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## Agency debuts promo toys in Mexico

Playthings

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KANSAS CITY, Mo.—Creative Consumer Concepts (C3), a restaurant industry brand marketing agency, has developed a line of promotional toys for a December DVD release in Blockbuster locations in Mexico.

The DVD release of *Dragones, Destino de Fuego* (Alpamayo Entertainment and TV Azteca), premiered in Lima, Peru in July and is showing in theaters in Nicaragua, Honduras, Dominican Republic, Ecuador, Columbia, Chile, Argentina, Panama and Costa Rica. The Creative Consumer Concepts developed five collectible figures of the characters in *Dragones*, including John John, Marina, Lily, Mono Pitt and Vildrok.

The animated film is about a dragon who goes on an adventure to find out about his family's past. When he returns back home, he finds his village in shambles and wants to avenge the death of his species.

"We are thrilled about the project and the opportunity to work with TV Azteca and Blockbuster de Mexico on their marketing initiatives," says Angel Morales, C3 international director. "C3's experience and ability to integrate branding with kid's promotions have been a success in Latin America and foreign markets."

C3's CEO Bob Cutler adds, "Although this is C3's first time producing toys for a movie release, we have been working with U.S. restaurant franchises for nearly 20 years. We felt it was critical to expand our business in the Latin American markets, where we can benefit international clients by developing their brands through kid's toy premiums."

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