

MADBALLS™



Brand Attributes: Known for their grotesque faces, protruding eyeballs and zany names, Madballs bouncing balls were a certifiable craze and must-have toy for any self-respecting child of the 1980's, and they are back for more freaky fun!

Target:

Primary: Boys 4-8

Secondary: Males 15+

Consumer Products:

Growing global program with primary distribution in the US and Japan:

- Global collaboration with fashion designer Jeremy Scott for apparel and accessories available now at retail
- Partnerships launching this year in Japan include Punk Drunkers for adult t-shirts and apparel, and stickers and badges with Active Co. Ltd.
- Greeting cards by American Greetings available at select retailers
- Seeking to expand licensing program globally in key categories

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For global licensing
opportunities, please
contact

Carla Silva
CSilva@ag.com