



BST SCALE
BST ASSORTMENT
BST FEATURES
BST ACCESSORIES
BST PRICE





WE ARE BSTAXN!

// pronounced Best Action!

All the Feels, and then some! Pulling your hair out on the simplicity and lack of detail in the 3 3/4" and 4" Action figure variety? Can't seem to find the space for all those bulky, and expensive 6" Action Figures? Wanting Japanese style Action Figure detail but not Japanese style Action Figure prices? Wanting something more detailed than Marvel Legends? Want something uniform, as if all the figures are fighting for Universal supremacy, and in a scale that feels good? Love Anime, and Nostalgia, and feel your interests have been under represented at retail? Do we have the solution for you! BST AXN! A 5", highly detailed, highly articulated Action Figure! You wanted the best, you got the best! Finally! Scale, detail, articulation, accessories, character range, and price that meet your Action Figure collecting needs, all in one!

BST ASSRTMNT

// OVER 50 LICENSES TO CHOOSE FROM!
Anime, Sci-Fi, Action/Adventure,
Cartoon, TV, Movie, Nostalgia, Music,
and More!



ANIME

FULLMETAL ALCHEMIST // NARUTO SHIPPUDEN // COWBOY BEBOP



FILM

LORD OF THE RINGS // GREMLINS // NAPOLEON DYNAMITE
BIG TROUBLE IN LITTLE CHINA



MUSIC

KISS // ANGUS YOUNG // SLASH // OZZY OSBOURNE



TV

TEENAGE MUTANT NINJA TURTLES: CLASSIC
BUFFY THE VAMPIRE SLAYER

// ANIME



**SPIKE
SPIEGEL**



**KAKASHI
HATAKE**



NARUTO UZUMAKI



**ALPHONSE
ELRIC**



EDWARD ELRIC



VICIOUS



NAPOLEON DYNAMITE



GANDALF

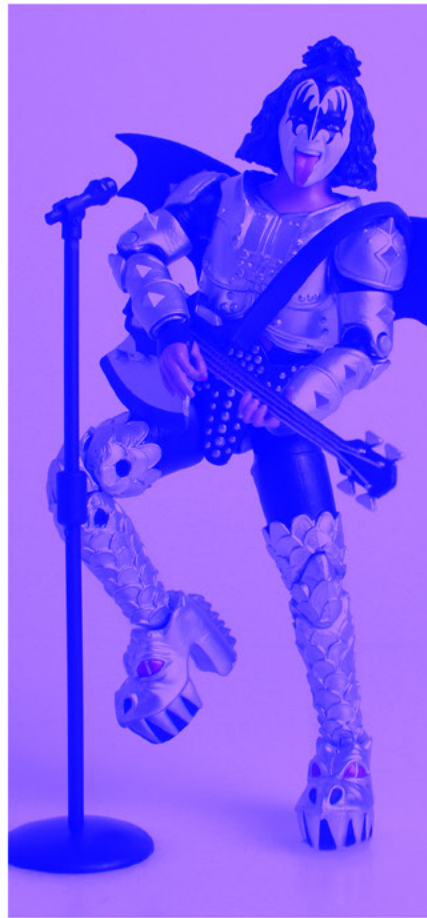


LIGHTNING



// FILM

// MUSIC





PACKAGING

// Dynamic, uniform, easy to shelve, easy to peg, unmistakable, and bold branding! A three-sided window vibrantly highlights the product, and the great branding on the printed side acts as a perfect index image like books on a shelf! Unique, clean, and innovative in presentation!



MARKETING

// DIGITAL STRATEGY

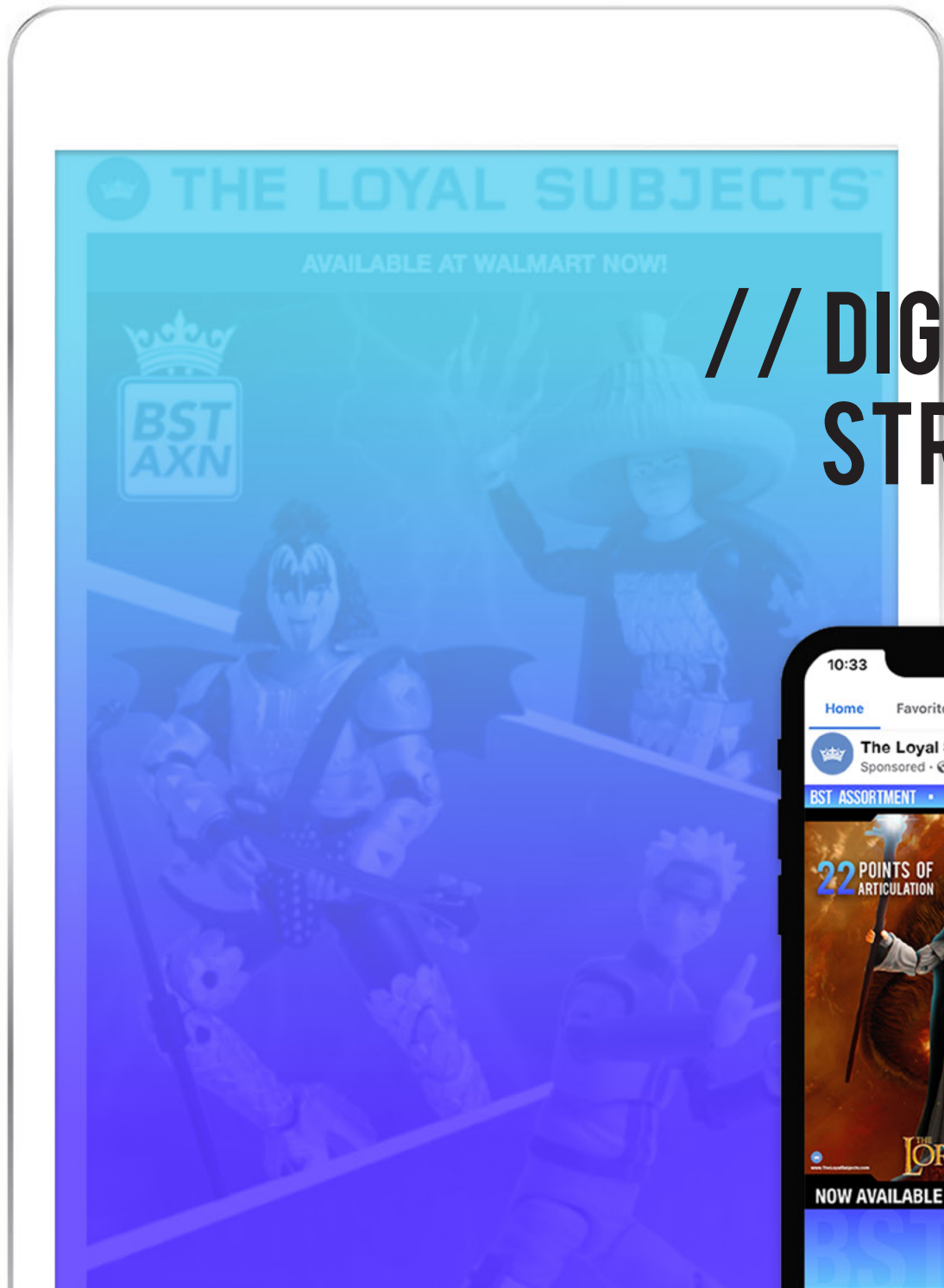


TOP OBJECTIVES

- 1. Increase brand awareness and visibility
- 2. Drive traffic to the website and increase conversions
- 3. Engage with the target audience
- 4. Build a loyal customer base
- 5. Increase sales and revenue

Target - Full Marketing Strategy

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SIZE OF THE PRIZE

// BIG FUTURE

• Forecast \$1.2B in retail sales in 2023.

• 2% of entire action figure market.

• Partnerships with all major retailers, Walmart, Target, GameStop, Hot Topic, Liverpool, and Big O.

