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## **Frisbee Toys With Its Image; Virgin Calls Fan On Red Carpet**

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After extensive consumer research, Wham-O will shift the emphasis of its Frisbee brand from a child's toy to an X-Gamer's gadget. The repositioning will be relayed via ads, events, packaging and partnerships.

Age compression, over-programmed lives, the rise in indoor, electronic play and a flooding of the mass market with low-priced SKUs has caused Wham-O to pursue more committed players drawn to "uber-Frisbees": models that sell for \$20-30 at sporting goods stores rather than cheaper versions that compete with generic discs.

Over six months, Wham-O will unveil several initiatives to emphasize its sporting goods items--premium products for such activities as Freestyle, Frisbee Golf and Ultimate Frisbee--which generate 60% of the business, but never got marketing to match. The SKUs will align with consumers brands such as Nike, which did licensed apparel and co-branded ads with Freestyle, and Twisted Tea, which will use Frisbees as an ad medium. "We want to promote the brand, but in a way that doesn't turn off the players," said Peter Sgromo, senior marketing director. "We only want to align with companies that have the same underground appeal."

New logos and packaging for Frisbee's toy and sporting goods distinguish the former's retro-summer-fun positioning and the more performance-based models. The latter's artwork features high-tech fonts and runs sans Wham-O's comic-book-esque burst. Print featuring a "We're back" tag targets niche sports titles like the PDGA and Ultimate Players Association magazines. Brand clinics will be held for pro-disc golfers at PDGA tourneys. Wham-O is also preaching the Frisbee Ultimate and Golf gospel to middle and high school gym teachers in hopes of working the sports into curriculums.

**A New Brand: You**

"You" will be the sponsor of June's MTV Movie Awards, courtesy of Virgin Mobile, which is taking a typically irreverent approach in its sophomore sponsorship.

Virgin this week will bow TV and in-cinema ads created by MTV for "Sponsored By You," which highlights the Vox 8610 phone and a chance to win the red carpet treatment--plus the actual red carpet--and possibly title sponsorship of the event. Howard Handler, Virgin's CMO, said the brand had the chance to do a more elaborate push this year. "Last year we came on board in a time frame that didn't allow us to fully wrap our arms around it," he said.

One customer and a friend will be randomly chosen among Virgin users to win the prize, a trip to the June 5 taping. Perks those sponsors get include VIP passes to hobnob in the green room, which Virgin is turning into a red room to reflect its brand color.

**MegaMandate for 2nd Season**

To rally MegaMan's fans for his second season, Kids WB! is teaming with Capcom and Mattel for a sweepstakes dangling the Capcom library of all seven MegaMan Battle Network videogames

and a Mattel action figure. To be eligible to win, kids are instructed to log on to [www.KidsWB.com](http://www.KidsWB.com) or send a postcard postmarked by May 3 if they figure out where the MegaMan jackpot is hidden. (Spots revealing the location will run during commercial breaks.) Kids' WB! will also launch a promo for Yu-Gi-Oh! on May 15 dangling a trip to the Yu-Gi-Oh! World Championship in Anaheim, Calif., on July 25.