RP Toys Ltd. Counts on Top Advertising Agency to Promote Latest Toy Collection

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Carlsbad, CA (RPRN) 09/17/13 — After hiring Creative Bube Tube for marketing last year's toy collection, RP Toys relies again on this full-service advertising agency to promote RP Toys' latest collection – this time with a fully-integrated advertising campaign.

RP Toys has been involved in the toy industry for over 20 years both distributing and manufacturing the hottest new toys. By continuously adding new fun and innovative toys to their collection, RP Toys has grown to one of Canada's top toy distributors. Besides the toys that were already available in 2012, RP Toys' 2013 collection will be completed by three new toys that inspire kids' imagination and discovery.

Hearts 4 Hearts Girls, *Nanoblock, Tekno*, and *Wagalong* top the list of the latest toys to hit Canadian store shelves. Here's a sneak peek of what's currently available and what's coming soon to a store near you:

Hearts 4 Hearts Girls: By buying this charitable doll line, you contribute to changing the world. Each doll is a girl that wants to make a difference in her life, community and culture. When you buy a Hearts 4 Hearts Girls™ doll, a portion of the purchase price is donated to World Vision Canada. The eight authentically dressed dolls represent Kentucky, New Orleans, India, Belarus, Laos, Mexico, Ethiopia, and Brazil.

Nickelodeon Gak: Gak is back! Stretch it, ooze it, bounce it, bubble it, 'frrrt' it, the choice is yours. This incredibly wacky goop promises hours of fun. Once you pick it up, you won't want to put it down.

Nickelodeon Floam: Floam is the incredible reusable molding compound that will keep you creating for hours on end! Mold your own creations or transform almost anything into a Floam-covered masterpiece! Roll it, mold it, cover it – that's the way you "floam" it.

Waterbabies: When filled with warm water, Waterbabies feel soft and cuddly just like a real baby. Designed for a new generation of little girls, Dream to Be™ has six different styles that will warm your heart. Waterbabies are for every girl who wants to love and nurture a special doll.

Glow Crazy Doodle Dome: Glow Crazy Doodle Dome is a place to draw with light, anytime of the day or night. With Doodle Dome your kids can pretend to be anything they want. They can be a captain of a rocket ship or a farmer in a glow barn.

Nanoblocks: This is the product of the Year. It was honored with the 2011-2012 product of the year Award by Informal Education Products and the customers of the Museum Tour Catalog. It's a micro-sized building block system with its smallest piece being a mere 4mm x 4mm x 5mm. Challenging and fun for all the construction enthusiasts in the family, Nanoblock lets you build in greater detail than ever before.

Battle Lights: This innovative chest target and neon light gun leaves its marks – literally, without any mess. It's just the thing to kick a game of laser tag up a notch without the worry.

In addition to these 2012 products, the new toys that will be launched with this collection are Tekno, Wagalong, and Glow Crazy Pattern Painter.

Creative Bube Tube has gone above and beyond with creating TV commercial campaigns. RP Toys has been Creative Bube Tube's standing customer. It was no question for Hal Ross, President of RP Toys Ltd., to stick with Creative Bube Tube for the launch of his latest collection. Hal has always been extremely satisfied with the agency's results-focused creative and expertly crafted campaigns: "Our ad campaigns with Creative Bube Tube have always exceeded our goals and brought remarkable success. Agreeing on an integrated campaign to launch this year's toy collection, I'm convinced that some of our new toys will sell out of stores just like Hearts 4 Hearts Dolls did in 2012."

With representation from east to west in both the United States and Canada, Creative Bube Tube is a full-service advertising agency serving medium to large clients from across the globe in health and lifestyle, pharmaceutical, sports, food and beverage, automotive, and other industries. From creative ideation to results, they have produced over 400 television campaigns since opening in 2006. If you are interested in reviewing some of the toys, email nina@creativebubetube.com or call 1-760-438-7440 today.

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