



Purchasing and Promotion

All G.I. Joe items are distinctly packaged with a brave, bold look that creates an eye-catching display. Each package carries valuable Flag Points for kids to save and send in for exclusive premiums. This special promotion provides you with additional business by encouraging purchases at the retail level.

Advertising

G.I. Joe is backed by a powerful, multi-million dollar advertising campaign that reinforces the popularity and diversity of the entire G.I. Joe product line. Many dynamic commercials appear on network and spot TV all across the country.

Licensing

Over 50 licensed companies have captured the Joe team mania by producing and advertising G.I. Joe products, such as boys' clothing, sleeping bags, lunch kits, comic books and non-competing toys.

Television Adventures

Millions of young Joes across the nation are tuning in to the Real American Heroes! This exciting G.I. Joe mini series is arousing every child's imagination. And starting in September the adventures of G.I. Joe will be seen as a daily half-hour animated television series! This anticipated afternoon event will encourage more G.I. Joe "play adventures" while creating even greater demand at the retail level.

Print Media & Fan Club

G.I. Joe fans are always on the lookout for the Mobile Strike Force Team. There are over 130,000 G.I. Joe Fan Club members who stand behind the Joe team's gallant efforts and subscribe to the official G.I. Joe Newsletter, "Command Post". In addition, Telepictures Publications has just introduced the exciting "G.I. Joe Magazine." It's filled with action-packed stories, games and more! The Mobile Strike Force would not be complete without a Marvel Comics' G.I. Joe Yearbook! Look for other Marvel-ous events to keep coming your way.

G.I. Joe is a well established winner and it continues to grow stronger each year. Its expanding and innovative product line proves that the G.I. Joe team and their evil enemies have all the right components to make up a powerful, collectible boys' toy for 1985!

G.I. JOE®