

Surprizamals[®]



Stuffed Animals

FALL 2025





THE ORIGINAL
BLIND-PACKED PLUSH

LAUNCHED IN 2016, SURPRIZAMALS
ARE SOON TO BE EXPANDING AGAIN
WITH SERIES 15!

Specialty, Seasonal, & Holiday
Collections!

Over 25 million units sold Worldwide!

Thousands of unboxing videos with
116+ million views!



JUST PRESS PLAY!





\$ 1.55 FOB

<https://www.youtube.com/watch?v=29X3laUeMvY>

SERIES 16
Available Fall 2025

SERIES 15
Available Now FOB

SERIES 14
Available Now





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FOOD SERIES 2

\$ 1.55 FOB

FOOD SERIES 1



\$ 4.50 FOB



- 6pc Mucheez Foodie Playsets
- 1 Showcased Surprizamal
 - 1 Mystery Surprizamal
 - 2 Mini Mystery Food Plush
 - 2 Sticker Sheet



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Styles will Vary



\$ 3.50 FOB

MAMA & BABY SERIES 5
Available Fall 2023

MAMA & BABY SERIES 4
Available Now



STYLES WILL VARY



\$ 1.55 FOB



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MEDIA STRATEGY

BUILD BRAND AWARENESS & DRIVE
SALES BY FOSTERING
AMBASSADOR RELATIONSHIPS
COUPLED WITH STRATEGIC LINEAR
TV & DIGITAL PROGRAMS.

LINEAR TV

- Timed to POG Set and Hard 8
- Focus on Top Preschool & Girls' Networks

DIGITAL

- Paid Search Campaign
- Focus on Top Platforms for Kids 3-6 where Kids are Spending Time
- Run Pre-Roll and Mid-Roll
- Targeting Capabilities to Reach Mom where she is Actively Engaging
- Leverage Conversion Driving Platforms to Efficiently Drive Sales
- Encourage Gift Giving During Peak Q4 Timeframe through proven performing platforms.



THANK YOU

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