

MAD LIBS™

World's Greatest Word Game



In 1953, at an NYC apartment, Leonard Stern was searching for precisely the right adjective to describe a character's nose on The Honeymooners. Before he could finish his thought, his friend Roger Price quickly suggested clumsy and naked. After sharing a laugh about the possibilities of this nose, Stern and Price realized that the obsession over that one, perfect adjective, produced a fun word game. Mad Libs was born, 59 years later, the brand has done amazing things to make the word fart famous.



Highlights

98% brand awareness

20,000 active app users per day

Over 120 million books sold

MAD LIBSTM
World's Greatest Word Game

3,600 unique stories

Over 7.5 million app downloads

Books currently sold in over 65,000 doors



Target Audience



Kids 8-12

Families

Babysitters

Librarians

Teachers

Teens 15-18

Nostalgic
adult fans of
MAD LIBS

Men & Women
18-35

Novelty
Gift Givers



Strategy

Develop licensed
ADJECTIVE product that will appeal to both fans and current customers of Mad Libs
SUPER POPULAR GAME, as well as adult consumers who fondly
ADVERB remember MAD LIBS® from their youth

Expand on the history of the classic MAD LIBS® game, which was original developed as a cocktail party
REALLY GOOD TIME game for adults. Tap into nostalgia and retro trend, cocktail culture.

Translate hilarious
ADJECTIVE gameplay inspired
VERB by fun and edgy topics to a targeted list of product categories.



Mad Libs Retail Distribution



Books sold through over 65,000 doors



Digital

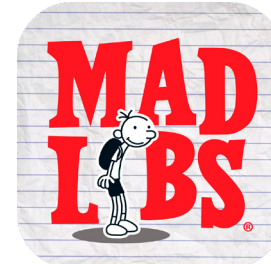
The screenshot shows the MadLibs.com website. At the top, there is a navigation bar with links for Home, History, Books, Products, Apps, Downloads, News, and Events. A search bar is also present. The main content area features a large blue banner with the text "Download the free Mad Libs iOS app!" and a sub-headline "With over 6 million downloads, the Mad Libs iOS app has an all-new look! Fill in the blanks and be the funniest person in the room!". To the right of the text is an image of a smartphone displaying the app interface, which shows a word "wacky" and a keyboard. Below the banner is a section titled "Featured books" with a row of book covers, including "Adventure Time Mad Libs", "Star Wars Mad Libs", "Mad Libs", "LEGO Star Wars Mad Libs", "Camp Diner Mad Libs", and "Adventure Time Mad Libs".

MadLibs.com

The screenshot shows the WorldsGreatestPartyGame.com website. At the top, there is a navigation bar with links for Home, History, Books, Products, Apps, Downloads, News, and Events. A search bar is also present. The main content area features a large white banner with the text "Like us on Facebook!" and a sub-headline "Post your best Mad Libs story, submit ridiculous new ideas to the Mad Libs writing team, and hear about the latest news and events!". To the right of the text is an image of a book cover for "Adult Mad Libs" with a smiling face on the cover. Below the banner is a section titled "Featured books" with a row of book covers, including "Mad Libs", "Mad Libs", "Mad Libs", "Mad Libs", "Mad Libs", and "Mad Libs".

WorldsGreatestPartyGame.com

The Original Mad Libs app is now available on iOS and Android



New Adult App coming soon!



Publishing 2015 - 2016

	Adult Mad Libs	Original Mad Libs
Fall 2015	<ul style="list-style-type: none"> • Home Sweet Home • ScarFace 	<ul style="list-style-type: none"> • Bob's Burgers • Steven Universe • Frozen • Teacher's Rule! • Edward Scissorhands • Diary of a Whimpy Kid • Big Bang Theory • Peanuts
Spring 2016	<ul style="list-style-type: none"> • New Girl • Give My Regards to Mad Libs • Country Lovin' Mad Libs • RuPaul's Drag Race • Get Inked • Modern Family 	<ul style="list-style-type: none"> • Star Trek Classic • Monster High • Game Over Mad Libs • Stewie and Brian • Clarence
Summer 2016	<ul style="list-style-type: none"> • BuFFy • Aerosmith • Florida Georgia Line • Foo Fighters 	<ul style="list-style-type: none"> • Finding Dory • Marvel Superheroes • Mighty Magiswords • Doctor Who Villains and Monsters • BFG Movie • Field Trip • Scooby Doo • NFL Player's Assoc • Star Wars VII
Fall 2016	<ul style="list-style-type: none"> • Outkast • Lynyrd Skynyrd 	<ul style="list-style-type: none"> • Magical Creatures • PowerpuFF Girls • Regular Show Holidayze • Cartoon Network Bind-Up • Muppets • Who Was... • WWE Total Divas



New Publishing Partners





Brand Timeline

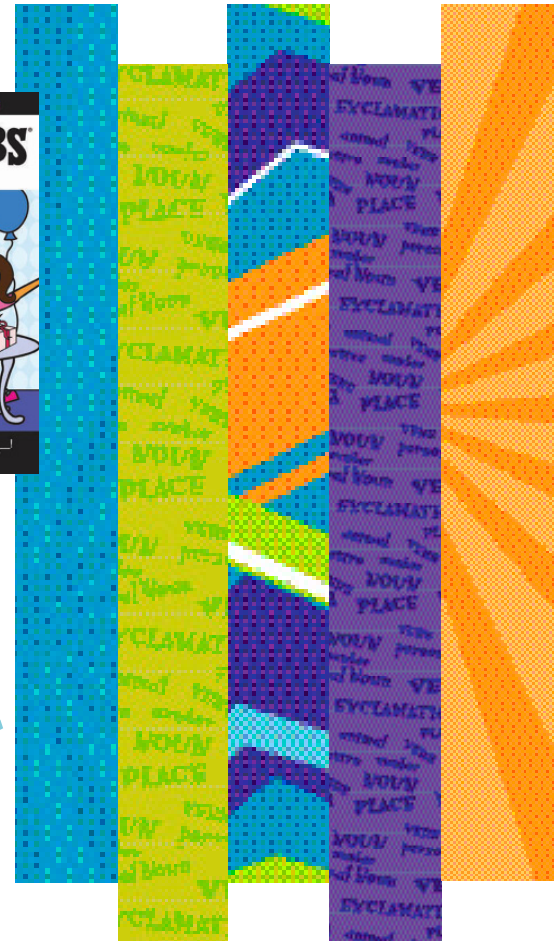
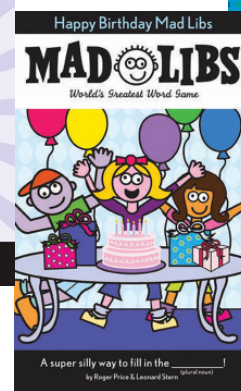
	Fall 2015	Spring 2016	Summer 2016	Fall 2016
Publishing	2 new Adult Mad Libs titles 8 new Original Mad Libs titles	6 new Adult Mad Libs titles 5 new Original Mad Libs titles	4 new Adult Mad Libs titles 10 new Original Mad Libs titles	2 new Adult Mad Libs titles 7 new Original Mad Libs titles
Digital	Original Mad Libs App released on Android New standalone Diary of a Wimpy Kid Mad Libs iOS apps	Adult Mad Libs relaunch		
Online & Social Media	Holiday promotion on all channels, including new Mad Libs holiday video and 12 Days of Mad Libs Give Away	Harlem Globetrotter partnership April Fools cross promotion with Cartoon Network	Mad Libs website redesign Brand exposure through cross promotion with licensed partners including Cartoon Network, Diary of a Wimpy Kid, Hello Kitty, and the WWE	
PR & Promotion	Mad Libs Live! show debuts in NYC Holiday press round ups	Seasonal tie-ins: Valentine's Day and St. Patrick's Day LA Times Book Festival pop-up shop	Seasonal tie-ins: Family vacation, back-to-school, and Halloween SD ComicCon pop-up shop	Seasonal tie-ins: Thanksgiving, Christmas, and New Year's Eve New York ComicCon pop-up shop
Retail	Holiday product Features all channels (Apparel, book, social expression categories)	Seasonal product Features all channels (Apparel, book, social expression categories)	Mid-tier co-brand event with SD Comicon	

*Plans subject to change



Original Themes & Artwork

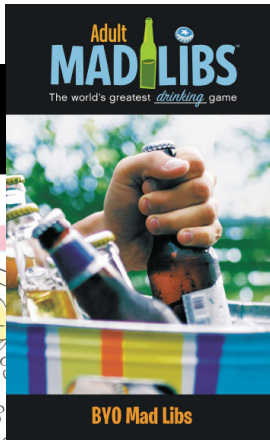
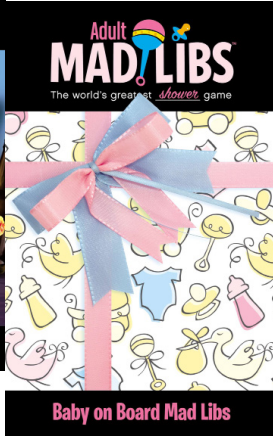
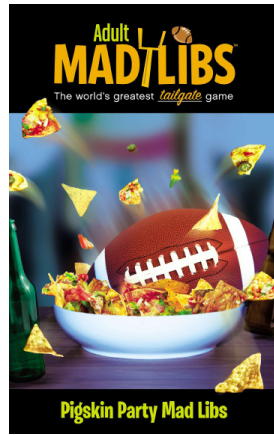
- Sports
- School
- Birthday
- Holiday
- Road trip
- Vacation
- Activity
- Theme
- Adventure
- Party





Adult Themes & Artwork

- Cocktail Party
- New Baby
- Bachelor/Bachelorette
- Super Bowl
- New Year's Eve
- Graduation
- Golf
- Awards Show
- Cooking
- Dieting
- Over the Hill
- Birthday



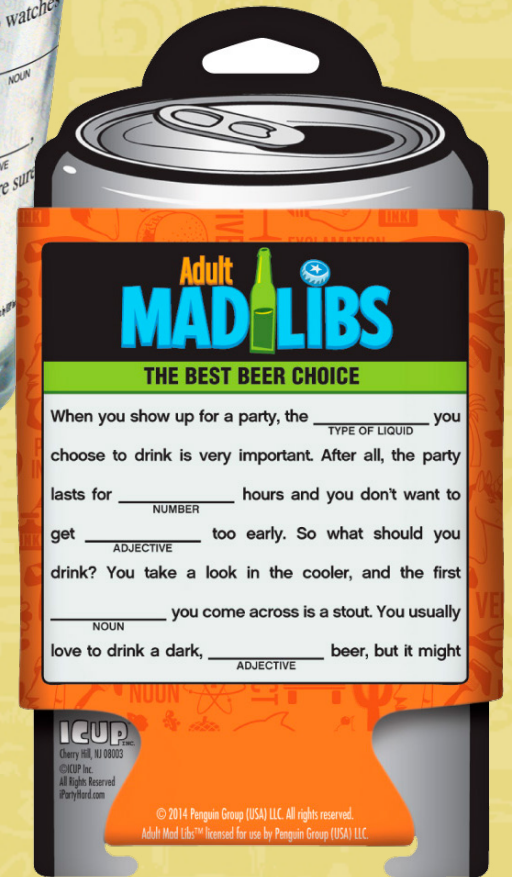
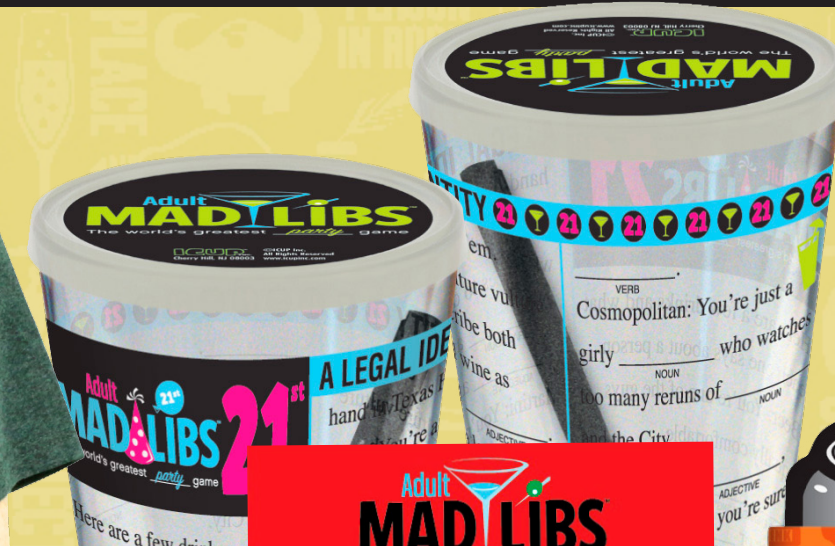


Original Mad Libs Consumer Products



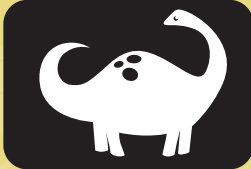


Adult Mad Libs Product Concepts



OBJECT IN ROOM

ANIMAL



Stephanie Sabol

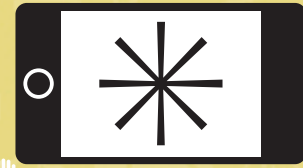
Director of Brand Management

Penguin Young Readers Group

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ADVERB



TELEVISION SHOW



NOUN

PERSON IN ROOM

ADJECTIVE

NOUN



MAD LIBS™

World's Greatest Word Game

