



**DIGITAL
EDITION**

**SECOND
EDITION
REPORT**

toysmilano.plus



We worked hardly hoping to finally meet up again in person, despite our commitment and our determination, considering the current situation we decided to take a responsible and necessary decision honoring companies, buyers and media.

And that's how Toys Milano PLUS, bolstered by the success of the first edition, presented his second "all digital" edition. It wasn't certainly like being at the fair, but the platform has, however, offered everything necessary to help and support professionals that last year demonstrated to perfectly understand the importance of the operation.



TOYS MILANO PLUS is a project carried out by Salone Internazionale del Giocattolo Srl in partnership with Assogiocattoli

toysmilano.plus



INDEX

1

05. Intro
06. Second Digital Edition:
a window into the future

2

08. Results
12. Buyers' Online Behaviour and
Interaction with companies
13. Social Numbers

3

14. Get Inspired
18. Outro: The E-mail
Marketing Development

4

20. Brands

INTRO

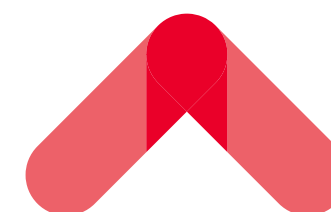
This report aims at presenting the performance of **Toys Milano PLUS 2021** and the results of the interaction between buyers and platform contents.

First of all, data on the general trends about online traffic and demographic composition of users will be presented. We will analyze in detail buyers' interactions to state the average visit duration and pages viewed. The report will also include information regarding the use of message sending and downloads.



In May 2020, Toys Milano officially presented its digital edition: **Toys Milano PLUS**, born to match the health emergency and fit the different needs of the sector. The on-line edition adds (PLUS) and does not substitute the value and the typical features of the physical edition, as witnessed by the data recorded since the first edition in 2016.

TOYS MILANO PLUS is a project carried out by **Salone internazionale del Giocattolo Srl** in partnership with **Assogiocattoli**, the national association founded in 1947 that represents with about 200 members almost all companies operating in the sectors of reference: games and toys sectors, stationery, carnival, party and child care items.



THE SECOND EDITION OF TOYS MILANO PLUS

PERIOD: APRIL 26 – MAY 24, 2021

DURATION: 4 weeks, 29 days, 696 hours

SECOND DIGITAL EDITION: A WINDOW INTO THE FUTURE

Toys Milano Plus is a window into the future, a live showcase of Italian and foreign companies of games and toys sectors, stationery, carnival, party and child care items (with the dedicated Bay-B section). A digital place that marks a new way of doing business, keeping up with the times. The perfect solution which allows buyers and companies to increase contacts, business, synergies and relationships, multiplying benefits and opportunities.

The **second event** involved the participation of **349 brands**, **70 companies** and a target of **4,200 selected buyers**. Among foreign countries, the presence of the United States, Finland, Holland, Spain, Austria, France, China, Germany, Hungary and Switzerland was significant. In the four-week online activity, the buyers were able to appreciate and review the details of **3,425 articles** represented through **228 product sheets**.

In addition to the special content (GET INSPIRED) produced in partnership with – iGizmo, Internotrentatre, LifeGate, MLD Entertainment, NPD Group, TG TuttoGiocattoli (Toys Awards), The D-Side, The Playful Living with the Politecnico di Milano Creative Industries Lab, and Uno Quattro Studio Legale, during the second edition was implemented the new CONCIERGE function. By focusing attention on people and their individual needs, this new service allows users to build their own appointment calendars based on the availability of participants. Aware of the importance of human connection even during digital fairs, Toys Milano PLUS offers tailor-made experiences, ensuring real interaction with staff members, without the use of AI chatbots.

Toys Milano PLUS also hosted the Toys Awards 2021 presentation ceremony: the initiative realized by TG Tutto Giocattoli, recognizes industry companies that distinguished themselves in the conceptualization and creation of marketing, advertising and product activities in the 2020 calendar year.



349
BRANDS



70
COMPANIES



3,425
ARTICLES



9
"GET INSPIRED"
PARTNERS



31
IN- DEPTH STUDY
AND SPECIAL CONTENT



12
"VIDEO-LIVE" SESSION

RESULTS

During the fourth-week activity, **Toys Milano PLUS** recorded a total of **2.100 visits** (1.591 unique visitors) and **16.693 pages viewed**.

28% of visits result from foreign buyers - representing **51 countries**.

In addition to Italy (that stands for the **72%** total amount of visits) the most active countries as for the number of visits were: **United States, Finland, Holland, Spain, Austria, France, China, Germany, Hungary** and **Switzerland**.

1,591
UNIQUE VISITORS

2,100
VISITS

16,693
PAGES VIEWED

DEMOGRAPHIC ACCESS BY AGE GROUP AND GENDER

18-24



17%

25-34



29%

35-44



23%

45-54



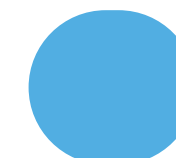
15%

55-64



11%

65+



5%



51%
MEN



49%
WOMEN

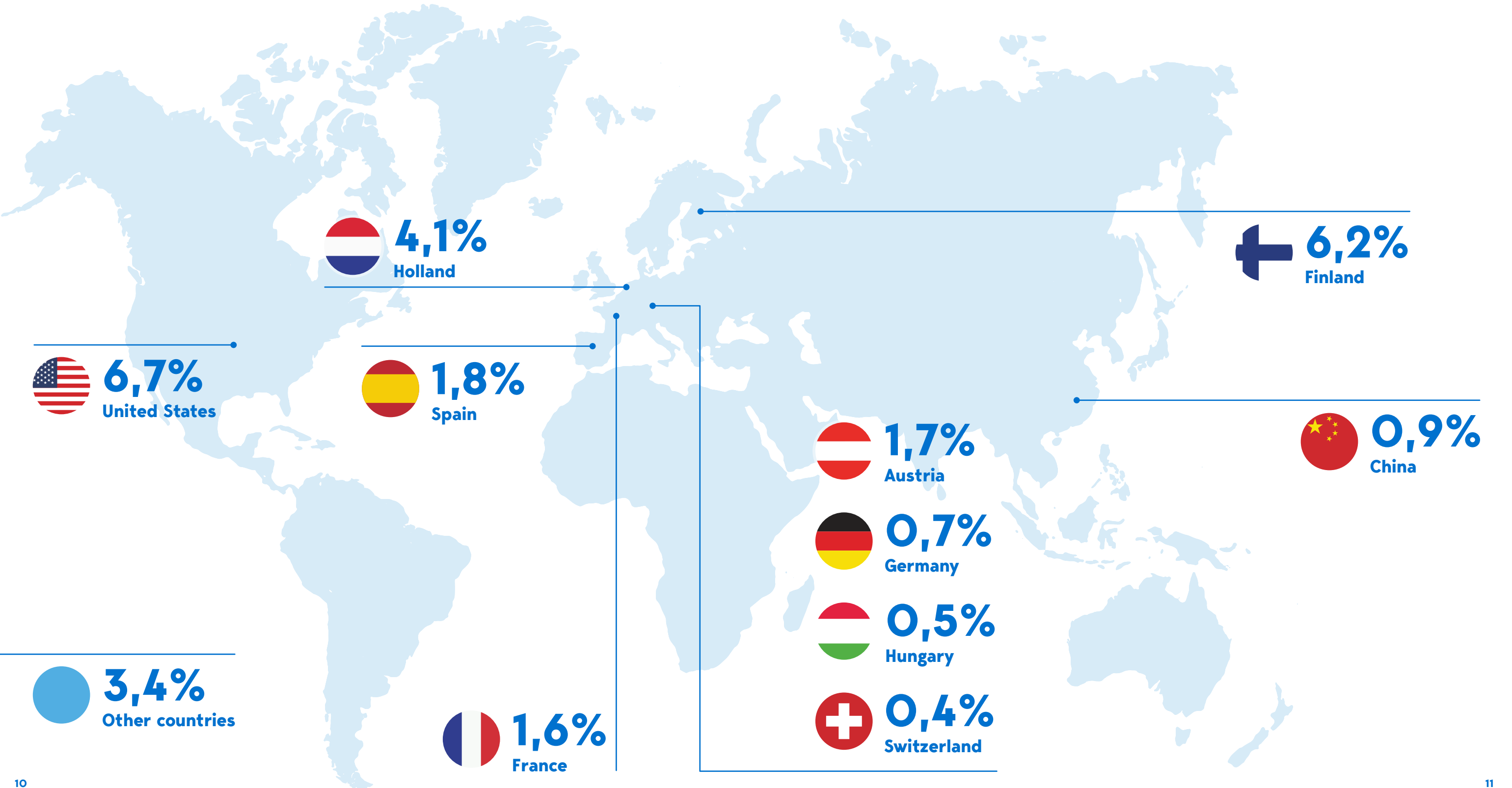
PERCENTAGE OF UNIQUE VISITS BY BUYER'S GEOGRAPHICAL ORIGIN

VISITS %

52 COUNTRIES

The online exhibition was visited by buyers from 52 different countries. "Other countries" at 3,4% shows the great interest of many foreign markets.

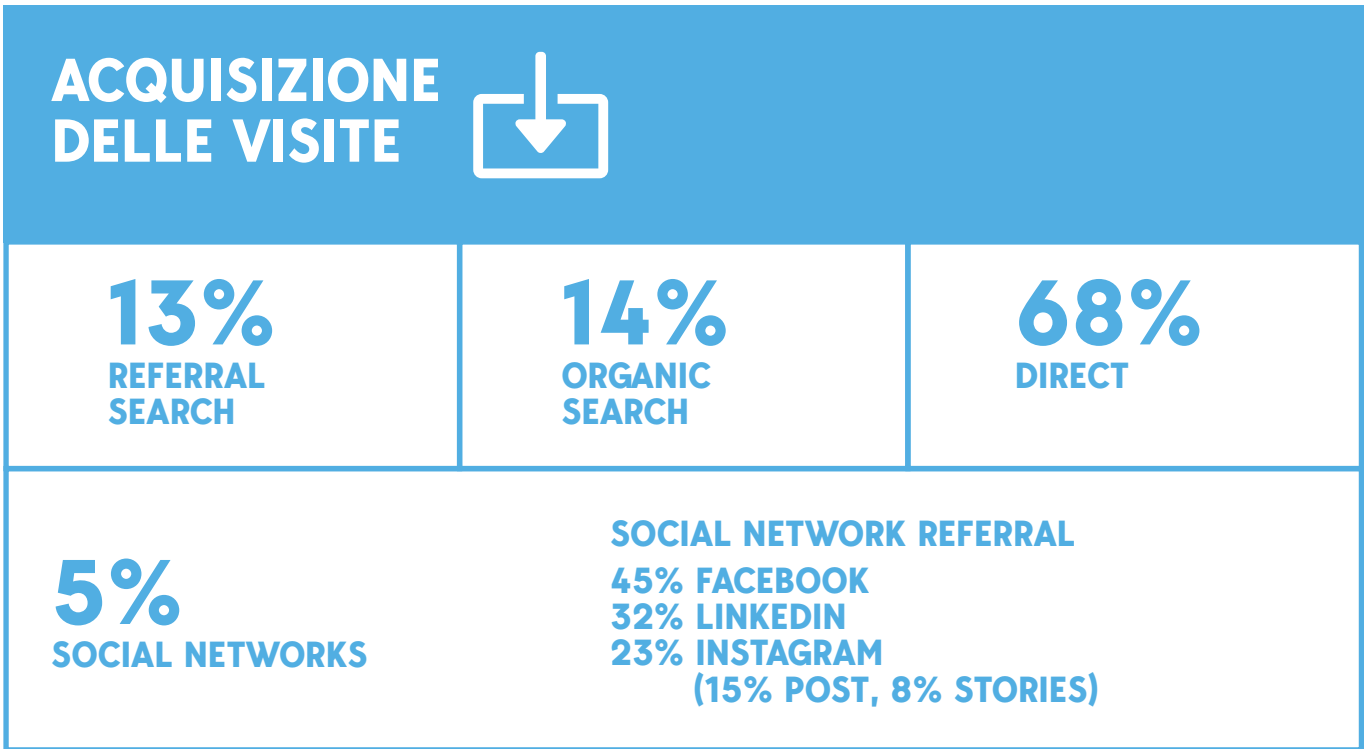
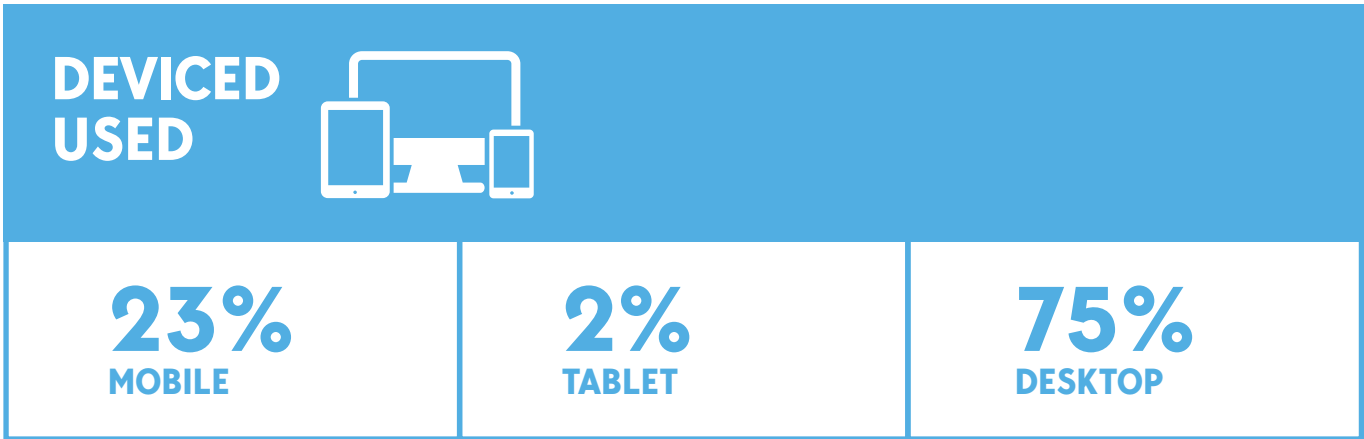
28% FOREIGN BUYERS



BUYERS' ONLINE BEHAVIOUR AND INTERACTION WITH COMPANIES

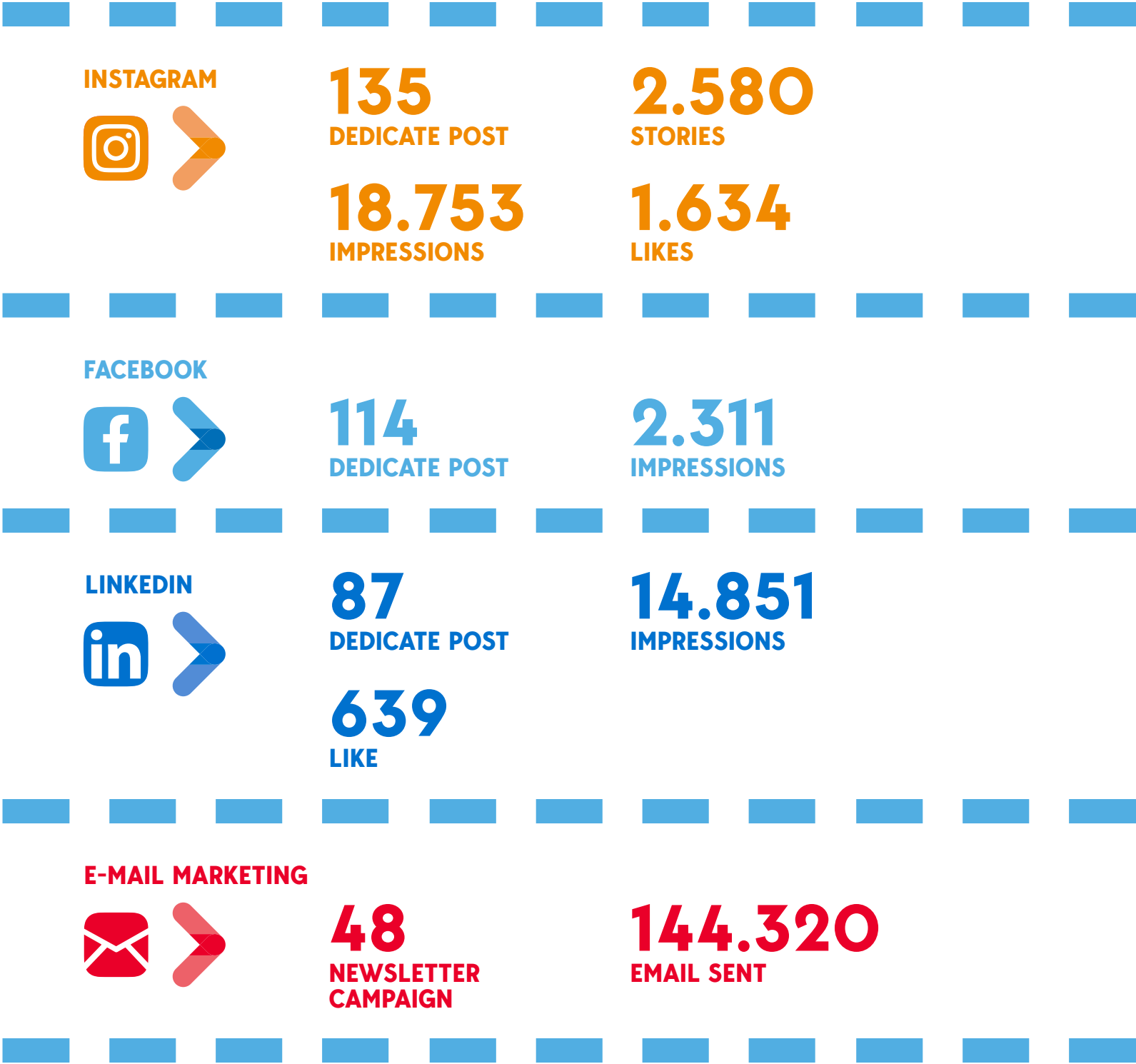
Considering Buyers' online behavior, some important data on viewing companies' pages. At each visit buyers typically opened an average of **5 company's profile** spending about **5,08 minutes** (the highest peaks went over the **40 profiles** per **1 hour and 45 minutes** and more).

Buyers and exhibitors exchanged **315 messages** and **3.704 product sheets downloads**. **1.579 direct visits** to Companies websites were recorded.



SOCIAL NUMBERS & STRATEGY

Toys Milano PLUS has opted to use “social networks” as a marketing tool, in particular Instagram Facebook and LinkedIn and of course Email Marketing to promote its second edition.



Data in the four-week online activity

GET INSPIRED

This Toys Milano Plus section is focused on in-depth study and special content. Just as at Toys Milano, the workshops provided visitors with industry-related analyses. Get Inspired was conceived to offer buyers visiting the site recommendations and inspiration for their own businesses.

Nine outstanding partners participated in the preparation and dissemination of the content: iGizmo, Internotrentatre, LifeGate, MLD Entertainment, NPD Group, TG TuttoGiocattoli (Toys Awards), The D-Side, The Playful Living with the Politecnico di Milano Creative Industries Lab, and Uno Quattro Studio Legale.

IGIZMO: "TOYS & TECHNOLOGY"

iGizmo.it is a B2C web magazine dedicated to entertainment and consumer electronics sectors. Founded in 2018, is the core of the publishing system of Nelson Srl company that deals with information, communication, brand journalism and networking.

iGizmo.it tells daily what happens in new technologies and entertainment world, including toys, which increasingly sees a convergence between physical and digital product. iGizmo is focused mainly on product insights and original content with high added value.

Contents:

Toys and 3D print
Smart Toys
Augmented reality

INTERNOTRENTATRE: "DESIGNING AROUND KIDS"

Specialists in product design, visual communication and event curatorship, Bice Dantona and Bernardo Corbellini playfully call themselves designers and, at their **Internotrentatre** offices, are engaged in the comprehensive configuration of everything surrounding the baby.

Contents:

Designing inclusive playability
When the toy reflects everyone
Guidelines for effective shop windows.

LIFEGATE: "SUSTAINABLE DEVELOPMENT"

LifeGate was established in 2000, drawing upon the experience gained in the 1980s by the **Roveda family** with their *Fattoria Scaldasole*, the first company to enter the large-scale retail market with an organic product. Since then, the goal has been to promote a just and sustainable world where circularity is the future – as in friendship and love, give and take underlies the relationships between people, businesses and the planet. Sustainable lifestyles encompass all aspects of daily life, juxtaposing each individual's set of values with those of others and with the surrounding environment. A more aware approach that redefines the notion of progress by taking environmental, social and economic factors into account.

Contents:

LifeGate turns 20 anni
Sustainability
LifeGate Manifesto

MLD ENTERTAINMENT: "ENTERTAINMENT MARKET"

MLD Entertainment is a "hub" of services and specific contents for the Italian Licensing market. We deal in particular with the world of Entertainment – Cinema, TV, YouTube and Social Media – and B2B Events dedicated to the world of Licensing and communication.

MLD Entertainment is a division of Lucci & Partners that deals with over 20 years of Consulting, Licensing, Events, Disclosure, Brand Extension and Collaboration.

Contents:

Toys & Licensing
Nostalgia Market

NPD GROUP: "DATA AND SOLUTIONS FOR BETTER BUSINESS DECISIONS"

For more than 50 years, the **NPD Group** has provided unmatched insights in many industries to give our partners a business advantage. We combine consumer and retail point-of-sale data with analytic solutions to interpret today's market trends and anticipate tomorrow's—so you can get the right products in the right places for the right people.

NPD was the first to bring sales tracking – and game-changing insight – to many industries. We continue to innovate with advanced modelling and analytic services that identify sales and market share drivers. And we are introducing new research methodologies to better understand evolving consumer tastes and retail dynamics.

Contents:

Price and promotion

Letter to Santa Claus and videogame

Italy Toy Industry Review

TRetail trend

NPD snapshots (*price and promotio study; the future of toys; costumi; christmas study*)

Market performance

THE D-SIDE: "MARKETING E SMART COMMUNICATION"

The-D-Side is a Marketing and Communication agency, as well as a proactive source of innovative ideas, projects and solutions inspired by years of expertise in the Digital and AI fields.

For almost a decade, the agency has collaborated with national and international companies across a variety of markets and sectors, counting on a team of 14 professionals ready to develop B2B, B2C and B2B2B activities with the best possible solution. The D Side is part of the UPSIDE GROUP. The agency's point of strength is the ability to deliver a clear proposal, which will always be backed up by activities based on successful case studies. All The D-Side projects are based on its clients' needs and goals, and will be accompanied by readable data in order to assess results ready to be measured.

Contents:

Who cares about likes

Everybody likes to win easy

No need to be Amazon

THE PLAYFUL LIVING WITH POLITECNICO DI MILANO CREATIVE INDUSTRIES LAB

The Playful Living is a co-ProgettAZIONI platform that takes a family-centric perspective on relationships and the 'baby as a person' in daily life. In partnership with **CILAB (Politecnico di Milano)**, their objective is to explore, understand and interpret the vast world of baby products and services.

Contents:

Toys Design Factor (*Steam; The first thousand days*)

UNO QUATTRO STUDIO LEGALE

Uno Quattro Studio Legale is a professional network of attorneys who offer assistance and legal consulting in the areas of Commercial and Corporate Law, Industrial Law, Personal Data Protection and Information Technology, Tax and Administrative Law, Real Estate Law and Procurement, Employment & Labour Law and Corporate Crime Law.

The Firm assists manufacturers, importers, distributors and retailers in complying with national and European legislation on toy safety, providing assistance and advice on the obligations of operators during design, production, promotion and marketing of products; the Firm also assists clients in dealings with supervisory bodies during controls and if necessary during litigation.

Contents:

Personal data and marketing activities: tips for use

Distributors: role in the supply chain and obligations under toy safety legislation

Toy safety and criminal risks

Toy safety and operators' obligations

Fidelity card

TG TUTTOGIOCATTOLI: "TOYS AWARDS 2021"

The B2B magazine **TG TuttoGiocattoli** by Edizioni Turbo presents the fourth edition of the TOYS AWARDS. This initiative rewards the commitment of companies in the toy sector, which stood out in toy design and implementation of marketing, communication and product activities during 2020.

Starting from February, TG TuttoGiocattoli invited companies which produce or distribute games and toys in Italy to indicate, through a specific form, all their suggestions about marketing activities and products for 2020. Once all the materials have been collected, the editorial staff of TG TuttoGiocattoli identified the nominations for each category.

The jury of the awards is composed of mass market retailers, specialized retailers, independent retailers and toy experts.

The digital awards ceremony took place on Tuesday 4 May at 5.00 pm.

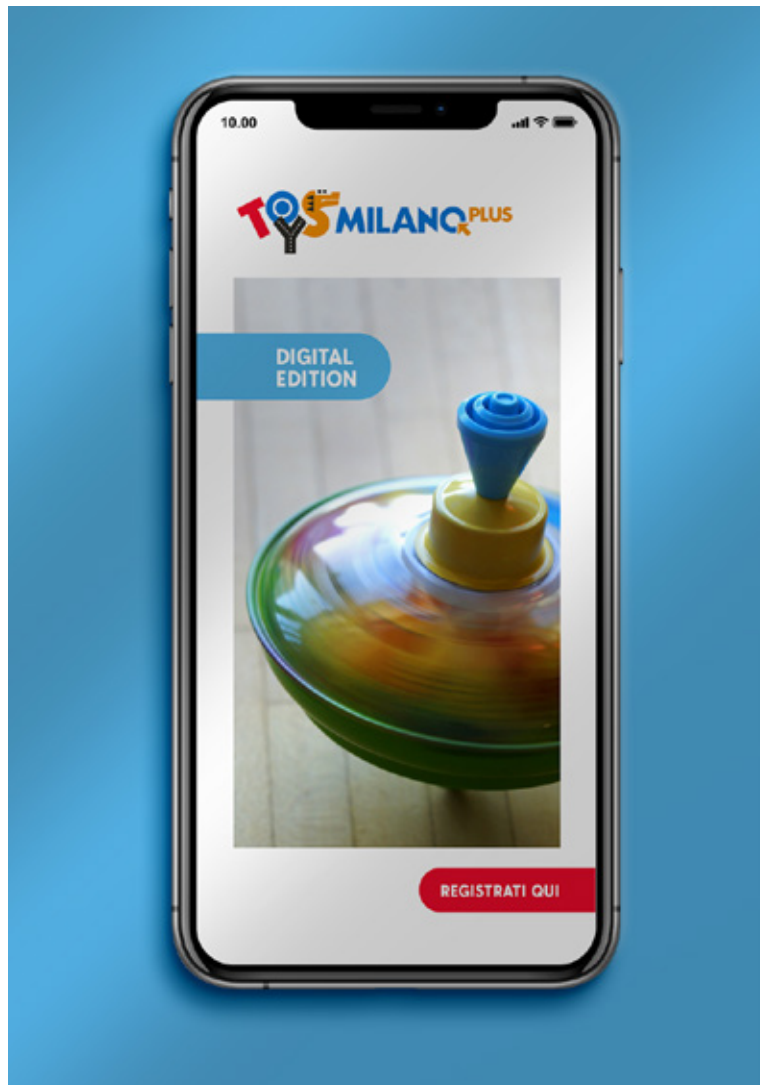


DISCOVER
THE WINNERS

OUTRO: THE E-MAIL MARKETING DEVELOPMENT

Like every tool, “email marketing” can have two sides, one extremely positive and the other extremely negative.

The first, the one that is extremely positive, lies in its ability to elevate to a higher level the relationship between the company and its clients (previous or current) and influence them toward loyalty to their own brand. It is possible to acquire new products or convince the old customers of the quality of any new product, encouraging them to purchase. We can piggy-back onto the marketing action of other companies by adding advertising elements to their email. around the world, this type of activity will always attract the greatest investments, as public institutions or non-profits have learned to use this new means of communication.



Kupfer publishers). In it, he begins by listing in the foreword the parameters that marketing must refer to in building their campaign (product, price, promotion, positioning, publicity, packaging, permission, pass along) and then goes on to describe the “purple cow” effect. What this means is the phenomenon of seeing something for the first time, for example, a cow. We marvel at the vision of something new, something interesting to look at, learn about, and expand our knowledge on. But when we see another and another and then we enter the barn where it is producing milk and we see that over and over again, at a certain point, we no longer see the interest in observing and getting to know this animal. Cows become dull in the midst of many cows with no differentiating features or interest. However, if a purple cow appears, now that is remarkable. We are interested, we try to understand the motivations, and the reasons why...

Marketing emails have become a little bit like the brown cows we see grazing on farms or when visiting a barn; they are emails like any other, all alike, and we lose interest in looking at them, understanding them, or finding out more about them.

Marketing actions should always maintain the parameters of the **Ps** plus one: product, price, promotion, positioning, publicity, packaging, permission, **pass along + purple cow**; focusing on innovation and differences, thereby avoiding the risk of becoming a brown cow among brown cows.

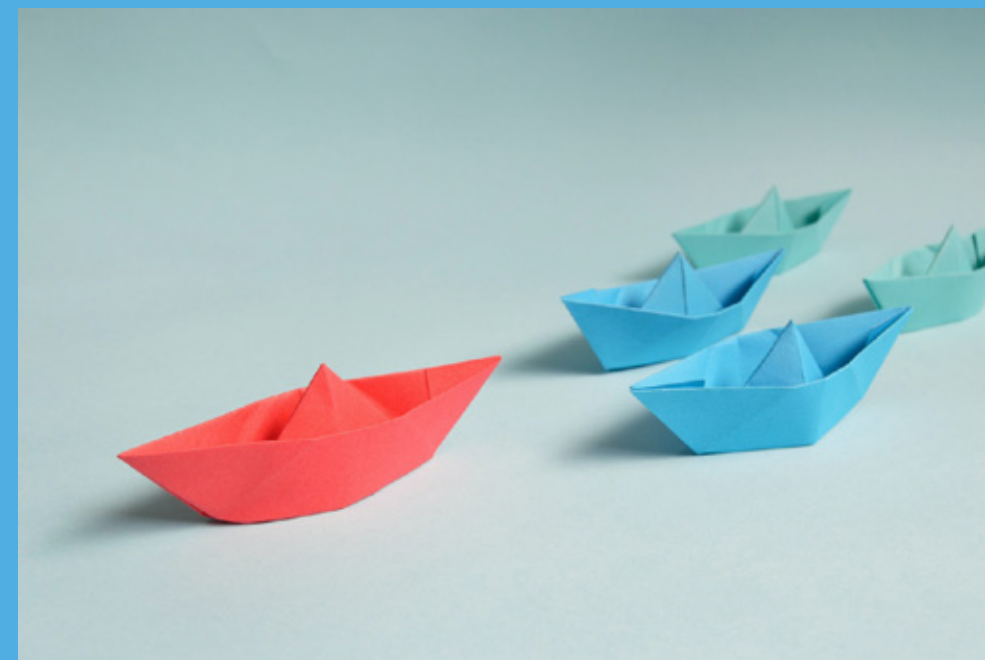
As regards the other side, the extremely negative one, our mailboxes seem to be always overflowing with advertisements and flyers, newsletters of every stripe, from the useful ones that provide a real and interesting understanding of the market to others that promote nothing or worse, endorse borderline or event fraudulent products. This has led to a reduced interest in this type of communication by the intended audience who reads it as annoying spam, which tends to uselessly fill up someone’s email account. The effect is similar to the one described by Seth godin in his book entitled “**Purple Cow**” (Sperling &

BRANDS

Partecipating Companies

AMA GIOCO NATURALMENTE
ARTSANA JUVENILLE
ARTSANA TOYS
AZZARO DISTRIBUZIONI
BABY LOVE 2000
BINNEY & SMITH – CRAYOLA
BORELLA – L'ORSOMAGO
BORGONOVO
BREVI
BUZZ ITALIA
CARNIVAL TOYS
CARRERA
CAYRO THE GAMES
CHIARA – HIP HIP HURRÀ
COLORVELVET
CREATIVAMENTE
CYBEX
DINO BYKES
EPOCH
FLORA
FUNLAB
HASBRO
HEADU
IDEA GIOCONDA
IMC TOYS
INGLESINA
INTERTEK
ITALTRIKE
JOY TOY
KIDSLOVE
KINIBÀ

LEGO
LIONELO
LUDATTICA
LUNII
MANDELLI
MARINA & PAU
MAXI • COSI
MAZZEO GIOCATTOLI
MUNECAS ARIAS
NEWRAY
NICE GROUP
NUVITA
ODS TOYS
OFFICINE FA
ONLI - CLICK YOUR LIGHT
PEG PEREGO
PROLUDIS GIOCATTOLI
QUERCETTI
REIG MUSICALES
REMMY
REVELL
RUBIE'S COSTUME COMPANY
SABBIARELLI
SASSI EDITORE
SOPHIE LA GIRAFE
TIPPY BY DIGICOM
TODO - TALENT CARDBOARD
TRUDI
UGEARS
UL - IISG



NOTES



TOYS MILANO



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