

# SCOOBY-DOO!

## OVERVIEW

Scooby-Doo is consistently ranked as one of the top selling properties in the WBCP portfolio. Scooby-Doo is the only dog with human characteristics who can live and play in a kid's real and imaginative world. He is extremely popular and relevant to a diverse target demographic. Scooby loves to solve mysteries, is hip and cool and makes 'scary' fun; he can Doo it all!

## TARGET AUDIENCE

- Primary: Boys and Girls 3-8
- Secondary: Kids -11, Tweens/Teens 12-17 and Young Adults

## MARKETING INFORMATION

### TELEVISION

- Scooby-Doo! Mystery Incorporated* ranked #2 in its time slot with Boys 2-11 and #3 with Kids 2-11. Season 2 premieres on Cartoon Network in Q2 2012 bringing new mysteries, characters and villains!
- Scooby-Doo Where Are You?*, *The Scooby-Doo Show*, *What's New Scooby-Doo?* and New Scooby Movies can be seen regularly on Cartoon Network and Boomerang.

### HOME VIDEO

- Over 74.6 Million videos sold worldwide and 2-4 episodic DVD collections released per year. 2012 will feature more DVD releases than ever!
- WHV releases scheduled for 2012 include: *Scooby-Doo! Music of the Vampire* (Q1 2012), *Big Top Scooby-Doo!* (Q3 2012), *Scooby-Doo! Mystery Inc. S2 Vol. 1* (Q3 2012) and *Scooby-Doo! Haunted Holiday* (Q4 2012)

### ONLINE

- ScoobyDoo.com and ZoinksPoints.com are the online destinations where Scooby fans can find all their favorite Scooby content and activities.
- ScoobyDoo.com receives over 7 million page views per month!
- The official Scooby-Doo Facebook Page has over 825,000 fans! The cross-divisional Race-to-a-Million Campaign launches in Spring 2012. Visit [facebook.com/ScoobyDoo](http://facebook.com/ScoobyDoo) to become a fan of Scooby.

### PUBLISHING

- Redan recently launched a bi-monthly dedicated Scooby-Doo magazine!
- ScrollMotion is launching a series of interactive storybook apps for iPad.



### PROMOTIONS

- Scooby hits the road in the Mystery Retail Tour visiting top retailers across the country and the world throughout 2012 and 2013!
- In 2011, WBCP joined with Zazzle, Inc. to develop and execute a national "Create-A-Monster" art contest. In 2012, the contest will continue to increase brand awareness and support the new *Scooby-Doo! Mystery Incorporated* series on Cartoon Network.
- A Digital Party Pack, including tips on hosting the ultimate Scooby-Doo screening party, will send Scooby fans on an online mystery-solving scavenger hunt to collect clues from partner sites.
- Scooby-Doo and Cesar Millan will be heading to Washington D.C. for the next National Family Pack Walk in Fall 2012.

### ZOINKS POINTS

- Zoinks Points, the successful consumer rewards program, offers exclusive online games, videos, downloads and other cool content with every Scooby product purchase!
- The Zoinks Points website receives over ½ million page views per month and an average of 61 million points redeemed per month!
- Introducing a Zoinks Points mobile platform and Apple iOS compatible programming and expanding the Zoinks Points program to key international markets in 2012.