



A CRUSH HOLIDAY
COMIC SPECTACULAR!



A VERY JOLLY HOLIDAY

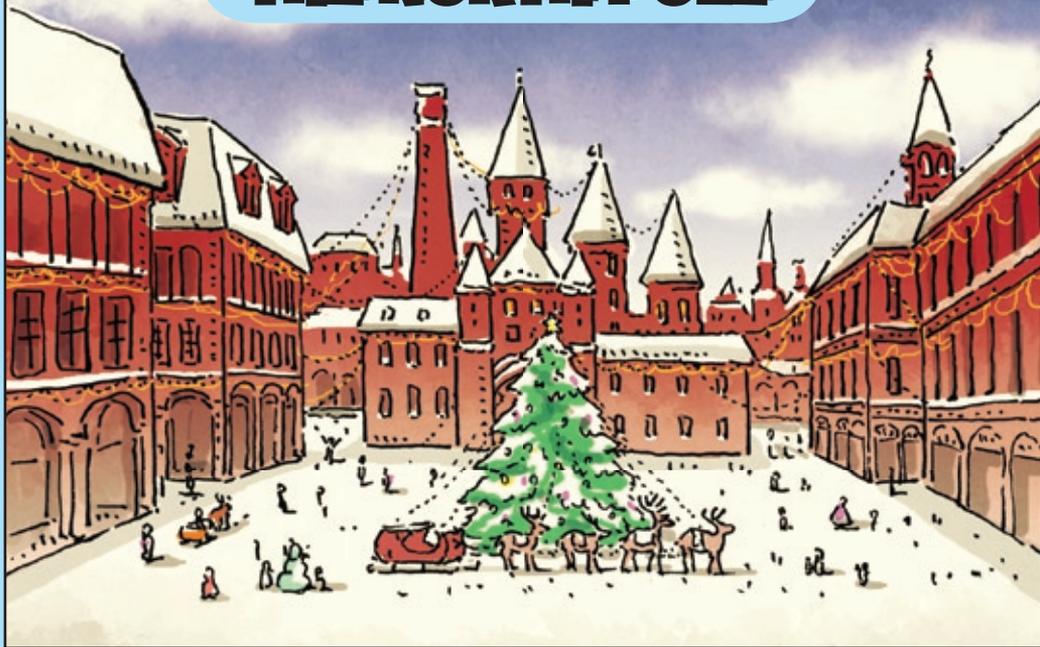
25¢

MAGIC!
MIRTH!
AND MAYHEM!

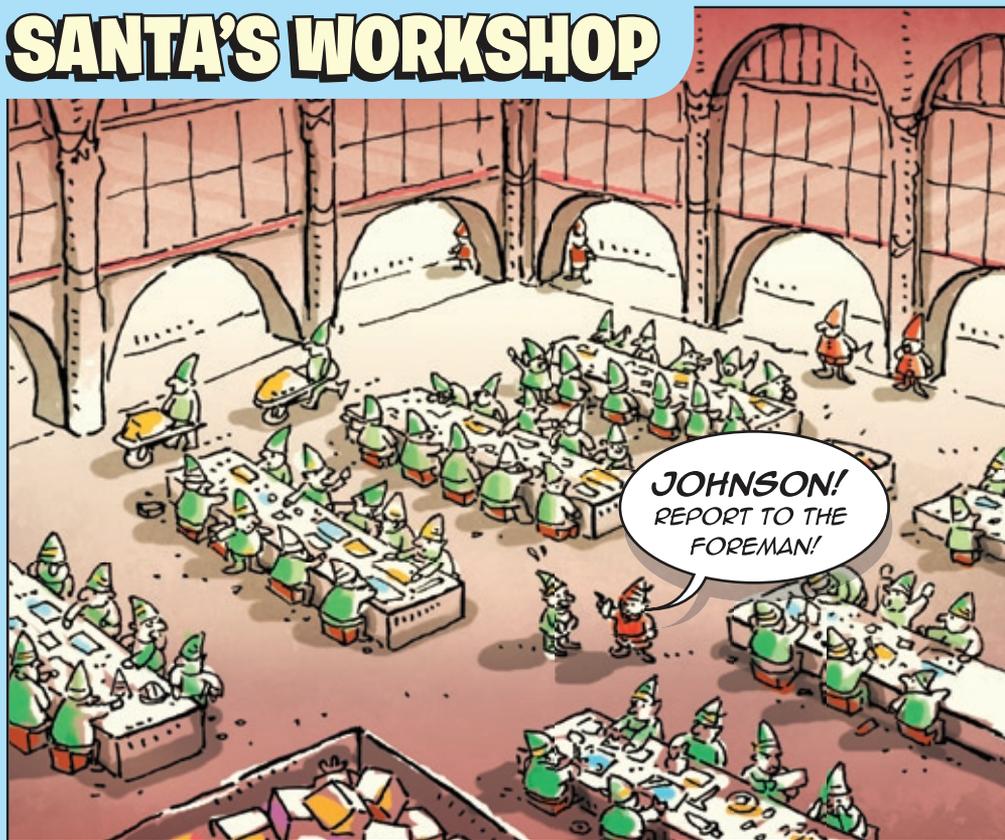


OVER 8 FUN-FILLED PAGES!

THE NORTH POLE



SANTA'S WORKSHOP



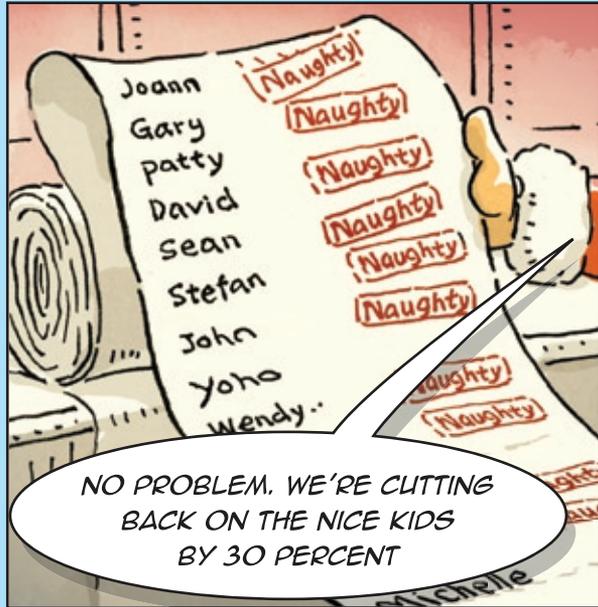


YES BOSS?

JUST GOT WORD-
WE NEED TO
CUT MORE ELVES.



AGAIN?
WE'LL
NEVER
MAKE
IT!



Joann **Naughty!**
Gary **Naughty!**
patty **Naughty!**
David **Naughty!**
Sean **Naughty!**
Stefan **Naughty!**
John **Naughty!**
Yoho **Naughty!**
Wendy.. **Naughty!**

NO PROBLEM. WE'RE CUTTING
BACK ON THE NICE KIDS
BY 30 PERCENT

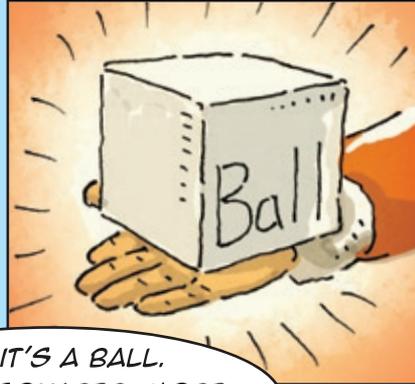


WE'RE ONLY
SELECTING KIDS
WHO WANT A BALL.



IN FACT,
WE'RE GIVING THEM
ALL THE SAME BALL

HERE IT IS!

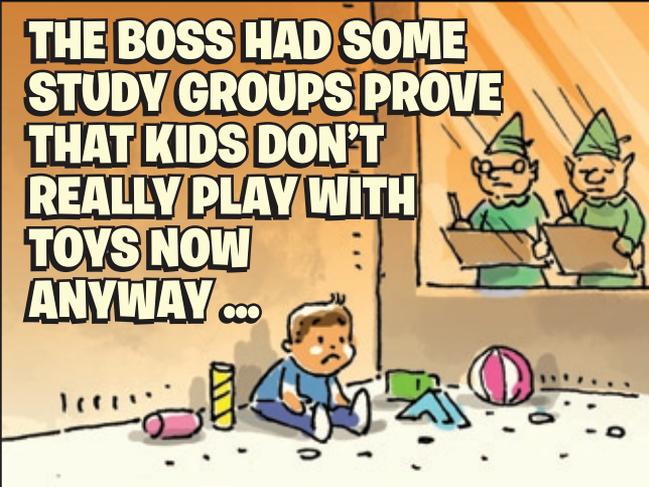


NO, IT'S A BALL.
JUST A SQUARER, MORE
COST EFFECTIVE BALL.

IT'S
A
BLOCK.

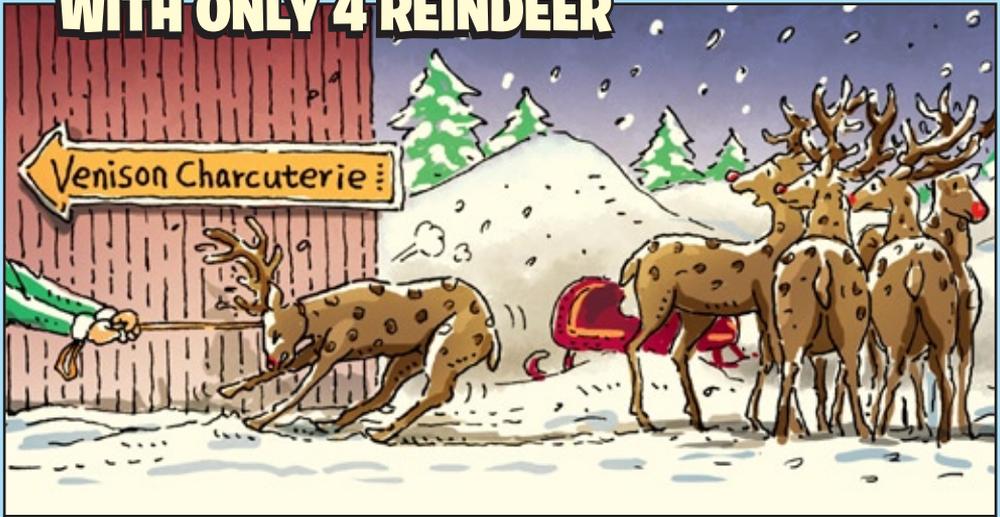


**THE BOSS HAD SOME
STUDY GROUPS PROVE
THAT KIDS DON'T
REALLY PLAY WITH
TOYS NOW
ANYWAY ...**

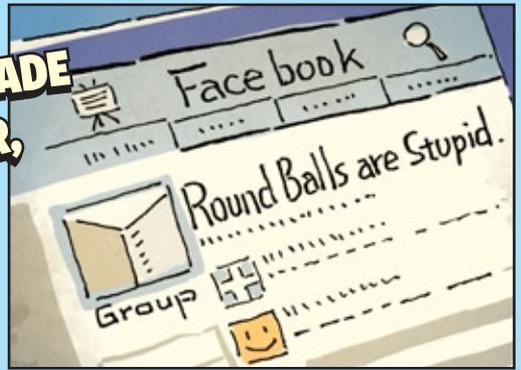


**MOST KIDS PREFER
ONLINE GIFTS.**

**THIS ALLOWS US TO DELIVER
WITH ONLY 4 REINDEER**

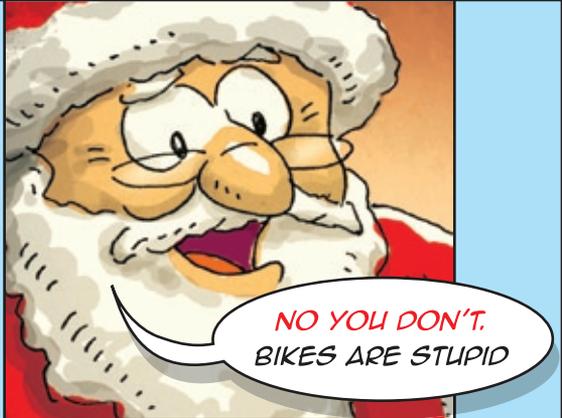


**A SOCIAL MEDIA BASED
CAMPAIGN WILL PERSUADE
ALL CONSUMERS ... ERR,
KIDS, TO SELECT THE
NEW SHAPE.**



**WE'RE TWEAKING OUR EXPERIENTIAL
MARKETING TO REINFORCE THE MESSAGE**





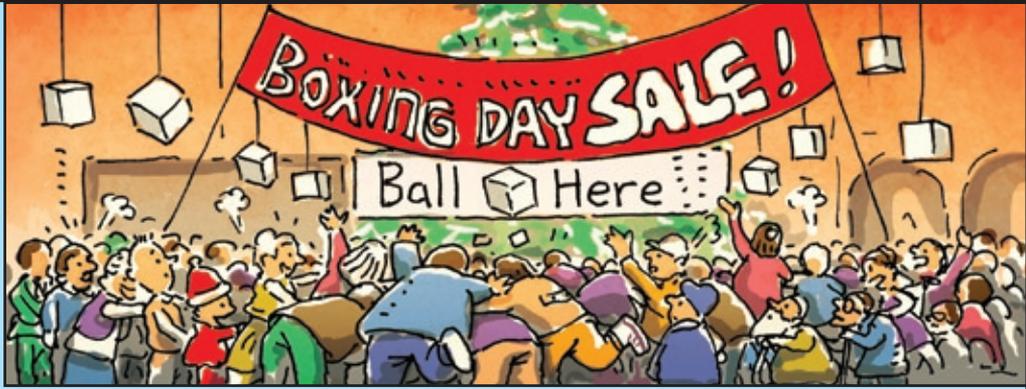
**MOVING OUR DELIVERY TO DAYTIME ON THE 22ND
INCREASES VIEWS EXPONENTIALLY.**



**THIS WILL
CREATE
A VIRAL
CAMPAIGN**



**ON CHRISTMAS DAY WE WILL DISTRIBUTE
ONE PER STREET AS A TEASE CAMPAIGN**



FORCING CONSUMERS TO BUY THE BULK OF OUR PRODUCTS ON BOXING DAY



HAPPY EASTMAS !!

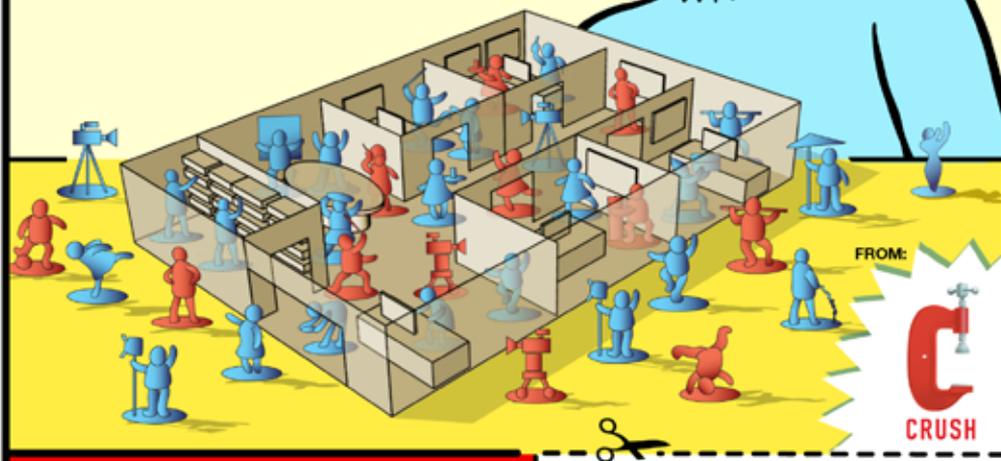
30 PC. POST SHOP SET.

MADE OF DURABLE PLASTIC, EACH WITH ITS OWN BASE

\$1.50*

**OH BOY!!!
POST-PRODUCTION!**

★ WHILE
SUPPLIES
LAST.



EACH SET CONTAINS:

8 COMPOSITORS
4 PRODUCERS
2 EXECUTIVE PRODUCERS
5 CG ARTISTS
3 DESIGNERS
AND MUCH MORE!!!

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439 WELLINGTON STREET WEST
TORONTO, ON CANADA
www.crushinc.com

HERE'S MY \$1.50!

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OFFER EXPIRES OCT. 1971