

HOT WHEELS

— **ULTIMATE** —

COLLECTORS

CONTEST

**SUBMIT YOUR COLLECTION FOR A
CHANCE TO WIN A TRIP TO
HOT WHEELS® HQ IN LOS ANGELES, CA**

COLLECTORS 

NO PURCHASE NECESSARY. Open to legal residents of the 50 United States and D.C., 18+ (or who have reached the age of majority in state of primary residence) at time of entry who are Hot Wheels® Collectors and having the Collection before 10/14/18. Begins 10/15/18 and ends 12/31/18. Void where prohibited. For Official Rules, visit www.hotwheels.com/collectors

Fall 2018 retailer program focused on targeting the collector consumer at Kroger. This program utilized in store displays to drive consumers online while also increasing awareness regarding Kroger being a destination for Hot Wheels.

Microsite driving consumer online to share their Hot Wheels collection for a chance to win the grand prize.

Hotwheels.com/collectors



Hot Wheels
ULTIMATE COLLECTORS CONTEST
SUBMIT YOUR COLLECTION FOR A CHANCE TO WIN A TRIP TO HOT WHEELS® HQ IN LOS ANGELES, CA

Hot Wheels Ultimate Collectors Contest!!

Calling All Collectors! Submit pictures of your Hot Wheels collection for a chance to WIN a trip to the Hot Wheels Design Center in Los Angeles!

Submit your info and Hot Wheels Collection below to win!

Your Name

Your Email Address



GIFTS CARS TRACKSETS SHOP







**HOT WHEELS®
AND KROGER
HAVE TEAMED UP TO FIND**

**THE ULTIMATE
HOT WHEELS®
COLLECTOR!**

Visit www.hotwheels.com/collectors for your chance to win a one of a kind experience—a trip to Hot Wheels® Headquarters in Los Angeles to spend a day with the Hot Wheels® Design team!

ENTER NOW

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THE MATTEL FAMILY OF BRANDS



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Emails sent to the Hot Wheels collector database creating awareness of the sweepstakes along with the partnership tied to a national retailer.

In store displays driving consumers online to participate while also providing incremental product placement.



The overall success of this program can be justified by the increase in sales of the basic Hot Wheels car. POS for the basic car increased by over 20% for the same time period from year prior.

Overall consumer engagement is another factor to consider with over 900 sweepstakes submissions featuring images of Hot Wheel collections.

