



**CRYPTOZOIC**<sup>™</sup>  
ENTERTAINMENT

## Key Selling Points

Based on favorite creatures from myth and folklore

13 figures total, including 2 rare and 1 ultra-rare

Second set of figures in popular original line from Cryptozoic

Cross-promotion with Cryptkins<sup>™</sup> Channel on Quidd app

Sculpted by Sam Greenwell

# Cryptkins<sup>™</sup>: Series 2



Creatures from myth and folklore do exist and they're unbelievably adorable! Series 2 of **Cryptkins<sup>™</sup>** brings to life Kraken, Cerberus, Gryphon, Unicorn, Blue Dragon, and more! There are 13 vinyl figures in all, with 2 of them being rare and 1 of them ultra-rare. Each 2.25-inch tall figure comes packaged inside a collectible blind-reveal miniature "crate." Can you collect them all?

### Contents Summary:

- One 2.25" figure 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 Cryptkins<sup>™</sup> fans and Cryptozoic mailing lists
- Cross-promotion with popular Cryptkins<sup>™</sup> Channel on Quidd collectibles app
- 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

Country of Origin: China

Item #: 27497

Item	Contents	UPC	Prelim Dimensions (Inches – D x W x H)
Blind Box	1 vinyl figure	814552027497	2.5 x 2.5 x 3" 0.25 lb.
Retail Display	12 blind boxes	814552027503	8.25 x 5.25 x 6.55" 3 lb.
Case	6 Retail Displays (72 PCS)	814552027510	8.5 x 16 x 13.25" 18 lb.

**Release Date:**  
**Q4 2018**