

# the **TOY BOOK**<sup>®</sup>

SERVING THE GLOBAL MARKET

## Caving in to Impulse Toys

**M**ore so than any other toy category, impulse toys rely on the emotions of a consumer or their child and aim to drum up enough inspiration for them to make a purchase. Nobody drives to the toy store or mall in search of the latest inexpensive novelty item, but whether through flashy packaging, a price point too low to ignore, or being the only way to avoid a child's meltdown in a store, more and more are finding their way into shopping bags.

Candyrific, a novelty candy manufacturer, has announced plans for two new M&M collectibles: an **M&M's Player** and an **M&M's Etch A Sketch**.

The Player entertains sweet-tooths with a little clip of recorded music while the Etch A Sketch is a mini version of the original.

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