

# Mega Brands Australia Pty Ltd in Toys and Games (Australia)

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## Abstracts

Mega Brands Australia aims to build its portfolio of brands to compete successfully against key rivals Lego and KRE-O by investing 3-4% of the company's sales each year to drive product innovation. Mega Brands licensed toys are an integral part of the company's portfolio, with current licenses from Hello Kitty, Barbie and World of Warcraft. Licensed sets for popular video game, Call of Duty, became available in 2013. To help drive sales, Mega Brands aims to maintain relationships with major...

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