

TOMY Co Ltd in Toys and Games (Japan)

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Date: August 2015

Pages: 2

Price: US\$ 572.00 (Single User License)

ID: T17ABBB21E6EN

Abstracts

TOMY, by utilising the existing strong brands of toys including Licca-chan, Plarail and TOMICA, aims to return to the leading position in traditional toys and games. In order to do so, the company implemented strategic directions including but not limited to strengthening social media marketing for example through Twitter and YouTube, acquiring licences for upcoming movies from Disney, and focusing on adult consumers.

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