

Pokemon USA and Burger King Corp. Partner for Global Promotion in 2008

2008-06-10

BURGER KING(R) Restaurants Worldwide to Offer Exclusive Pokemon Premiums with Each Purchase of a Kids Meal

Pokemon USA, Inc., and Burger King Corp. today announced a promotional partnership that will bring popular characters like Pikachu(R), Darkrai(TM), Dialga(TM) and Palkia(TM) to children around the world. Participating BURGER KING(R) restaurants worldwide will offer an exclusive Pokemon Trading Card Game (TCG) card and accessory with each purchase of a BK(R) Kids Meal. These BURGER KING(R) restaurants will be the only place where children can obtain each of the 12 different Pokemon TCG cards and accessories. The promotion will run from July 7 through August 3 domestically and throughout the late summer and fall internationally.

Available for a limited time only, while supplies last, the premiums are based on Pokemon TCG: Diamond & Pearl -- the latest expansion of the best-selling Pokemon Trading Card Game -- featuring characters from Pokemon Diamond and Pokemon Pearl, the video games sold exclusively for Nintendo DS(TM). The program will be supported by Burger King Corp. through a fully integrated marketing campaign that includes television advertising, in-restaurant merchandising, custom packaging and an online minisite (www.bk.com/pokemon).

"Burger King is a wonderful partner for Pokemon," said J.C. Smith, marketing director at Pokemon USA, Inc. "The combination of highly collectible Pokemon Trading Card Game giveaways with the extensive worldwide reach and marketing provided by Burger King is certain to create excitement and anticipation among Pokemon fans and players."

"Burger King Corp. and Pokemon are both big brands widely known for innovation, which makes this partnership a great fit," said Cindy Syracuse, Senior Director of Marketing Impact for Burger King Corp. "Together we offer consumers access to Pokemon TCG Diamond and Pearl cards as well as exclusive card accessories found only in BURGER KING restaurants."

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