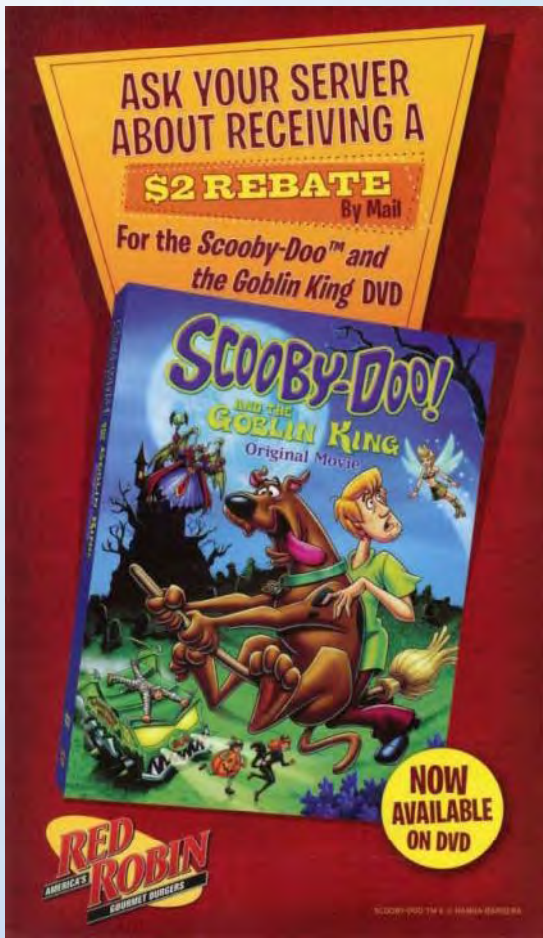


# ITS ALL ABOUT THE KIDS

VERTICAL SOLUTIONS



**Scooby-Doo™**

Red Robin Restaurants® supported the DVD release with tabletop signage and a special Scooby-Doo comic book premium for the kids



**Scooby-Doo™**

Wendy's® Kids' Meal Bag program featuring special offers



**Peanuts©**

Skippy® Peanut Butter label program on 10 million jars

Vertical Marketing Network provides execution and logistics management of kid properties marketing for Warner Home Video. From day-to-day partnership management to development of supporting elements, the agency takes the lead in implementing a wide range of promotional tactics. **The results – Successful marketing programs driving DVD sales of evergreen kid brands.**

