



Cryptkins™ Vinyl Figures

Key Selling Points

Based on the popular characters from folklore

10 unique characters, 2 rare variants

First original series of vinyl figures from Cryptozoic

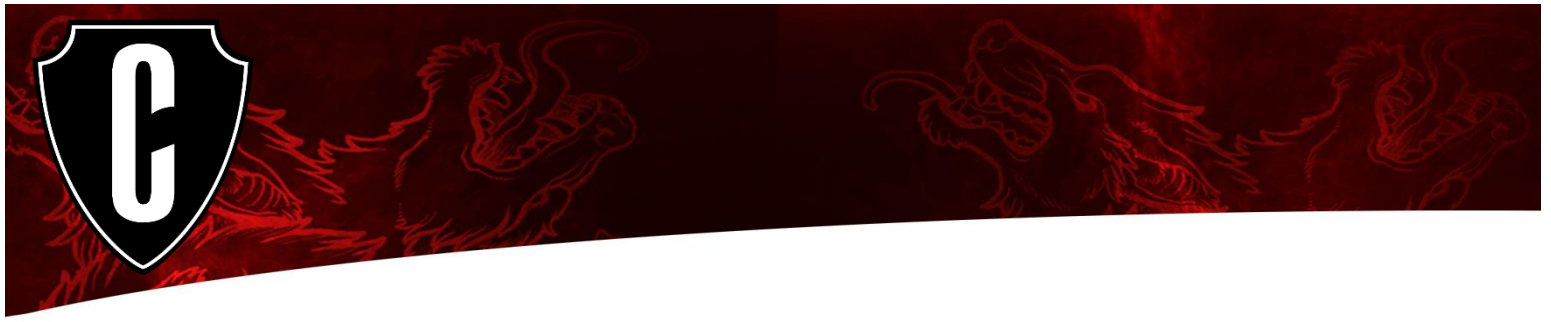
Sculpted by Sam Greenwell



They do exist! The subject of folklore and tabloid headlines for decades, **Cryptkins** have been discovered and the world will never be the same! These adorable vinyl figures are approximately 2.25-inches tall and include Nessie, Chupacabra, Cthulhu, Bigfoot, and more. There are 13 figures in all, with 2 of them being rare and 1 of them ultra-rare. Each comes packaged in a collectible blind-reveal miniature “crate.” Collect them all!

Contents Summary:

- One 2.25” figurine per blind box
- Collectible crate packaging



Marketing Support:

- Promotion on social media sites, including Facebook, Twitter, and Instagram
- Sneak peeks and behind-the-scenes posts on the Cryptozoic Blog
- Contests and/or giveaways held on social media
- Press release to industry media
- Email blasts to Cryptozoic mailing lists
- Cross-promotion with fansites
- Review copies sent to online media enthusiast outlets (comics and general pop culture) for expanded consumer exposure and to generate buzz
- Heavily promoted at consumer event shows throughout the year, including San Diego Comic-Con and New York Comic Con

Ordering Information

Available to ship: Worldwide

Item Description	Contents	UPC		Preliminary Dimensions (Inches – D x W x H)
Blind Box	1 vinyl figure	814552024991		2.5 x 2.5 x 3"
Retail Display	12 blind boxes	814552025370		8.25 x 5.25 x 6.55"
Case	6 Retail Displays (72 PCS)	814552025387		8.5 x 16 x 13.25"