



その丈夫さ 龍のウロコ級

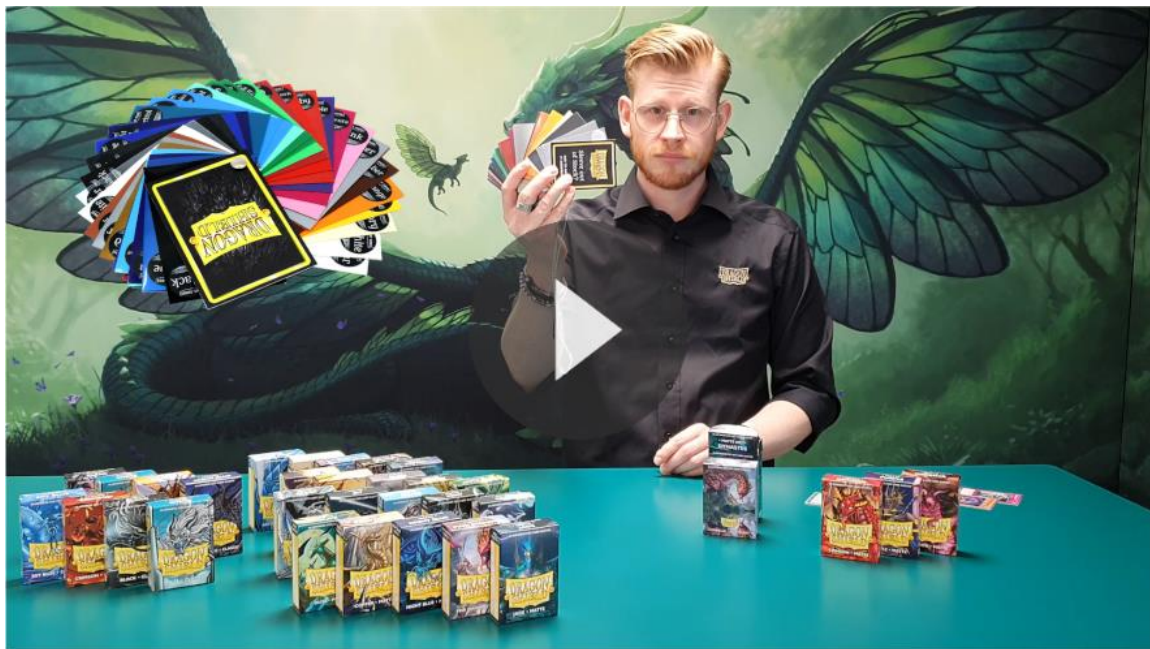


MINI CARDS
MAX DEF

DRAGON SHIELD
JAPANESE SIZE SLEEVES

PERFECT FOR YU-GI-OH!™,
CARDFIGHT VANGUARD!™ AND
OTHERS

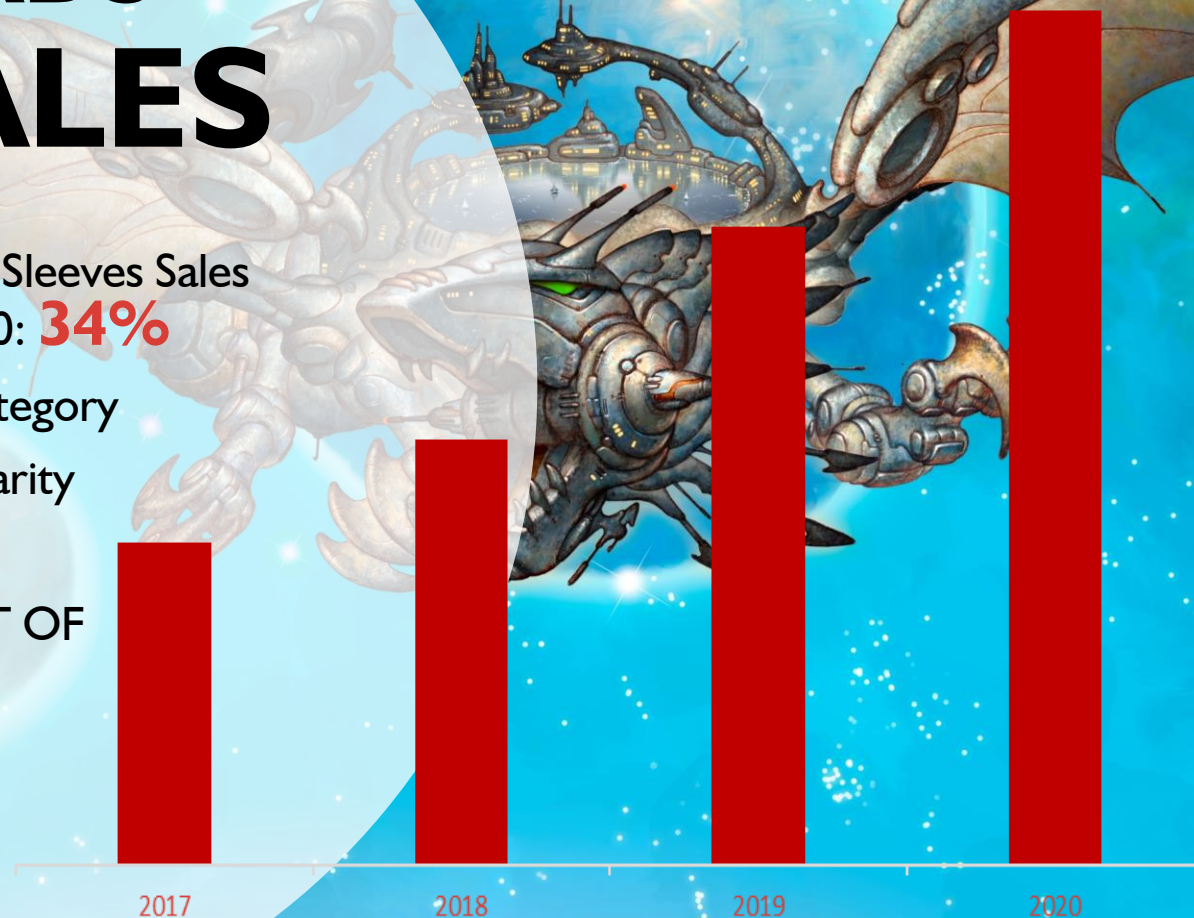
See why Dragon Shield is the best protection for your Japanese size TCGs



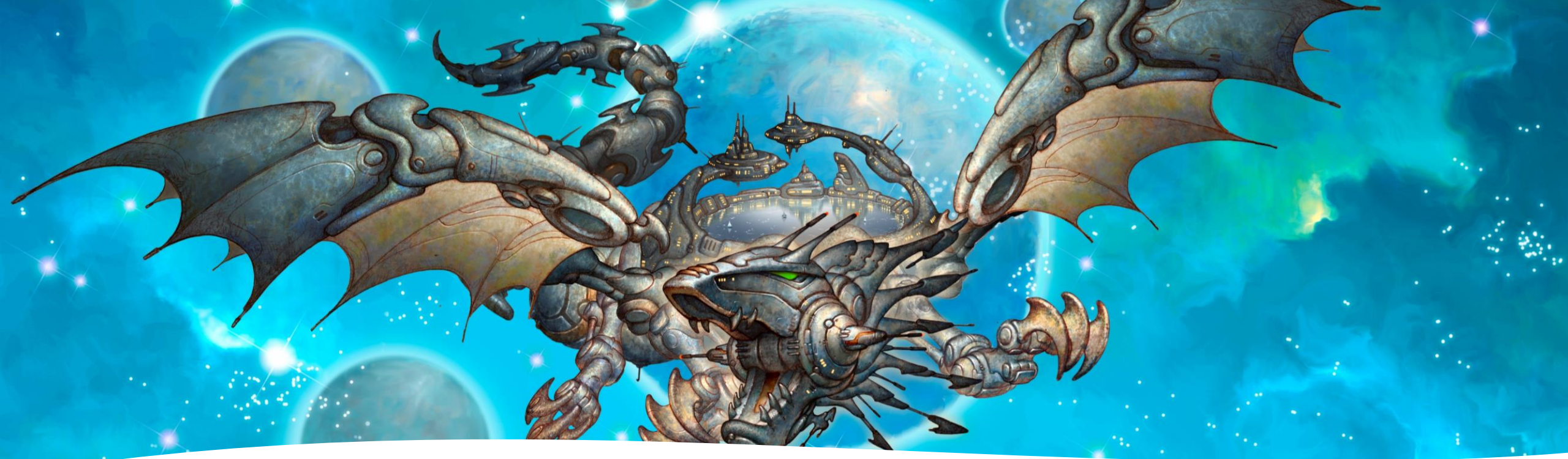
MINI CARDS MAX SALES

- Dragon Shield Japanese Size Sleeves Sales Growth in COVID year 2020: **34%**
- Continued growth within category
- Yu-Gi-Oh! growing in popularity

→ CAMPAIGN FOR THE REST OF
2021



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CAMPAIGN FOCUS AND DURATION

COLORS + MATTE ART

MAY

JUN

NEW DOUBLE-SLEEVING
PRODUCTS

JUL

AUG

SEP

**TOURNAMENT AND
EVENT SUPPORT**

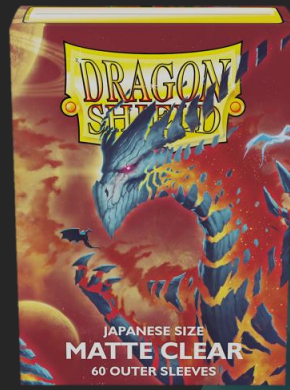
OCT

NOV



DOUBLE YOUR DEF

DOUBLE-SLEEVEING MADE PERFECT



PRE-ORDER NOW 



Double-Sleeving Product Demo



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PERFECT FIT

NOW FOR JAPANESE SIZE CARDS

- | Same Dragon Shield quality as known from Standard Size |
- | Top selling Inner Sleeve on the market |
- | Rated #1 inner sleeve by [The Professor](#) |
- | Sealable: Full 4-edge protection – NO GLUE – NO FUSS! |



OUTER SLEEVES

- | Protect original YGO/Tournament Art |
- | Double/Triple protection for valuable cards |
- | Matte texture |
- | Sturdy cardboard box fits 40+ sleeved cards |
- | Every box has a writing field for organization |



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SUMMON YOUR CARD PROTECTION!

REGULAR SLEEVES

- | 60 sleeves per box |
- | For cards measuring up to 59×86 mm (2 5/16"×3 3/8") |
- | PVC-free polypropylene sleeves, no acid. Archival safe |
- | 120 μ quality thickness |
- | Sturdy cardboard box fits 40+ sleeved cards |
- | Every box has a writing field for organization |



A WIDE SELECTION OF COLORS

| 8 CLASSIC COLORS |

| 23 MATTE COLORS |



MATTE ART JAPANESE SIZE

For the first time ever – **High Quality** Matte Art Sleeves for players of Japanese size TCGs

- Art printed directly on the sleeve
- No peel – no split

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TARGET AUDIENCE

- Players of Yu-Gi-Oh!, Cardfight Vanguard!, etc.
- New and experienced players looking for reliable quality products



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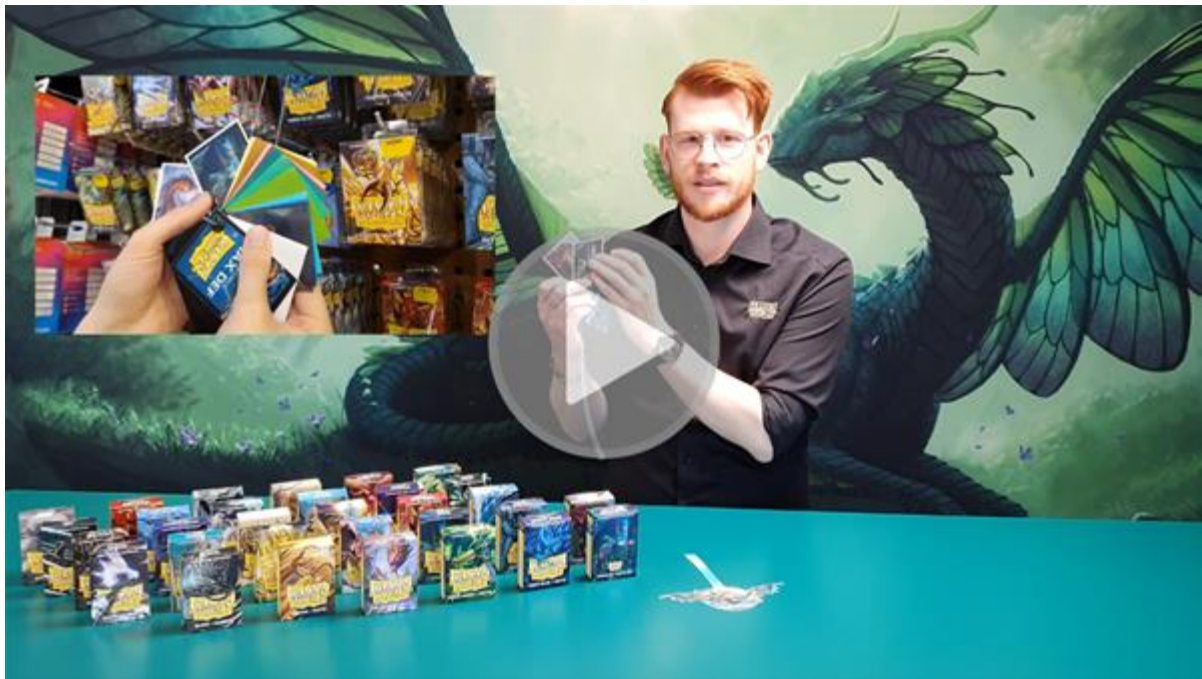


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MARKETING INITIATIVES

See how to activate Dragon Gold to
promote Japanese Size Products



MARKETING MATERIALS

- Social Media Assets
- Sales Sheet
- Web banner
- E-mail signature
- Poster → Buy through DGP
- Sleeve Swatch → Buy through DGP
- Shelf Talker → Buy through DGP



DOWNLOAD ALL 



DRAGON GOLD PROGRAM ACTIVATION

- SOCIAL MEDIA

- Offer retailers prize packages for give-aways on Social Media
- Host give-aways on your channels

- UP-SELL / BUY-INS

- Buy xx worth of Dragon Shield Japanese Size Sleeves and get Sleeve Swatch, Posters, Shelf Talker and 5 product samples

**CONTACT YOUR AT REP
TODAY TO SET IT UP!**



RETAILER PUSH

- 5-6 DIRECT E-MAILS
- POS AVAILABLE
- SAMPLE ACTIVATION

2K DRAGON SHIELD STORES



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SOCIAL AND ONLINE MEDIA

- Several Social Media posts times every month
- Paid ads targeting Yu-Gi-Oh! players
- Highlight on Dragon Shield webshops and websites
- Highlight in Dragon Shield Card Manager app

106K FOLLOWERS



92.9K Followers



6.8K Followers



6.6K Subscribers





CAMPAIGN COMMUNICATION PLAN

JUNE			JULY		
DISTRIBUTORS	NEWSLETTER POS materials	NEWSLETTER Pre-orders		NEWSLETTER reminder to pre-order	
RETAILERS		NEWSLETTER POS materials	NEWSLETTER Pre-orders		NEWSLETTER reminder to pre-order
END-USERS	SOCIAL MEDIA Matte Art	SOCIAL MEDIA Matte Art	NEWSLETTER to YGO players New products	SOCIAL MEDIA New products	SOCIAL MEDIA New products





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FOR THE SAKE OF YOUR SALES
DON'T MISS OUT

ORDER NOW 