

**BACK AGAIN..**



**Topps**  
**CRICKET**  
★ ★ ★ ★ ★  
**ATTAX**  
TRADING CARD GAME

**THE HUNDRED**  
**2022**



**Topps**  
**CRICKET**  
**ATTAX**  
 TRADING CARD GAME

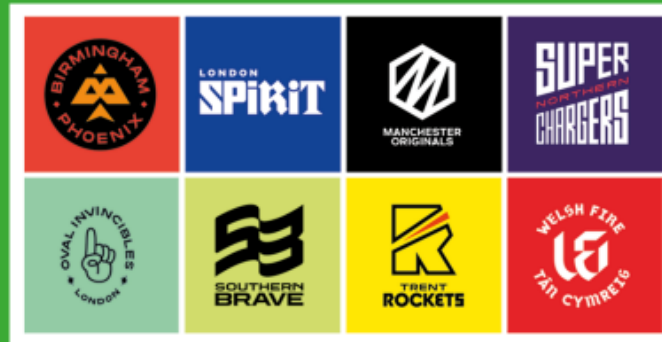
**THE HUNDRED**  
**2022**



**THE HUNDRED IS BACK...  
 AND SO IS TOPPS  
 CRICKET ATTAX!**

Topps have teamed up with  
 The Hundred to create the ultimate  
 collectable for cricket fans...  
**CRICKET ATTAX 2022!**

Featuring all the greatest stars  
 from the women's and men's teams,  
 Cricket Attax 2022 is packed with  
 incredible new designs, Limited  
 Editions, brand-new 'Centurion'  
 cards to dominate any game,  
 plus loads more. Don't miss it!





# Topps CRICKET ATTAX TRADING CARD GAME

**100  
HUNDRED  
2022**

## OVERVIEW OF THE COLLECTION

**328 Cards to collect**

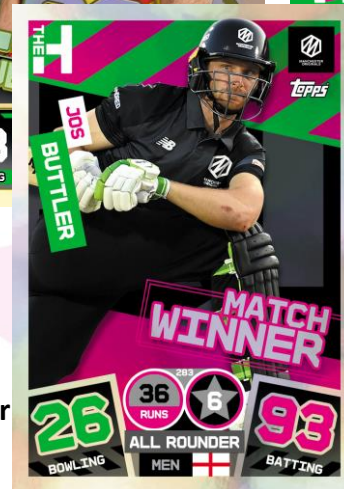
**SCAN & BRING YOUR  
CARDS TO LIFE!**



Video Cards



100 Club Cards



Match Winner  
Cards



Limited Edition  
cards



And many more...





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**INTRODUCING VIDEO CARDS**

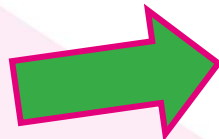
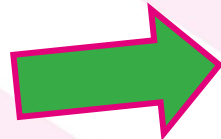
**BRING YOUR CARDS TO LIFE!**



**SCAN THIS**

**LOOK OUT FOR THESE EIGHT CARDS...**

LE1	MOEN ALI	BIRMINGHAM PHOENIX	LIMITED EDITION GOLD
326	HEATHER KNIGHT	LONDON SPIRIT	100 CLUB
283	JOS BUTTLER	MANCHESTER ORIGINALS	MATCHWINNERS
327	BEN STOKES	NORTHERN SUPERCARGERS	CENTURION
269	SADIB MAHMOOD	OVAL INVINCIBLES	FUTURE LEGENDS
310	SOPHIA DUNKLEY	SOUTHERN BRAVE	GONE FOR FOUR
311	NAT SCIVER	TRENT ROCKETS	GONE FOR FOUR
288	JONNY BAIRSTOW	WELSH FIRE	MATCHWINNERS





**THE HUNDRED  
2022**

# SKU CONFIGURATION





# Topps CRICKET ATTAX TRADING CARD GAME

HUNDRED  
2022



## VALUE PACK

MRP ₹49/-

- 3 different versions available across all markets
- Players in action are featured on the wraps this year along side still images
- Value pack has 10 cards which includes regular cards plus mirror foil, rainbow foil, and consumer gratification cards
  - Mirror Foil Cards – 2 per packet
  - Rainbow Foil Cards – 1 per 5 packets
  - Digital coupon code – 1 per packet



# Topps CRICKET ATTAX TRADING CARD GAME

HUNDRED  
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## MULTI PACK

MRP ₹99/-

Multi pack has 20 cards which includes base cards plus mirror foil, rainbow foil, random LE card and consumer gratification card

- ❑ 20 Cricket Attax cards, including 1 guaranteed Limited-Edition subjects.
  - ❑ 16 Regular Cards
  - ❑ 2 Mirror Foil Cards
  - ❑ 1 Rainbow Foil cards
  - ❑ 1 Random LE Card (Guaranteed)
  - ❑ Digital coupon code – 1 per packet





# TOPPS CRICKET ATTAX TRADING CARD GAME

THE  
HUNDRED  
2022



## GAME PACK

MRP ₹499/-

Game pack has 2 value pack with a game mat and a collector binder. Perfect pack for a collector to start collecting the collection. Best pack for gifting a collector as it has 2 guaranteed LE cards.

- ❑ Guaranteed diamond Limited edition card Kieron Pollard and Gold limited edition card of Jason Roy
- ❑ 2 value pack (10 cards each packet)
- ❑ 1 Cool collector Binder
- ❑ 1 Two player Game mat
- ❑ Complete card checklist
- ❑ Digital coupon code – 1 per pack



TOPPS®





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## SMART PACK

MRP ₹699/-

Smart pack has 124 cards which includes base cards plus mirror foil, rainbow foil, limited edition, and consumer gratification cards. It also comes with a cool game mat to play and 4 guaranteed limited edition cards

- Guaranteed Limited edition cards of Rashid Khan, Quinton De kock, Andre Russell & Moeen Ali
- 12 value pack (10 cards each packet)
- 1 Cool Double player Game mat
- Digital coupon code – 1 per packet



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**POWER PACK**  
**(E-Comm Exclusive)**

MRP ₹999/-

Power pack has best 88 cards which includes mirror foil, rainbow foil, limited edition and consumer gratification cards.

- 64 Mirror Foil cards
- 8 Rainbow Foil cards
- 16 Limited edition cards
- Digital coupon code – 1 per pack







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## SKU DETAILS

Item Description	MRP	Barcode	Inner/outer packaging
Cricket Attax The Hundred 2022 – Value Pack	49/-	5053307061361	24/288 packs
Cricket Attax The Hundred 2022 – Multi Pack	99/-	5053307061378	12/144 packs
Cricket Attax The Hundred 2022 – Game Pack	499/-	5053307061385	12 packs
Cricket Attax The Hundred 2022 – Smart Pack	699/-	5053307061392	16 packs
Cricket Attax The Hundred 2022 – Power Pack (E-Comm Exclusive)	999/-	5053307061408	N/A





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# MARKETING PLAN

## Online Activation

- Dedicated ECB campaign
- Exclusive Youtube Campaign
- Promotional ads on Facebook, Instagram & google
- Content marketing
- Influencer marketing on Instagram
- Email Marketing
- SMS/Whatsapp marketing

## Offline Activation

- TOPPS Attax National Championship
- PR Article
- Instore Poster activity
- Tabletop display (TTDU)
- Topps trade offer (collect n claim)
- In school promotion
- Retail branding and sampling

## Consumer Gratification

- Exclusive consumer gratification program

Reach : More  
than  
**3 Million**

Impressions :  
More than  
**7 Million**  
across  
platforms





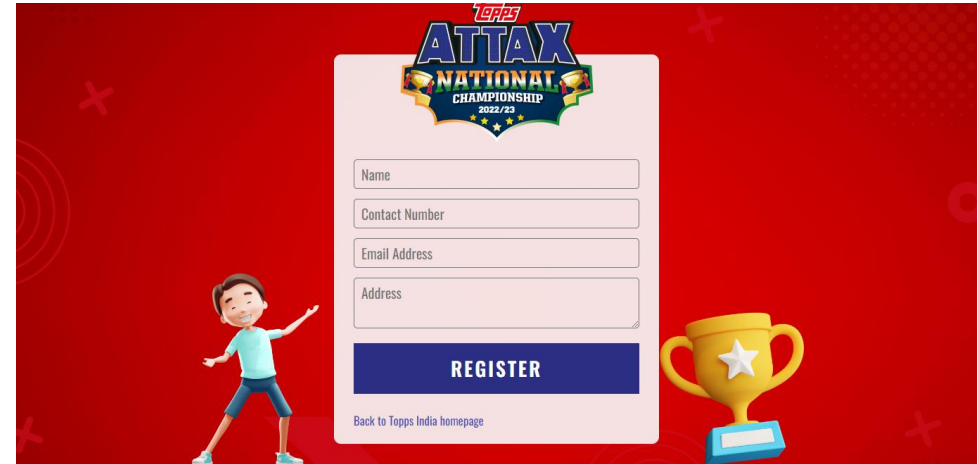


**HUNDRED  
2022**

## TOPPS ATTAX NATIONAL CHAMPIONSHIP



**Trophy, Certificate & Amazing prizes**



**Registration Page on Website**





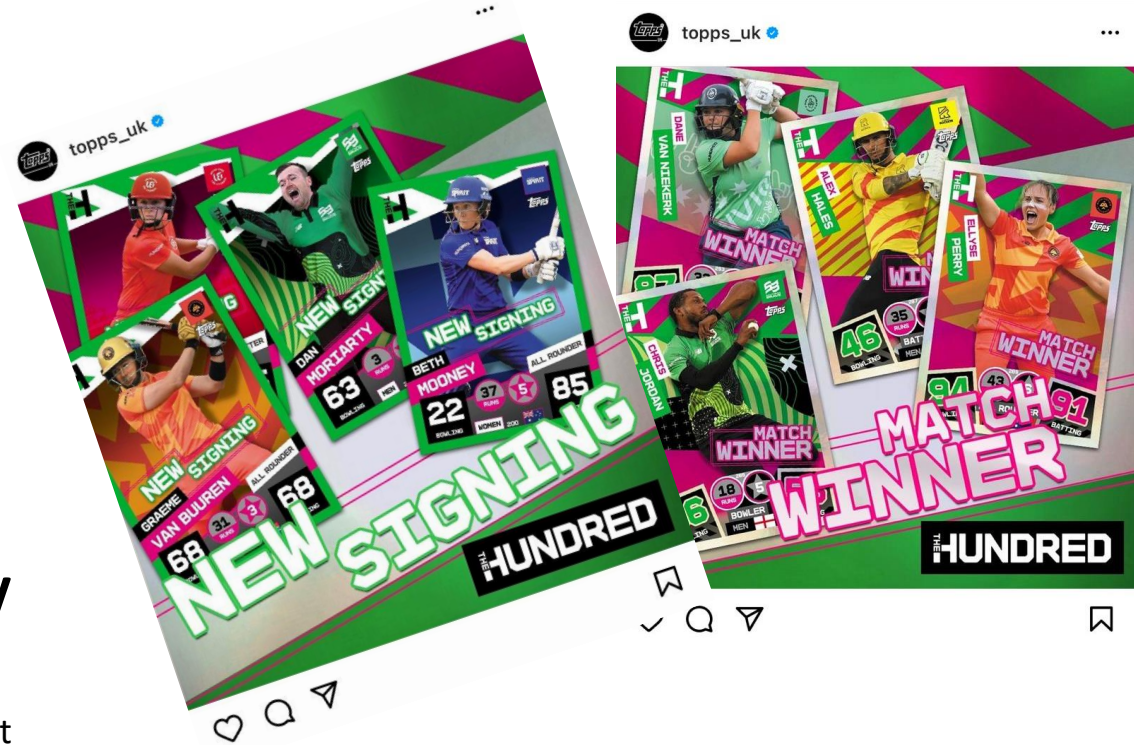
# Topps CRICKET ATTAX TRADING CARD GAME

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## Cricket Attax – Display Unit

Retail display stand for ECB Cricket Attax will be developed to showcase range of product SKU's.



## Instagram & FB Promotion





THE HUNDRED  
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## School Sampling Activity



AVAILABLE HERE

A vibrant retail poster for Topps Cricket Attax The Hundred 2022. The top half features a group of six cricket players in various team uniforms (purple, yellow, blue, green) smiling and posing. The Topps Cricket Attax logo is prominently displayed in the center. Below the logo, the text 'THE HUNDRED 2022' is written in large, bold letters. The bottom half of the poster shows several trading card packs and individual cards. A QR code is visible on the right side with the text 'SCAN & BRING YOUR CARDS TO LIFE!'. At the bottom left, it says 'STARTS AT ₹49/- ONLY'. The Topps logo and social media handles are at the bottom right.

STARTS AT ₹49/- ONLY

SCAN & BRING YOUR CARDS TO LIFE!

Topps

@toppsforindia

Retail Poster





100  
HUNDRED  
2022

## TOPPS COLLECT 'N' CLAIM TRADE OFFER (Comprehensive inclusive trade activation program)

Topps to introduce for the first-time a trade scheme that incentivise the Distributor & Retailers when they purchase more Topps products.

- Collect Points, Claim freebies & Win Silver Coin.
- Every inner will contain a coupon with Points and Free product for retailers
- Retailers must collect 500 points to claim 10gm Silver coin.
- Distributors must collect 200 points to claim 10gm Silver coin.



Retailer Coupon

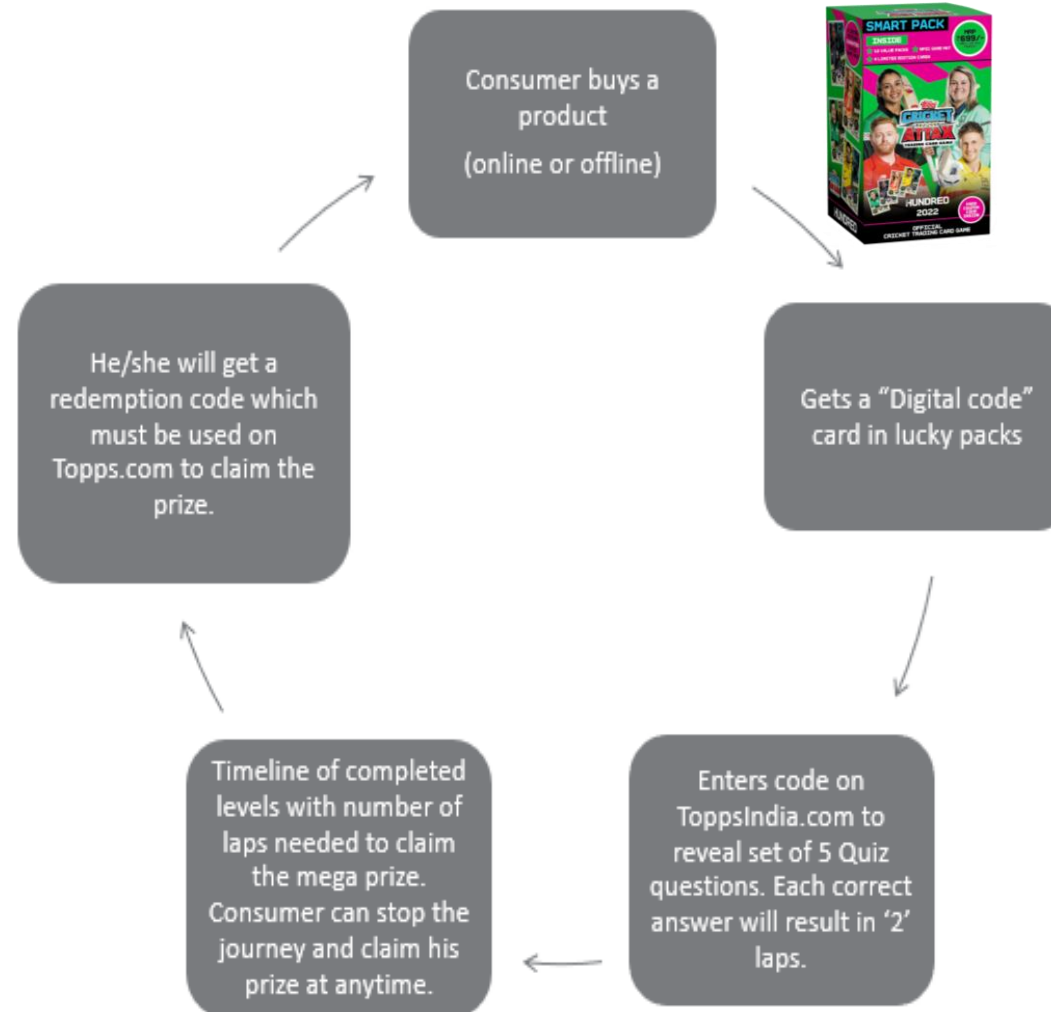


Distributor Coupon





## CONSUMER GRATIFICATION PROGRAM





**THE  
HUNDRED  
2022**



**THE  
HUNDRED  
2022**

**Thank you**

