

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.

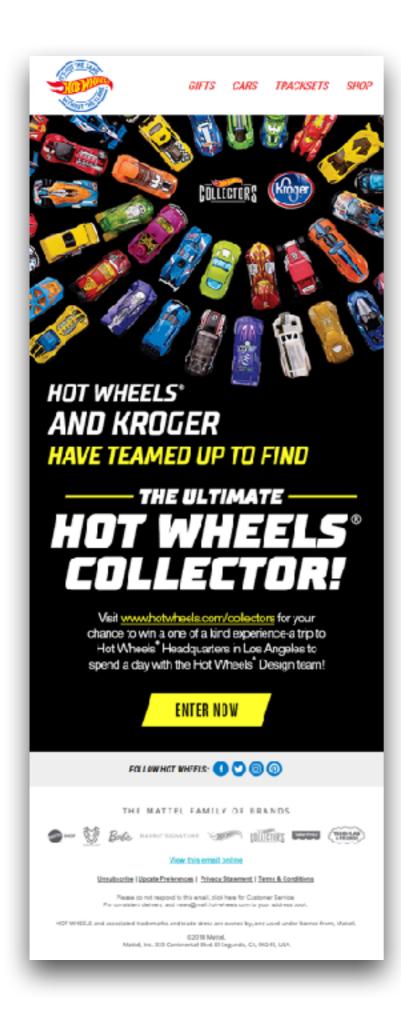
Hotwheels.com/collectors



Hot Wheels Ultimate Collectors Contest!!

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	First Name	Last Name
Your Email Address	FITSUNAME	Last Name



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.

