

Since the launch of the Mystery Mansion with Jedward in 2010 it has visited new Smyths store openings, shopping centres and Bristol Balloon Fiesta! For Halloween Scooby is the face of the Legoland fireworks where the Mystery Mansion will be in situ over a 2 week period



Mystery Inc is currently the number 1 show on Boomerang and across the Turner network, beating Ben 10, Clone Wars, Bakugan and Gumball averaging 36k viewers on Boomerang and over 16k on Cartoon Network
Launched on CBBC week commencing Mon 18th July and was the #2, #3 & #4 rated show that week across all kids TV with 286k kids tuning in on Mon, Tues & Weds
Previous incarnations of Scooby are still running across Cartoon Network, ITV, BBC & Boomerang



Launching for October 2011 is the Scooby-Doo Club and online shop. Working with Robell Media to build and grow a Scooby fan base through targeted promotions coupled with an official Scooby online shop selling licensed merchandise and home entertainment products

A brand new TV advertised toy range from Character Group featuring "Morphing Monsters" will launch Q1 2012 giving the ever popular "Goo" range a refresh

Merchandise available from 70+ licensees covers all the key product categories



Videogame sequel 'Scooby-Doo and the Spooky Swamp' launched in October 2010



Scooby-Doo is the #2 on-theatrical kids brand in the DVD market with sales in 2010 up over 30% on 2009

Scooby-Doo will be the face of Sainsbury's Halloween campaign where they'll be check out units, clip strips, shippers and promo bays at different times throughout October as well as being the only retailer to have the Mystery Mansion