

PRESS RELEASE

## TOYS MILANO PLUS 2021: Huge success of the second digital edition, matching platform and window on the future.

With a key +5% increase in international buyers compared to 2020, Toys Milano PLUS 2021, the full-digital B2B event (organized by Salone Internazionale del Giocattolo in partnership with Assogiocattoli) for businesses focused on games and toys, stationery, carnival, party and child care items, was a winning crowd-pleaser.

**Milan, May 2021** - For four weeks, from April 26 to May 24, **349 brands**, represented by **70 companies**, showcased their top products on the toymilano.plus platform where **1,591 individual visitors** totaled **1,922 accesses (28% by international buyers from 51 countries)** and visited **16,693 pages**.

A major attraction was the special “**Get Inspired**” section, dedicated to training and in-depth programs, produced in partnership with **nine exceptional partners** – 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. They provided insights on especially interesting and relevant topics from sustainability to business requirements, visual merchandising, new scenarios and the outlook for entertainment, to the presentation of innovative projects by students in the 3-year Politecnico di Milano Industrial Products Design course, and the examination and interpretation of market data.

Now in its fourth edition, the **Toys Awards presentation ceremony** also took place during the 2021 digital edition of ToysMilano. The initiative recognizes industry companies that distinguished themselves in the conceptualization and creation of marketing, advertising and product activities in the 2020 calendar year (see attached list of winners).

*“Toys Milano PLUS is a business tool that has contributed to maintaining an ongoing dialog between companies and buyers,”* stated **Gianfranco Ranieri, President of Salone Internazionale del Giocattolo**, *“strengthening relationships already built during past shows and creating new ones. At the same time, we are already busy preparing for the return to our traditional in-person event, ready to vigorously resume the journey interrupted in 2019. The date for the fifth edition is already set: May 8<sup>th</sup> and 9<sup>th</sup> 2022.”*

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## Toys Awards: 2021 winners announced

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### MARKETING AND ADVERTISING

Best TV spot

“Spot tv Dino Dentino” – Nice

Best print campaign

“I veri supereroi arrivano quando hai più bisogno di loro” – Bandai

Best new media campaign

“Flextreme” – Simba Toys

Best in-store activities and materials

“Vetrina Etro a San Babila” – Lego

### PRODUCTS

Collectibles and accessories

“Cry Babies Magic Tears” – Imc Toys

Arts and creativity

“Kit Unicorns Land” – Sabbiarelli

Construction

“Lego Super Mario – Avventure di Mario Starter Pack” – Lego

Dolls and fashion dolls

“Barbie Color Reveal” – Mattel

Table games

“Smarty Puzzle Star Words” – CreativaMente

Puzzles

“Notte stellata di Van Gogh – 1500 Pezzi” – Ravensburger

Early childhood toys

"Play Bio Fantacolor Baby" – Quercetti

Preschool toys

"Il teatrino delle ombre nel mondo delle fiabe" – Ludattica

Digital toys

"Esploramondo Digital" – Clementoni

"Step Insegnatutto" – Liscianigiocchi

Outdoor and sports toys

"Phlatball" – Goliath

Plush toys/stuffed animals

"Ty Puffies" – Crayola

Toy vehicles

"Scooter RC Super Mario Odyssey" – Carrera Toys

Ride-ons

"La mia prima macchinina" – Clementoni

Science games

"I'm A Genius il Super Laboratorio dei Primi 101 Esperimenti" – LiscianiGiochi

Made in Italy games

"Laboratorio di Scrittura Montessori" – Headu

Licensed games

"Jurassic World T-Rex Ruggito Epico" – Mattel

Carnival & role play

"Smoby Chef Corner Restaurant" – Simba Toys

**SPECIAL AWARDS**

Special inclusivity award

"Triciclo interattivo Flurry" – Italtrike

Special sustainability award

"Green Collection" – Geomag

Special sustainability award

Adventerra

Special start-up award

Le Tui-Tui