

Harry Potter

As the biggest movie franchise in history enters its final chapter, WB have everything in place to maximise all the commercial opportunities that will be generated around massive marketing programmes launched at key points over the next 12 months

Key Franchise Milestones:

2011:

- Harry Potter Pt II DVD Release (2nd Dec)
- Lego Harry Potter: Years 5-7 (December 2011)

2012

- Opening of Warner Bros Studio Tour London: The Making of Harry Potter at Leavesden Studio (Spring)

Number 1 film facebook page in the UK!

The final film has been the most successful becoming the #3 biggest film of all time behind Avatar and Titanic and holding the records for Biggest Opening Weekend for the US, UK and Globally

Tomy have had fantastic success with their range of action figures, infra-red wands, puzzles, money banks and the best-selling 'Monster Book of Monsters'

For July 2011 Hermione's Bag was released and has proved equally as popular

Three new Lego SKU's were released in June 2011 which has proved massively popular with kids and adults alike!

Major cross category promotion running in December for 2 weeks in a major retailer to celebrate the final DVD release

