

The Money Spent on Toys

By Bonita Harman, Oct 17/25

#multimediafranchises #nostalgiatoys #transformers #pokémon
#merchandise #disney #bonitaharman

Parents today want to recreate happy memories they had as a child with their own children. They didn't have the TECHNOLOGY we have today so they spent their time playing with dolls and action figures like Transformers or Teenage Mutant Ninja Turtles. Barbie, Polly Pocket, Pound Puppies, GI Joe, Cabbage Patch Kids, Furby's, Strawberry Shortcake dolls, TAMAGOTCHIES, and Lego were all big selling toys in the 70's and 80's. Many of these vintage toys are making a comeback because of NOSTALGIA marketing. These toys are gaining in popularity along with the high tech gadgets and video games.

What do parents want to recreate for their own children? HAPPY MEMORIES

Parents didn't have the _____ that we have today? TECHNOLOGY

Name one of the two action figures mentioned in the text?

TRANSFORMERS / TEENAGE MUTANT NINJA TURTLES

Can you name another popular toy from the 70's or 80's listed? BARBIE

/ POLLY POCKET / POUND PUPPIES / GI JOE / CABBAGE PATCH

KIDS / FURBYS / STRAWBERRY SHORTCAKE DOLLS /

TAMAGOTCHIES / LEGO

The vintage toys are making a comeback because of _____ marketing? NOSTALGIA

Can you name another toy that has been around a long time? NERF / LITE BRITE / HOT WHEELS / EASY BAKE OVER / ECT.

Do you prefer high tech toys to older vintage toys, why or why not?

Did you have a toy that you hung onto for a long time or played with often, if so what was it?

VAKTivity: Look for toys from your childhood, show them and talk about why it's nostalgic.

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According to IPSOS' global trend report, nostalgia is one of the top three consumer trends to dominate the market in 2025. Social media helps to remind us of the things we had growing up that we loved. Japan dominates the MERCHANDISE market with toys like POKÉMON and Hello Kitty. Even toys in Japan like ANPANMAN have been a huge success even though it has not reached the world wide market. Pokémon has the highest revenue in the multimedia FRANCHISE industry with an estimated total of \$147 billion dollars. Pokémon continues to create new characters, so people continue to buy their merchandise.

What helps remind us of the things we loved growing up? SOCIAL MEDIA

Japan dominates the _____ market? MERCHANDISE

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Name a toy listed that was created in Japan? POKÉMON / HELLO KITTY / ANPANMAN

What is a toy in Japan that has not reached the world wide market? ANPANMAN

How many billions of estimated dollars has Pokémon brought in? 147

Can you name something you can purchase that is Hello Kitty merchandise? DOLLS / CLOTHING / MUGS / STATIONARY / JEWELERY / PAJAMAS / ECT.

If you were to create a Pokémon character, what would you name it and what would it look like?

VAKTivity: Show them a picture of the Japanese toy Anpanman. Here is a link to buy it on Amazon:

<https://www.amazon.com/Anpanman-Beans-Plus-wink-japan/dp/B00D39GTPU>

The multimedia franchises have learned how to capitalize on a toy or comic book and make billions, even trillions. The Transformer franchise started with an action figure that was launched in 1984 by Hasbro. One of the Transformer slogans is “More than meets the eye” because it’s a vehicle that can transform into a robot. The Transformer was rebranded from similar toys originating in Japan called DIACLONE and MICRO CHANGE, from a company called TAKARA TONY. After the toy was launched, the comic books series, produced by MARVEL comics, came out on the news stand in May and produced 80 issues.

The Transformer franchise started with a _____? ACTION FIGURE

What year was the first transformer launched? 1984

How many years ago was that? $2025 - 1984 = 41$

What is the Transformer slogan listed in the text? MORE THAN MEETS THE EYE

Name one of the Japan toys that Transformers originated from?

DIACLONE / MICRO CHANGE

What was the Japanese company called? TAKARA TONY

The comic book series was produced by _____? MARVEL

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How many Transformer comic issues were produced? 80

What is the number one selling comic book of all time? X-MEN

Name another Transformer slogan? ROBOTS IN DISGUISE /
AUTOBOTS, TRANSFORM AND ROLL OUT / FREEDOM IS THE
RIGHT OF ALL SENTIENT BEINGS / ECT.

Transformers have a lot of great slogans, if you created a transformer
what would you create a leader, a comical character, or maybe a more
villainous character? What would be their slogan?

VAKTivity: Watch Optimus Prime's speech:

<https://www.youtube.com/watch?v=ZChsMjm5-mk>



Transformer ride at Universal Studios in California

According to an article published on April 27, 2024 by VISUAL
CAPATILIST, Transformers comes in at 12th on the multi media

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franchise list with the most grossing revenue at an estimated \$30 billion. It brings in around 5 billion at the box office and 908 million in home entertainment, but the majority is in its merchandise sales. The big multi media franchises are making the majority of their money on merchandise. Movies are just like ADVERTISING for the company that we are paying for. Some movies have not been very successful at the box office but that doesn't matter as long as at the end of the day it's helping to sell merchandise, which is their biggest market.

The article published on April 27th, 2024 was done by _____?

VISUAL CAPITALIST

Transformers come in at 12th on the _____ franchise list most grossing revenue? MULTIMEDIA

How many more billions of dollars does Pokémon bring in approximately compared to Transformer? $147 \text{ billion} - 30 \text{ billion} = 117 \text{ billion}$

In a way it's like we are paying for their _____ when companies make movies? ADVERTISING

Why does it not matter if a movie is successful at the box office? AT THE END OF THE DAY THEY JUST WANT TO SELL THEIR MERCHANDISE, THEIR BIGGEST MARKET

Can you name another multimedia franchise that was not talked about? DISNEY / BARBIE / SPIDERMAN / BATMAN / HARRY POTTER / STAR WARS / ECT.

If you were to start a multimedia company would you start with a toy, comic, video game or something else, and describe what it would be about or look like?

One of the reasons Pokémon is making so much money is they have utilized almost every area of revenue. Pokémon started as a video game and soon to follow were the trading cards. Merchandise is their biggest money maker at \$103 billion, video games \$28 billion, trading cards \$12 billion, they made over a billion in the box office and comics. The only areas they have not made money, that some of the others have, is books and theme parks. But coming in spring of 2026 is the first Pokémon amusement park located in YOMIURILAND, TOKYO.

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Why has Pokéman made so much money? THEY UTILIZED ALMOST EVERY AREA OF REVENUE

What media did Pokéman get started with? VIDEO GAMES

How many billions did Pokéman make in merchandise? 103

In spring of 2026, located in Yomiuriland, Tokyo, will be Pokémon's first _____? AMUSEMENT PARK

Name a multimedia franchise that makes 8 billion in book sales? HARRY POTTER

Making billions of dollars is hard to imagine, what would you spend your money on if you had billions?

Disney also has several of the top grossing multi media franchises. Everyone all over the world has heard of Mickey Mouse, Winnie the Pooh and Disney PRINCESSES. Most of us have owned a stuffed Winnie the Pooh or been given a Mickey Mouse birthday card. Winnie the Pooh is third in the BILLIONAIRES multimedia club with an estimated \$76 billion, and Mickey Mouse right behind at \$73 billion, almost entirely in merchandise sales. We relate to their innocent, good nature and HUMOROUS characters.

_____ also has several top grossing multimedia franchises? DISNEY

Name one of the Disney franchises listed? MICKEY MOUSE / WINNIE THE POOH / DISNEY PRINCESSES

Winnie the Pooh is _____ in the billionaire multimedia club? THIRD

Mickey Mouse brings in an estimated _____ billion dollars? 73

We relate to Disney's innocent, good natured and _____ characters? HUMOROUS

Can you name another Disney Character not mentioned?

If you could go to any theme park what would it be and why?

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Resources:

<https://en.wikipedia.org/wiki/Transformers>

<https://www.todaysparent.com/family/toys/nostalgic-toys/>

<https://www.visualcapitalist.com/the-worlds-top-media-franchises-by-all-time-revenue/>

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https://en.wikipedia.org/wiki/List_of_highest-grossing_media_franchises

<https://www.youtube.com/watch?v=pKIBJferPz8>

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