



Magic The Gathering: Champions Of Kamigawa Fat Pack

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Target Audience Demographic detail *Males, age 12-24 Psychographic detail *Advanced and expert-level Magic players *Are competitive *Shop at Hobby and Comic stores *Enjoy using computers Key Selling Points 1. Champions of Kamigawa will be set in an exotic new location in the Multiverse and will introduce an exciting new storyline, striking creatures, and innovative game mechanics. 2. A new tournament cycle begins with the release of this Large Expansion, and experienced players will want to remain on the cutting edge by adding new cards to their collections. 3. Features 306 black-bordered cards, available in standard and premium versions. Marketing Support Print Advertising between the months of Aug-Nov *Magazines include: Comics and Game Retailer, Card Trade, Specialty Toys, Inquest, Scrye, Game Trade, Mage, DC Comics, PC Gamer, Game Informer, and GMR Internet Advertising between the months of Oct-Nov *Sites include: battle.net, allakazam, gamespot, gamespy, UGO, gameFAQs, gamepro, pojo, brainburst, mtgplanet, mtgzone, magiclore Sneak Previews *Pro Tour Seattle in Jul *GenCon Indy in Aug *Magazine inserts in Inquest and Scrye magazines in Aug In store merchandising program beginning mid Aug *Materials include: sell sheet, lanyard with key selling points, poster, window cling, dangler/mobile, laminated playmat Magicthegathering.com coverage during the months of Sep-Oct *A standalone website based on the Expansion to create awareness of the unique new environment and characters for purpose of building up the Magic IP *Extensive teaser content such as images, and character info well before the prerelease to begin hype for the set. *Mechanical teaser content in the forms of prerelease articles that tease the new cards of the set *New enhanced product page to support more flavor and IP building for the expansion *Additional promotional web features TBD Worldwide prerelease tournaments *18 Sep 2004, Sat Contains 1 Tournament Pack, 3 boosters, 1 novel, 1 Spindown lifecounter, 1 player's guide, 1 premium land card, 1 random premium card

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