

Freddie Jordan – Success Stories – Magformers 2014 - Present

Since August 2014 I have worked for Magformers LLC a magnetic construction toy company. I have played a key part in developing the business working directly with the CEO and leading the Marketing team.

In the past 2 years Magformers has become one of the fastest growing worldwide toy brands. Below are some of the highlights of my work with Magformers.


Nickelodeon Licensed Magformers

- Pitched Magformers to Nickelodeon as licensee of Nickelodeon properties.
- Secured license for Teenage Mutant Ninja Turtles – Heroes in a Half Shell, Blaze and the Monster Machines & Shimmer and Shine.
- Team leader on developing 8 SKUs to be released in fall 2016.
- Previewed at New York Toy Fair 2016.
- 360° Marketing Program
- Magformers CEO Chris Tidwell presented programme at retail to WalMart, Amazon, Kohl's & Target securing placement for fall 2016.



Magformers Fall 2015 Advertising Campaign

- Introduction of first ever Magformers commercial to television.
- Brokered commercial space for 15 second and 30 second slots on Nickelodeon, NickToons, Disney XD, Boomerang & Cartoon Network.
- Acted as producer and led creative team in developing storyboard for Magformers Commercial.
- Worked with external partners to setup and shoot commercial.
- Commercial saw GRP rating between 120-140 for November 2015.
- Contributed to sales in November 2015 exceeding \$2MM.
- Link to 30 second “Build & create” Commercial. <https://www.youtube.com/watch?v=vvNg8MIsLmY>








2015 TV ADVERTISING COMPLETED SCHEDULE

MAGFORMERS ran a 4 week National TV commercial campaign in the fall of 2015. Featuring both 15 and 30 second spots the AD will highlighted the MAGFORMERS Rainbow 30Pc Set.

	November				Total GRP'S
	9-Nov	16-Nov	23-Nov	30-Nov	
30 Second Commercial	35	35	20	20	110
15 Second Commercial	20	20	45	45	130

Featured channels

THE GLOBAL LEADER OF MAGNETIC CONSTRUCTION TOYS **MAGFORMERS**



New York Toy Fair 2015 & 2016

- Introduction of Nickelodeon Licensed Goods in 2016.
- Led creative team in designing booth graphics, helping to design graphics when needed.
- Co-ordinated setup and takedown of exhibit.
- Responsible for 2015/16 exhibition budget of 300k
- 2016 saw over 1,000 retail buyers pass through Magformers Booth. Direct leads into Walmart CA, Indigo Books, Toys R Us CA generated.



Learning Express 'Build a Ball Challenge'

- Created and developed 'Build a Ball Challenge' Marketing program to highlight 6 ways to build with Magformers.
- Successfully pitched to Director of Marketing Manager at Learning Express for 2015 back to school in store demonstrations in 130 Stores nationwide.
- 360 Degree Marketing Program including Digital components, Learningexpress.com BRAND SHOP to drive online and "path to purchase" to in store.
- Generated approximately 50k in 4 weeks of running nationwide.
- Learning Express franchise owner's described program as 'Talk of the Summer'
- Led to Magformers being Fall Top Toy 2015.



Learning Express Toys

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Top Toys of Fall 2015

Magformers

TOP TOY FALL 2015

Express Toys.

PLUSHCRAFT SUNFLOWER PILLOW KIT

Here comes the sun! Use the stylus and follow a numbered legend, adding pretty fabric pieces to this sparkling pillow base. This sunflower pillow is sure to get your creativity growing. Ages 5 +.