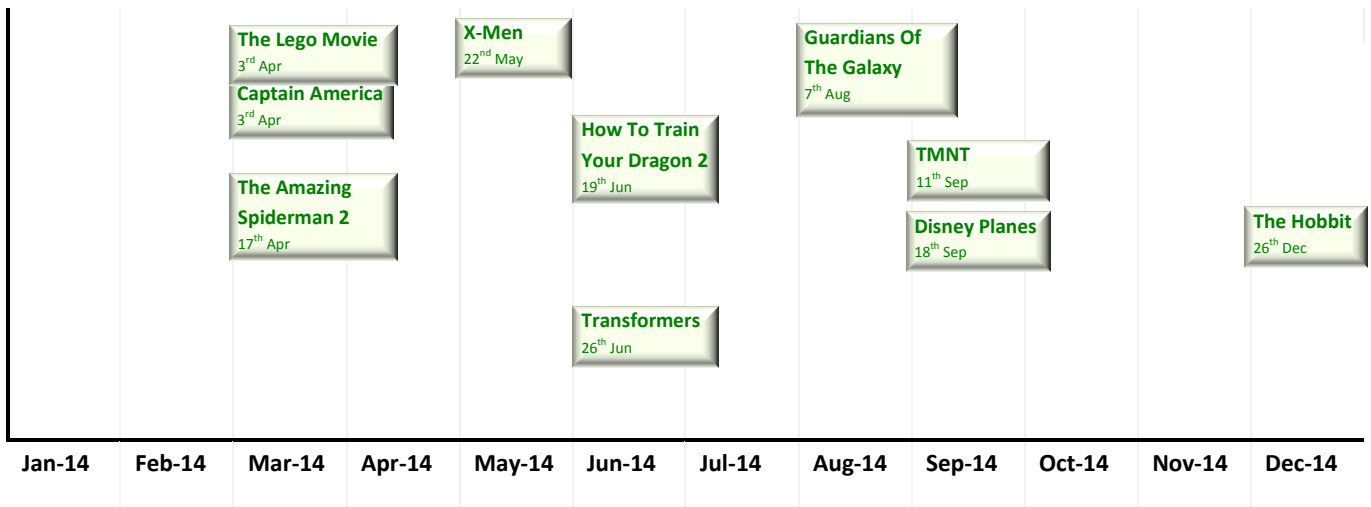


# Food for thought...

## 2014 key movies for the toys market



2014 is a year rich of action movies! Expect the continuation of traditional action heroes, to a new concept *The Lego Movie*, as well as cartoon characters Ninja Turtles now making an appearance on the big screen. Lots of excitement for the toy market and at the same time a competitive year. Hopefully a boost to toy sales among boys.



*The Lego Movie* and *Captain America* are taking the lead this year, both will be launched early April on the same day.

The Lego Movie has already been released in most part of the world. In the US, it has achieved results with their box office as well as toy sales. A similar result is likely to be expected for Australia; Lego Movies toys are starting to sell through prior to the movie release.

Two weeks later will be the release of *The Amazing Spiderman 2*. The original Amazing Spiderman movie boosted \$15m of toys sales, made up by traditional action figures, action role play toys as well as various licensed toys including bikes, scooters and ride-ons.



In addition to Spiderman, 3 more Marvel movies will be launched throughout March to August this year. *Captain America* and *X-men* individually haven't recorded any remarkable toys sales historically, but hopefully will build up for *Guardians of The Galaxy* to be launched later in the year, sparking up the Marvel collections once again after *The Avengers* in 2012.



*How To Train Your Dragon* is releasing a second movie after the original release in 2010. This license only achieved a low sell through in toys yet a better result in video games.



One week later will be the movie release of *Transformers 4*. In the previous years of the movie releases, Transformers has topped as the no.1 selling action figures brand. Can it make it to the top rank again this year against the strong competition of Ninja Turtle?

Ninja Turtle is releasing a movie this year after the cartoon being aired on Nickelodeon last year.

The cartoon last year has boosted over \$13m of toy sales for Turtles and outperformed all movie heroes. The movie to be released this year will continue the rave, yet will also challenging to beat the success it had last year.



Disney Planes is having another movie this year sequel to the one in 2013. The brand achieved a lower than expected result with the toy sales last year. A strong focus and better planning will be needed for it to fly high this year.



And lastly, *The Hobbit* will be released on Boxing Day. In 2012 they also released a movie on Boxing Day, which brought them over \$2m of toy sales in 2013, largely driven by Lego building sets. Lego with their new range of toys align with the upcoming movie will certainly boost some collector purchases again.