong global supply chain and scientific research

capabilities, we hope we can continue to address the childcare needs of young Chinese families and bring them high quality one-stop maternal and child consumption experiences, and ultimately help improve the growth of children in China. Furthermore, the cooperation, in turn, will further raise mothercare's brand awareness and market share in China, promote its integrated online/offline development and achieve a win-win situation for both parties, based on the omni-channel resources and loyal brand followers on both sides.

### About mothercare

mothercare maternal and child products operate under the Goodbaby Group brand. Established in the UK in 1961, mothercare possesses over 800 stores worldwide. Since its entry into China in 2008, mothercare stores have spread to over 30 cities nationwide. mothercare has won the favour of many parents for its "one-stop shopping experience" over the years, thanks to its all encompassing range of categories, high-quality, excellent service and continuous innovation. The brand provides a full range of maternal and child products that meet the needs of children from birth to 8 years old.



This is a special Christmas for all of us, as lots of Christmas gatherings were cancelled due to COVID-19. But, many kids in Switzerland had a wonderful Christmas time with *Quadrilla*. Actually, almost every Swiss family purchased at least one set of *Quadrilla* as a Christmas gift this past December...

As we know, Switzerland is not a country with a large population, yet it consumed hundreds of thousands of *Quadrilla* sets this Christmas season, which exceeded everyone's expectation. So, how did it happen? Let's review the *Quadrilla* Christmas marketing scheme by Migros, the largest retailer in Switzerland.

**Trading Cards to Redeem *Quadrilla* Discounts**

From the beginning of November to Christmas, a "1 marble and 1 collectible sticker" pack was given out with every purchase over CHF 20 in Migros supermarket checkouts and at Migros online stores. There was a maximum of 15 packs per purchase, vouchers and gift cards excluded.

For every 20 stickers accumulated, a full Migros trading card - entitling the holder to purchase a Hape *Quadrilla* marble run set with a 65% discount on the full sales price - was given out. The more full trading cards you receive, the more times you can redeem your *Quadrilla* discount.



**Collection Box with Additional Marble Bag and Games**

Migros also offered the All Stars Collection Box including additional marble bags and exciting games. All Migros members could receive 1 box for free with member coupons in Migros supermarket branches.

The All Stars Collection Box inspired children to collect more and more marbles, as there are different marble series to enjoy, such as the Aquanauts, the Christmas Stars, the Ice Cream Aisle, the Nanos, and more. That really caught Swiss children's attention, compelling them to collect as many marbles as possible. In addition, Migros offered 9 different marble games for each marble series, which further increased the fun of marble playing.

**How Did *Quadrilla* Become the Top Christmas Gift in Switzerland?**



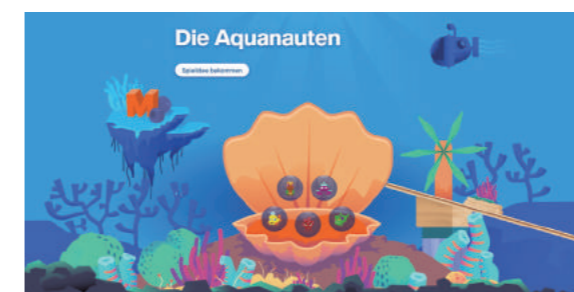
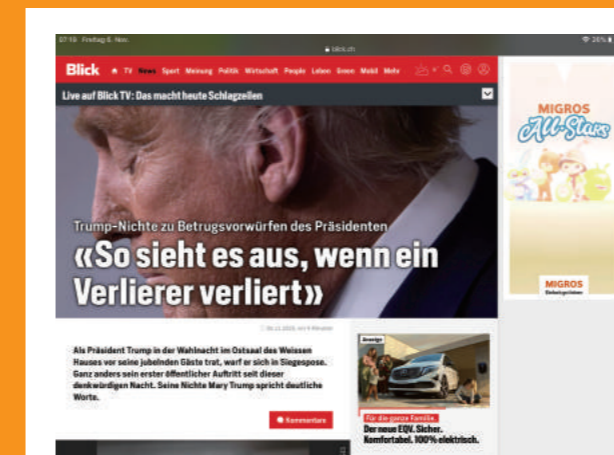
**Special Marbles**

To make the marble collection even more exciting, there are 5 special marbles that are only available on special days. The "Super Stars" were presented in 4 different, sparking colours, and the "Magic Star" marbles store the energy of light and glow in the dark like stars in the sky. Every child, it seemed, wanted to have some Special Marbles of their own! It is an honour to own one, since they are scarce and limited edition. Hence, it's safe to say that Migros well understands the psychology of its young consumers!

**National Advertisements**

Besides its interesting promotional campaigns, vigorous advertisement efforts over the whole of Switzerland are another important reason for the success of *Quadrilla*.

As the key promotion of the 2020 Christmas season, the *Quadrilla* campaign was advertised in all Swiss Migros stores. Videos, posters, roll-ups, shelf images, selling banners, displays.....all kinds of *Quadrilla* campaign marketing materials were presented in conspicuous places in Migros stores.



Migros also launched the campaign on its website, advertised in the biggest national newspaper and in the Migros Magazine and even produces an animation video and shows on Swiss national TV – SRF.CH.

When combined together, the aforementioned marketing strategies made the Swiss *Quadrilla* Christmas Campaign a great success, and we congratulate Migros and intend to learn from their example. Well-organised promotion, content that displays a keen understanding of children's interests, a wide variety of marketing materials, national advertisements and more set the campaign apart from the competition.

We hope this case study inspires you to have more innovative marketing ideas this year!



## Find Your Gift in Santa's Workshop!

In spite of COVID-19, Santa Clause visited homes to leave Christmas gifts for the children as usual this year, escaping quarantine thanks to his close cooperation with the WHO (World Health Organization)! So, was your Christmas gift everything you hoped it would be?

This December, in order to usher in Christmas, Toy Kingdom (Hape's exclusive distributor in South Africa) set up a Hape Display Corner in the Santa's Workshop in Fourways Mall, the second largest shopping centre in South Africa, located in suburban Johannesburg. Adorned with a whole host of Hape toys, the Santa's Workshop was a "Hape Wonderland" for children. Pleasant melodies from the "piano", amazing "flavours" from the "kitchen" and a speeding train on the "railway tracks" combined to create a cheerful and harmonious "Hape Christmas Wonderland".

Why not take your little ones to Santa's Workshop to get new ideas for Christmas gifts and more?



# Japan

From 2nd to 25th December, Hape Railway toys were on display in the Daimaru Department Store in Sapporo, Japan. Enjoying a front and rather central display area in the store, Hape Railway items became a preferred choice for Christmas gifts among many Japanese parents.



# Italy

Hape entered into a new store, Amico Baby (focusing on children-related products) in Sicily, Italy.



Hape in Amico Baby



A brand new display for Hape products in 4 Italian stores.



Bonsaglio in Lissone



Gasparoli Colori in Varese



Coin in Milano



Joys in Rimini

## Christmas Goes Better with Hape

Despite this year's special circumstances, Moustakas (Hape's exclusive distributor in Greece and Cyprus) prepared a special Christmas experience for the local children!

### Bricks-and-mortar stores:

Moustakas decorated one of its stores (the Melission Store) in advance for Christmas this year, showcasing a whole row of shelves stuffed with quality Hape toys, making it a "Hape Toy Kingdom" for children.



### Online:

To strengthen the bond with our customers during the pandemic, Moustakas introduced lots of measures, such as firing out regular emails containing various recommended Hape items. In November, as the second lockdown in Greece started, Moustakas also provided its customers with B2B online ordering and material-sharing e-shops at <https://b2b.moustakastoys.gr/>, that including a range of Hape toys.



(Photo Source: Hape Image)

# Switzerland

Hape is a resident presenter at the annual Christmas Window Show of LOEB (a grand department store in Switzerland with a long history) in Bern. In spite of the pandemic, this year's window show was well received by customers in Switzerland.



(Photo Source: Hape Image)





## ADAPTING YOUR BRAND TO FIT KIDS' NEW ROUTINES

Every brand is now a kids and family brand.

(Photo Source: Hape Image)

**COVID-19** has reshaped all of our lives, and kids are among the most affected. Since school closures began in March in North America, every aspect of a kid's day has changed: education, socializing, play, exercise, eating, and even the physical spaces kids occupy.

As kids are adapting to these changes, a key consideration for brands is discoverability and staying top-of-mind with them: How can you make sure they remember to choose your brand over others? Are your products still relevant or has COVID-19 changed play patterns so much that your products need updating, too?

SuperAwesome, a renowned games company, has been tracking these changes of routine, behaviors, and locations, and what it means for brands.

**The first concept to be aware of is the digital expansion of kids' ecosystems.** Kids' worlds have shrunk geographically. However, the need to replicate and replace all the real-world activities kids did on a daily basis has necessitated the adoption of many more digital brands and services than they consumed pre-COVID-19. Half of kids report that they're using their phones, tablets, and laptops more than before, especially before bed, when they're playing games, using social media and chat apps, watching videos, and generally browsing. They're using Zoom, once a business-to-business-focused company, to "meet up" with family members. Roblox is now a digital location for them to hang and chill with friends, as well as a place to play and build. Everything has changed.

**In essence, every brand is now a kids and family brand.** The toy category has more competition than before because competition for kids' time now includes digital platforms that, once adopted, become a part of everyday life. These behaviors are unlikely to change, so it's important for brands to consider how they can leverage their products and marketing strategies to remain current with these patterns.

**"Family togetherness is one of the most welcomed and valued changes caused by COVID-19."**

The good news is that kids have a huge appetite for having fun and playing. With 74% of kids saying they take breaks from schoolwork whenever they feel like it, there's more opportunity for them to engage with your brand than when they were physically at school. School's long class sessions and short, scheduled breaks have evolved into a cycle of micro work and play sessions while kids are at home. Break times are used for playing with toys and games, as well as watching YouTube, chatting with friends online, playing outside, and snacking.

Brands that want to get in on this daytime play pattern should think about creating content that is short-form, light, and easy for viewers to dip into and out of. TikTok's huge surge in popularity during the COVID-19 lockdown is partly due to its 15-60-second, snackable content. Bite-size activities with intuitive design and functionality are perfect for this new pattern of behavior. We advise testing interactive in-app ads, branded online mini-games, and contextually targeted YouTube campaigns with a fun brand message.

The start and end of the school day have also been completely rewired, and time reclaimed from the commute is being spent together as a family. Family togetherness is one of the most welcomed and valued changes caused by COVID-19, whether they're enjoying YouTube workouts or leisurely sit-down breakfasts that are treated more like dinner. At dinnertime, kids are involved with the cooking process more than before, and mealtimes are later and slowed down as there's no need to get ready for the next day. On weekends, co-consumption of content increases as families recreate Friday nights at the movies, with 71% of kids and parents reporting that they're using their smart TVs more than before.

Kids and parents comment on ads they see together, so target your online video, YouTube, and over-the-top campaigns to evening-time and co-viewed content to stay top of mind. On social platforms, we've seen great results from creating influencer-branded content that promotes cross-generational activities. Cultivating this family behavior through deliberate and specific content will help to gain long-term consumer trust for your brand — even if the activity isn't directly related to your product. Pebbles cereal's Daily Yabba Dabba Doo website of crafts and activities that don't have anything to do with cereal is a great example. Try to riff on themes like movie night recipes, a before-school fitness routine, or fun ideas to get kids off their devices at night. Make sure families see your content by promoting it in kid-safe and co-viewed online environments.

The main message here is that in the new normal, the kids' space has shifted and the rules for branding and marketing have changed. **Think about delivering value to your consumers beyond your brand message** — these are the brands that will win over consumers in the long run.

*Referred from the toy book "Adapting Your Brand to Fit Kids' New Routines", author Tiffany Tasker, October 22nd, 2020.*

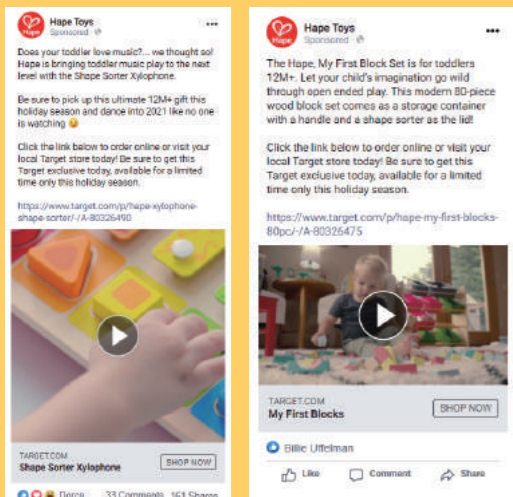
<https://toybook.com/adapting-your-brand-to-fit-kids-new-routines/>

# Social Media

**Date:** November to December  
**Influence Area:** USA  
**Medium:** Facebook



**Topic:** Hape toys promoted in Target Stores  
**Highlight:** Hape's *Shape Sorter Xylophone* and *My First Blocks* were promoted in "Target" Stores (both online and in-store), a general merchandise retailer with approximately 1,897 different locations across the US. Promoting advertisements were also posted by Hape US on Facebook, attracting numerous customers to "Target" to purchase quality Hape toys.



**Date:** October to December  
**Influence Area:** China  
**Medium:** WeChat



**Topic:** Hape creative festive posters  
**Highlight:** Hape China posted creative posters - featuring exquisite Hape toys and collaborative toy brands - to coincide with both foreign and traditional Chinese festivities such as Halloween, Thanksgiving and the Chinese National Holiday etc.



**Publication Time:** December 2020  
**Distribution Area:** Greece  
**Name of Magazine:** Kappa  
**Distribution Channel:** B2C  
**Circulation:** 57,348 copies  
**Product:** *Cook'n Serve Kitchen, Magic Touch Piano, Solar Power Circuit, Monster Math Scale*  
**Placement:** One full inner-page  
**Brief Introduction:** Kappa is the Weekly Supplement of the Sunday edition of *Kathimerini*, (a daily political and financial broadsheet newspaper) that combines information and entertainment. It covers a wide variety of topics and current issues in the social, political, cultural and sporting fields, keeping readers up-to-date with the latest developments in news and lifestyle.

## Kappa



**Publication Time:** December 2020  
**Distribution Area:** Germany  
**Name of Magazine:** Luna  
**Distribution Channel:** B2C  
**Circulation:** 50,000 copies bimonthly  
**Product:** *Super Spirals*  
**Placement:** 1/5 of one page  
**Brief Introduction:** A well-known fashion and lifestyle magazine in Germany focusing on the daily life of mothers with children age from 1 to 12 years, *Luna* suggests holiday celebration, leisure entertainment and work / life balance tips.



(Photo Source: Hape Image)



HAPE.COM

### Switzerland

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

### Italy

Hape International (Milano) S.R.L.  
 Via L. Alberti 6  
 20149 Milano  
 T: +39 02 9439 4976  
 F: +39 02 9439 4977  
 italy@hapetoys.eu

### UK & Ireland

Toynamics UK & Ireland  
 Unit 10, Kibworth Business Park  
 Kibworth Harcourt, Leics  
 LE8 0EX, UK  
 T: +44(0)116 4785230  
 sales@toynamics.co.uk

### China

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

### Hong Kong & Macao (China)

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

### Belgium & Netherlands & Luxembourg

Toynamics BeNeLux BV  
 Keizergracht 555  
 1017 DR Amsterdam, Netherlands  
 benelux@toynamics.com

### Germany & Austria

Toynamics Europe GmbH  
 Alsfelder Straße 41  
 35325 Mücke  
 T: +49 (0) 64 00 95 87 0  
 F: +49 (0) 64 00 95 87 29  
 info@toynamics.com

### France

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

### Canada

Playwell Enterprise Ltd.  
 1399 Kennedy Road  
 Unit 5A, Scarborough  
 Ontario, MIP 2L6  
 T: 001-416-439-0044  
 F: 001-416-439-4656  
 sales@playwellcanada.com

### For U.S.

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

### Spain & Portugal

Toynamics Iberia SLU  
 De La Rutila, 35  
 08221 Terrassa (Barcelona), Spain  
 T: + 34 93 731 62 49  
 contacto@toynamics.com

