

Transformers Brand Panel



October 15, 2011





TRANS FORMERS

DARK OF THE MOON

Jerry Jivoin

Marketing





TRANS FORMERS

DARK OF THE MOON

Chris Hicks

Design



2011 & 2012 – most expansive years ever!



TRANSFORMERS

DARK OF THE MOON



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Mechtech Deluxe Wave 7 “Movie Trilogy” (28738)

Bumblebee
(98430)



Wheeljack
(98727)



Mechtech Deluxe Wave 7 “Movie Trilogy” (28738)

Ratchet
(98729)



Soundwave
(98478)



Movie Trilogy Optimus Prime w/Trailer (38840)



The background of the slide features a large, faint, light gray Transformers logo. The logo is composed of several angular, geometric shapes that form the letters 'T', 'R', 'A', 'N', 'S', 'F', 'O', 'R', 'M', 'E', 'R', 'S'. The logo is centered and occupies most of the background space. The entire slide is framed by a thick, dark border with a jagged, metallic appearance. The border has a blue and purple glow effect, with some areas appearing to have sparks or energy emanating from it. The top and bottom edges of the border are particularly prominent, with the bottom edge having a more complex, multi-segmented design.

TRANS FORMERS

2011 EXCLUSIVES

TRANS
FORMERS

Barricade NERF Bumblebee

NYCC
Exclusive!



TRANS
FORMERS

Cuponk Transformers

NYCC
Exclusive!



TRANS
FORMERS

KRE-O
CREATE IT.



KRE-O



KRE-O
CREATE IT.



KRE-O





KREONS



COLLECTIBLE KREONS

- 28 KREONS in launch line
- 16 Transformers KREONS, 12 humans
- Tons of accessories!





PRODUCT LINE



TRANSFORMERS

**RESCUE
BOTS**



**PLAYSKOOL
HEROES**



Rescue Bots Assortment

On shelf 8/1

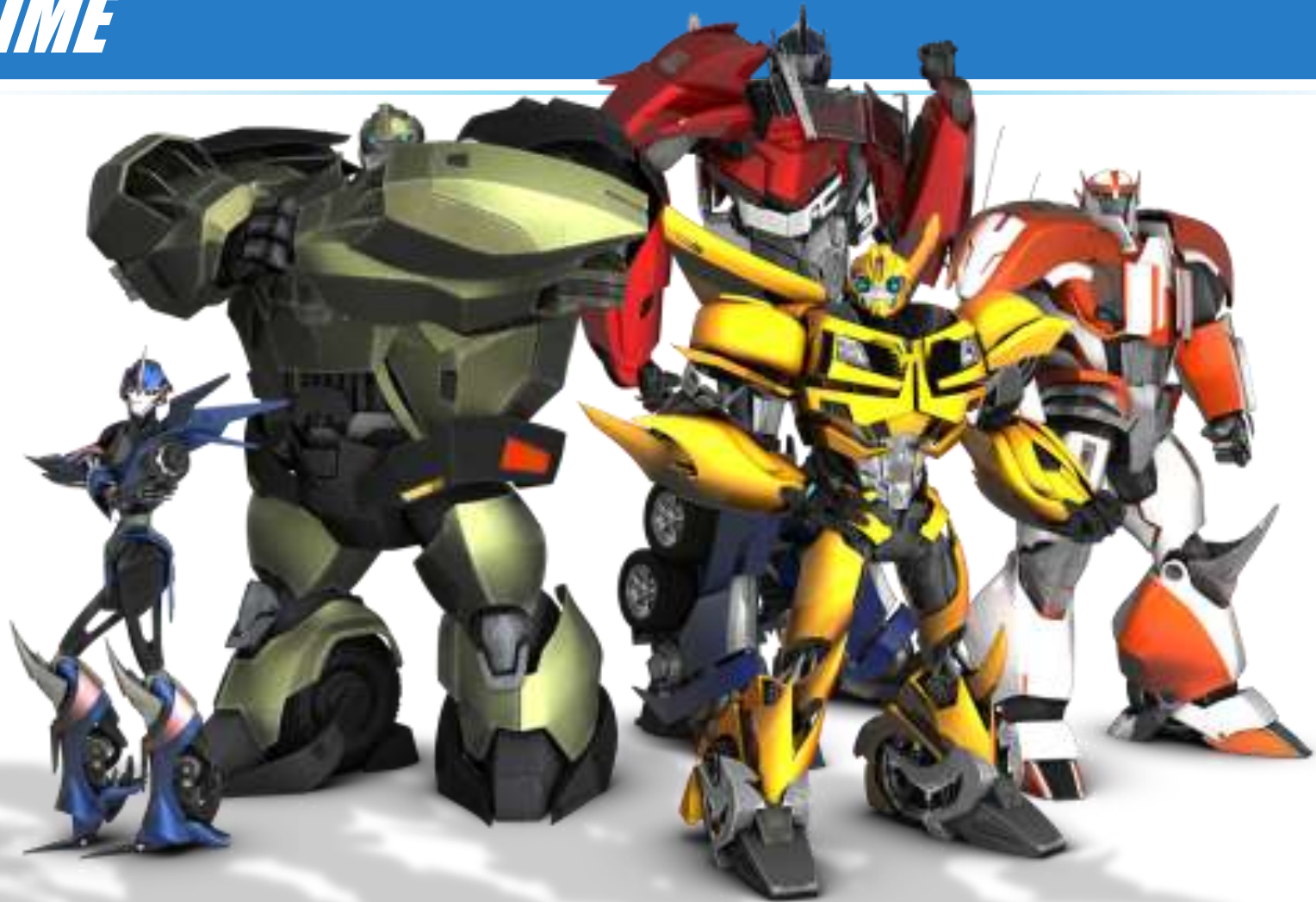


Robot mode



Vehicle mode

PRIME



TRANSFORMERS
P R I M E



Transformers New York Comic-Con Exclusive

NYCC
Exclusive!



Robots In Disguise Deluxe Wave 1 (37975)

Bumblebee
(37976)



Wheeljack
(37978)



TRANSFORMERS
P-R-I-M-E

Robots In Disguise Deluxe Wave 1 (37975)

Cliff Jumper
(37977)



Soundwave
(37979)



TRANSFORMERS
P R I M E

Cyberverse Legion Wave 1 (37980)

Vehicon
(37982)



Ratchet
(37984)



Arcee
(37983)



TRANSFORMERS
P R I M E

Cyberverse Legion Wave 1 (37980)

Bumblebee
(37981)



Cliff Jumper
(37985)



TRANSFORMERS
P R I M E

Cyberverse Commander Wave 1 (37994)

Optimus Prime
(37995)



Bulkhead
(37996)



TRANSFORMERS
P R I M E

Cyberverse Commander Wave 1 (37994)

Starscream
(37997)



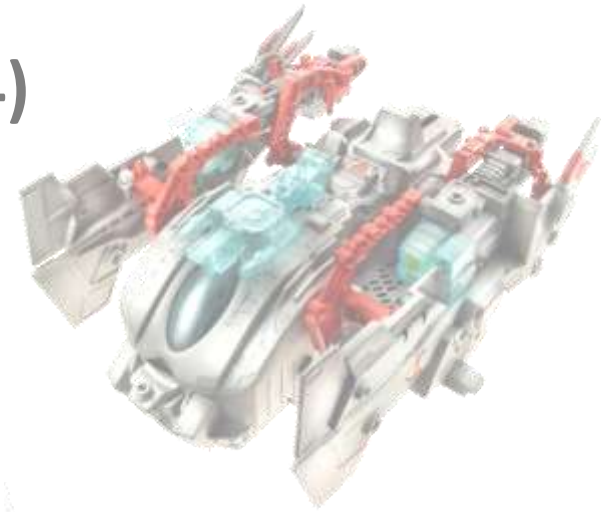
Megatron
(37998)



TRANSFORMERS
P-R-I-M-E

Cyberverse Vehicles Wave 1

Star Hammer w/ Wheeljack (38004)



Wheeljack



TRANSFORMERS
P-R-I-M-E

Thank You!

