

RAMBO

ACTIVITY

J F M A M J J A S O N D

Television advertising

5-part animated mini-series

Weekly animated series
(65 half hours)

Rambo™ merchandising kit

Costumed character
appearances

RIDE-ONS

ACTIVITY

J F M A M J J A S O N D

TELEVISION ADVERTISING

Rambo™ Cycle

Husky Hauler™

Transformer™ Cycle

Knight Rider™ Car

Sesame Street® Play 'n' Go Rider
and Jolly Go Round Walker-Rider

M.A.S.K.™ Cycle

Cabbage Patch Kids® Poppin' Train
& Power Cycle

Magic Fountain™

PRINT ADVERTISING

Good Cookin' Kitchen

Kids Creative Corner

Jolly Go Round Walker-Rider

Sesame Street® Play 'n' Go Rider

MERCHANDISING

Freestanding & gondola displays

COLECO