

G.I. JOE®

A REAL AMERICAN HERO



G.I. JOE
Powerful advertising . . .
Licensing Support . . .
Consumer Promotion . . .
Huge Fan Club . . .
Distinctive Packaging . . .
They all add up to sensational sales
for you!

ADVERTISING: G.I. Joe will be backed by a powerful, coordinated, multi-million dollar ad campaign. Throughout 1984, 17 dynamic commercials featuring G.I. Joe will be appearing on network and spot TV all across the country. This sensational advertising campaign reinforces the popularity and diversity of the entire line of G.I. Joe products.

PROMOTION: Every Hasbro G.I. Joe package carries valuable Flag Points that kids save to send in for premiums. This special promotion provides you with additional business by creating product purchases at the retail store level.