

HASBRO'S LITTLEST PET SHOP IS BIGGER THAN EVER THANKS TO BARD ADVERTISING

Minneapolis, MN—March 2008—BARD Advertising, Inc., a specialized full-service Marketing Communications agency, known for its strategic thinking and flawless execution toward store-level marketing programs, recently conceived, developed and executed a successful national Hasbro program within 2,000 Wal-Mart stores.

Hasbro Inc., one of the top 2 toy makers in the United States, partnered with BARD to create a very unique store-level program to introduce the latest Littlest Pet Shop pets for 2008.

Since its re-launch in 2005, the Littlest Pet Shop brand has quickly become the fastest growing girl brand in the toy industry with more than 60 million pets sold. It is also one of the hottest lifestyle properties among young girls today.

BARD was asked by Hasbro to create a unique Wal-Mart program that would set a standard for driving traffic and increasing sales. After debriefing, quantitative/qualitative research and the green light from executive members of Hasbro and Wal-Mart, BARD created the “Littlest Pet Shop Pajama Rama.”

At the same time, BARD methodically developed a detailed executable plan for such an immense program. “It’s kind of like building a one of a kind sky scraper the entire country can enjoy.” said Jay Zemke, Vice President, Strategic Development. “The innovative plans were drawn out, the approval process was put in place by all parties involved and the flawless execution was the mortar that helped this program become the standard for what Wal-Mart is looking for from its partners.”

Littlest Pet Shop Pajama Rama generated triple digit results across the board and set a standard for future programs.

“BARD has a decade old reputation for developing national programs at store level. The results-driven programs create a thematic thread from our clients’ brand to the consumer and in return a lift in sales.” stated Barbra Stabno, President.

ABOUT BARD ADVERTISING

BARD, a full-service marketing communications agency, understands the behaviors and environments in which your brands live. Our unique approach to the marketplace allows for brand success by delivering results-driven promotional programs and brand building campaigns that increase awareness and drive sales. It’s all about the results!