



EMBRYONICS

September 2018

EMBRYONICS STORY

BREAKING NEWS



CONCEPT



COLLECT THEM ALL



WHICH ONE'S YOURS?

I'M SOFT AND SQUISHY!

OOZE!



SQUISH!

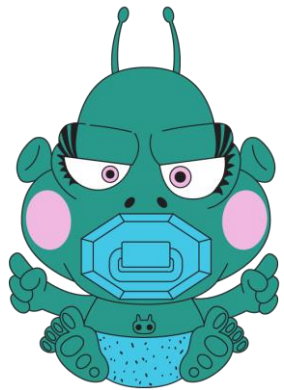
HATCHING ALIEN WITH SLIME

When the egg is squeezed the outside surface bulges and through the thin membrane, slime and a strange embryo can be seen.

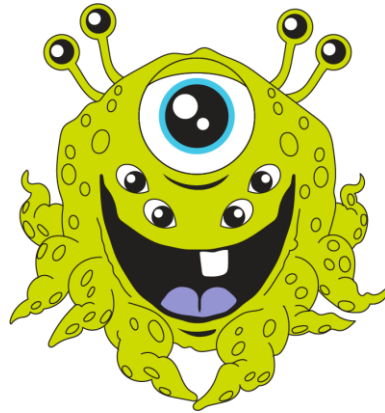
The kid has two choices: keep the egg as is and show their friends this mysterious squidgy object **OR** squeeze to burst the egg and hatch the mysterious embryo.



SERIES 1 – ALIENS



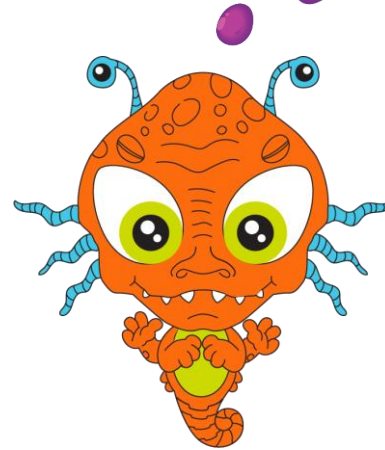
ZOOSH



BLURGH



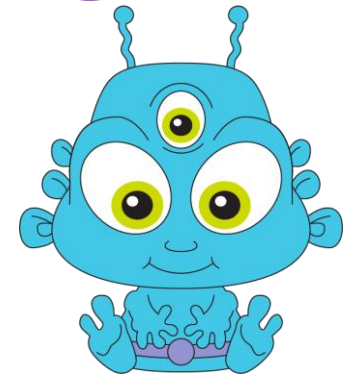
KYRO



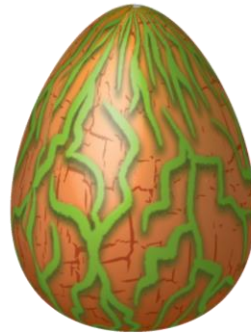
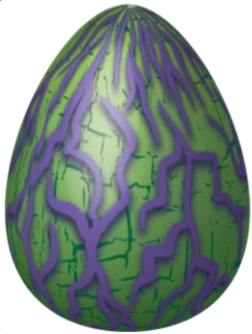
SPAGGLES



SQUIDGY



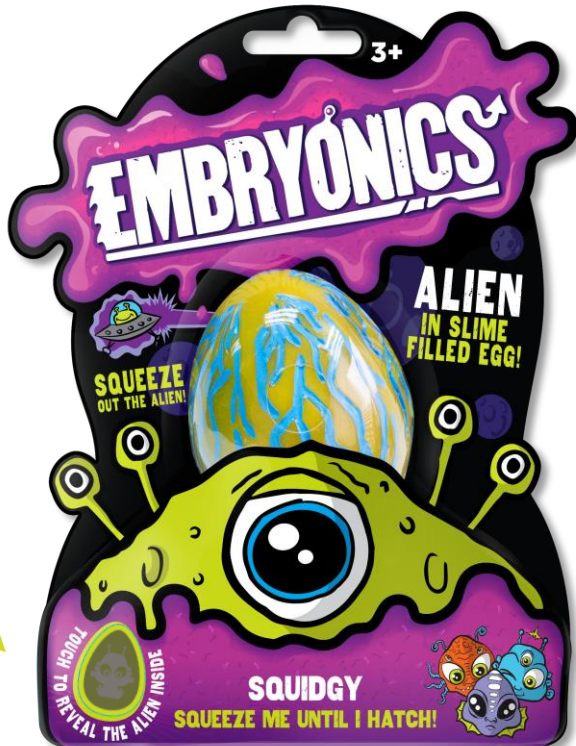
HOOBOO



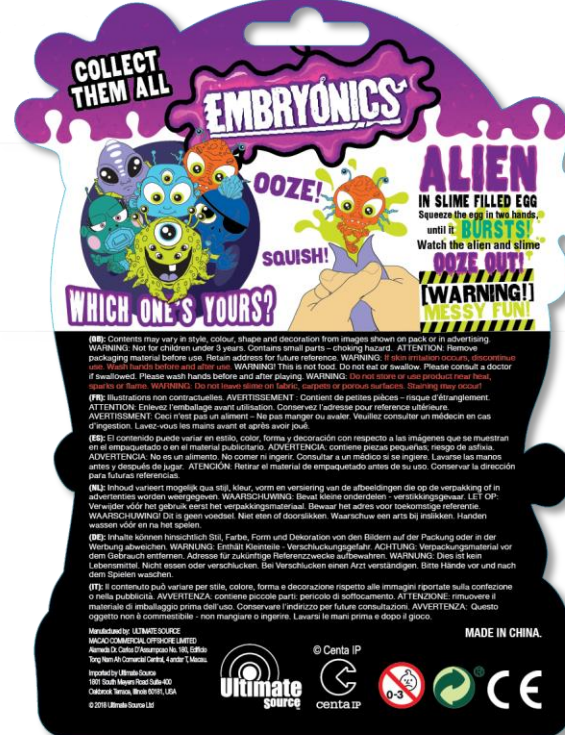
SERIES 1 – PACKAGING

HEAT REVEAL
STICKERS
Different sticker for
each character.

Name on footer
changes for each
character.



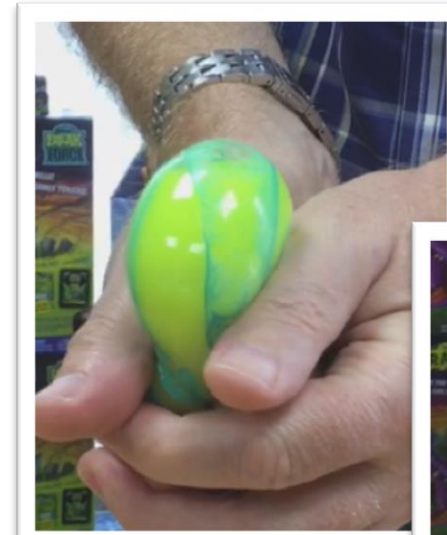
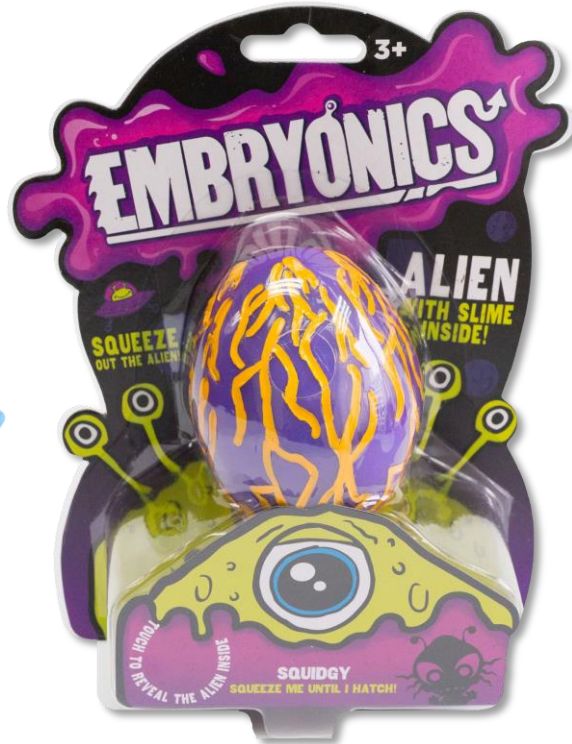
FRONT



BACK



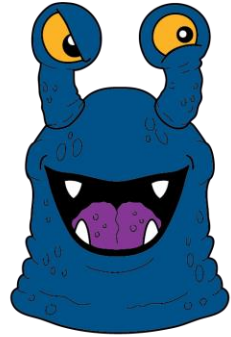
SERIES 1 – SAMPLES



Squeeze...
Bulge...
WOW!!!



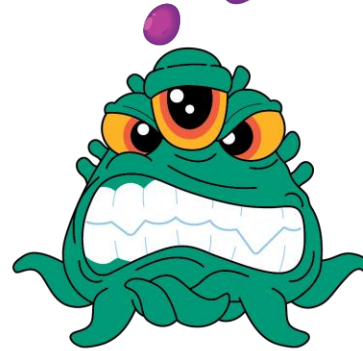
SERIES 2 – MONSTERS



SMOOJ



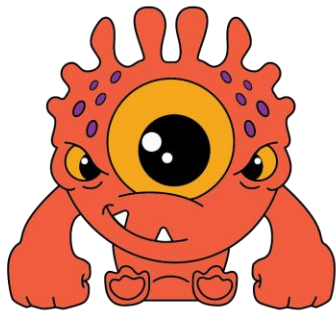
MONOX



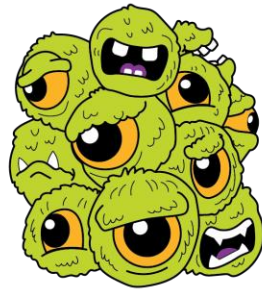
TREEQLE



KRUMP



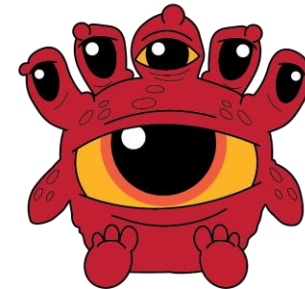
PHLEMB



BULBOZ



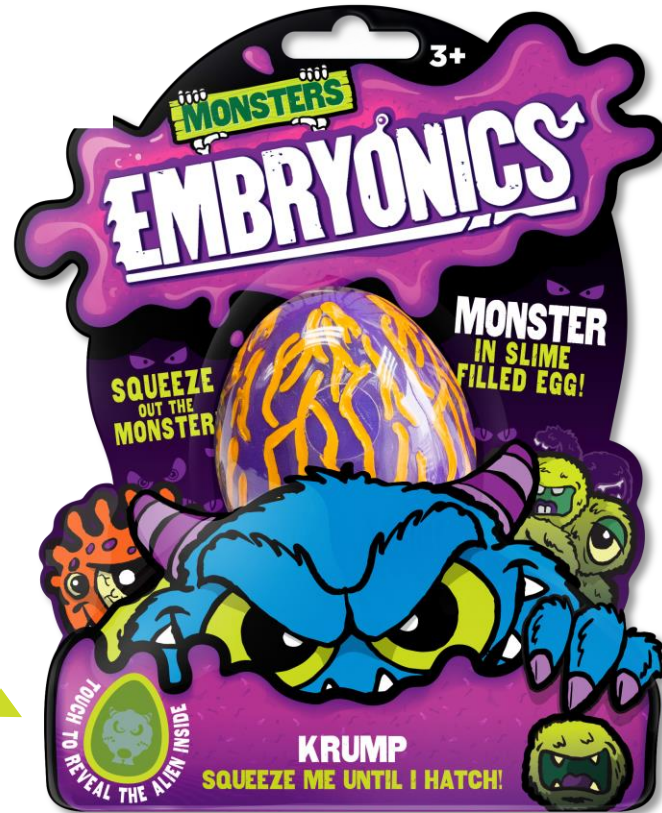
TRIKUS



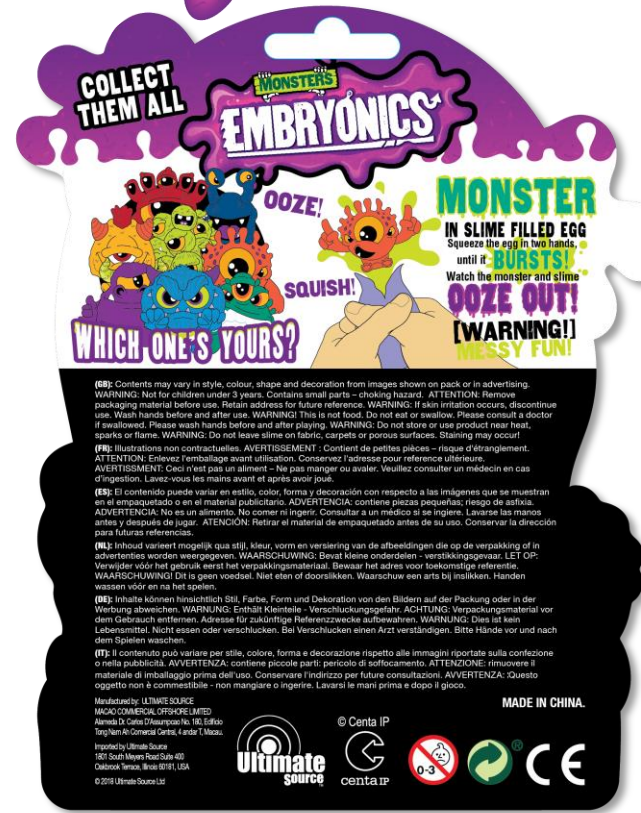
EYEZORE



SERIES 2 - PACKAGING



FRONT



BACK

HEAT REVEAL
STICKERS

Different sticker for
each character.



Name on footer changes
for each character.

Consistent backing
card across range.





**HATCH YA
LATER!**