

Rubik's
PROMOTION

40th
ANNIVERSARY

Rubik's
PROMOTION





Erno Rubik Inventor of the Rubik's Cube

LET THIS MAGICAL OBJECT SPEAK FOR YOUR ENTERPRISE

YOUR 3D MEDIA

- ❏ Playful and engaging
- ❏ Captivating almost everyone
- ❏ Communicating intuitively
- ❏ Large printing area for your pictures and messages
- ❏ Landing on your Employee's desk or in your Client's hands





**INTERNAL
COMMUNICATION**



CORPORATE VALUES



**EMPLOYER BRANDING +
RECRUITMENT**



ANNIVERSARY

**GET YOUR
MESSAGE
ACROSS!**



PRODUCT SHOWCASE



PRODUCT LAUNCH



TRAINING



EVENT GIVEAWAY

HISTORY OF RUBIK'S CUBE

1944

Ernö Rubik is born in Budapest Hungary

1974

Ernö Rubik develops a movable art piece for his students in architecture

1979

Tom Kremer negotiates and signs the distribution license

1975

Ernö Rubik patents the 'Magic Cube' as a puzzle

1980

The 'Magic Cube' is renamed 'Rubik's Cube' and launched at the toy fairs of London, Paris, Nuremberg and N.Y.

1999

Rubik's Cube received a three-dimensional trademark on its shape

2018

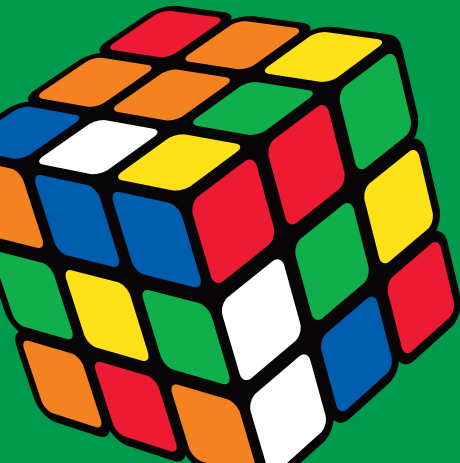
McDonald's launches a multi-territory Rubik's Cube Happy Meal promotion

2017

Rubik's enjoys a record year of sales since the Rubik's craze of the 80's!

2020

RUBIK'S brand 40th Anniversary





98%
BRAND AWARENESS



**BEST-SELLING TOY IN
HISTORY**



**BEST -SELLING TOY
IN THE CATEGORY OF
PUZZLE & BRAIN TEASER**

**450
MILLION**
RUBIK'S CUBES SOLD
WORLDWIDE

**BE
ICONIC!**

RED BULL
SPONSORS SPEEDCUBING WORLD
CHAMPIONSHIP FROM 2018



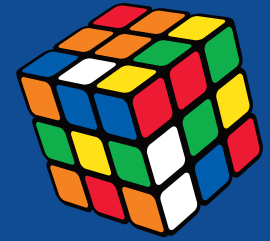
**9.5
MILLION**
WEBSITE VISITORS
PER ANNUM

#7 MOST SEARCHED TERM ON
GOOGLE
'YEAR IN SEARCH FOR 2017'

 **HOW TO SOLVE
THE RUBIK'S CUBE**

**2.5
MILLION**
MINUTES OF RUBIK'S RELATED
CONTENT WATCHED ON
YOUTUBE
IN 2017

CONTENTS



THE ICONIC LINE

8 RUBIK'S 3x3

9 SPECIAL FINISHINGS & PACKAGINGS

NEW **10** RUBIK'S MINI

10 RUBIK'S KEYCHAIN 3x3

NEW **10** RUBIK'S KEYCHAIN 2x2

NEW **11** RUBIK'S EDGE

12 RUBIK'S SPINNER

12 RUBIK'S TWIST

12 RUBIK'S TWIST MINI

TECHNOLOGY LINE

14 RUBIK'S WIRELESS CHARGER

15 RUBIK'S POWERBANK

15 RUBIK'S FLAT POWERBANK

16 RUBIK'S BLUETOOTH SPEAKER

17 RUBIK'S MOBILE CHARGING CABLE SET

18 RUBIK'S FLASHLIGHT

18 RUBIK'S USB MINI

STATIONERY LINE

20 RUBIK'S HIGHLIGHTER

20 RUBIK'S BALL PEN

21 RUBIK'S PEN POT

AUGMENTED REALITY

NEW **25** FACE TRANSFER

26 VIDEO

27 3D LOGO

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THE ICONIC CUBE LINE



RUBIK'S 3x3

The Masterpiece that made RUBIK'S a household name, but also the most effective 3D Media able to associate all its values (Iconic, Smarts and Creativity) to your Brand and Messages.

Features:

- Full 6-side color label customization
- Stand available in black or transparent color

Size : 57 x 57 x 57mm

The Original since 1980

**Rubik's is protected by
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Design examples



1 side
Logo



6 sides
Multiple Logos



6 sides
Images & Messages

SPECIAL FINISHINGS

- 5 Colors
- Matt finish
- UV spot
- Mylar Metallic finish



Swatch book



Mylar Metallic Finish

SPECIAL PACKAGINGS

- 4C printed box
- Acrylic Box
- PET box with insert



Acrylic box



4C Printed box



Transparent PET box

NEW



RUBIK'S MINI

Pocket version of the iconic Rubik's Cube 3x3. Perfect for large volume campaigns.

Features :

- Full color label customization

Size : 34 x 34 x 34mm

RUBIK'S KEYCHAIN 3X3 AND 2X2

Keychain version, providing good exposure and fantastic Value-for-Money.

Features :

- Full color label customization

Size : 34 x 34 x 34mm / 23 x 23 x 23mm

NEW



RUBIK'S EDGE

NEW

A Twist of the Classic – This new Rubik's with the familiar look of the 3x3 Cube allows new movements and shapes. Easier to solve, the EDGE is an invitation to play and a very effective 3D Media, communicating intuitively every time you take it in your hands.

Features:

- All blocks can be twisted
- Full color customization

Size : 57 x 57 x 18mm



RUBIK'S SPINNER

Spin it, Twist it, Brand it! Have fun and be engaged with unique Twisting blocks feature.

Features:

- Full color label customization
- Blocks can twist

Size : 60 x 60 x 11mm



RUBIK'S TWIST AND TWIST MINI

Invented by Ernő Rubik himself. This creative puzzle allows amazing figures to take form. Available in 24 sections and 12 sections (Twist Mini)

Features :

- Full color label customization

Size : Regular 24 x 17 x 405 mm

Mini 24 x 17 x 203mm



Twist Mini



**TECHNOLOGY
LINE**

RUBIK'S WIRELESS CHARGER

A great 3D Media designed to stay on users desk and offer a large branded area.

Features:

- Full color customization
- 5 W and 10 W versions available
- Extendable stand that tilts the charger for comfortable screen viewing

Size : 84 x 84 x 10mm



5 or 10W
Versions available

RUBIK'S POWERBANK

Fun and Handy puzzle – This Powerbank charges your devices everywhere you go, but also communicates playfully around your Brands or Products portfolio, company values...

Features :

- Full color label customization
- 2200 or 2500mAh

Size : 104 x 25 x 25mm



RUBIK'S FLAT POWERBANK



A slim 4000mAh Powerbank that charges your devices wherever you go – Offers large printed areas for your Brand and messages.

Features :

- Full color label customization
- 4000mAh

Size : 89 x 89 x 12mm

RUBIK'S BLUETOOTH SPEAKER



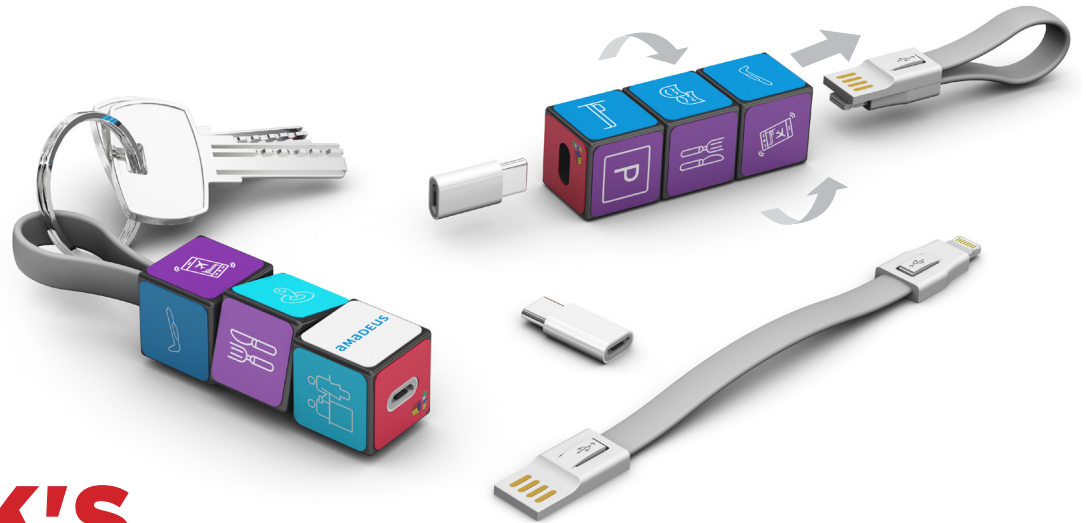
The Rubik's Bluetooth Speaker plays your favourite tune on the go and serves as an effective 3D Media associating all the values of the 3x3's (iconic, smarts, and creativity) to your Brand and Messages !

Features:

- Bluetooth compatible
- Full 6-side label customization

Size : 70 x 70 x 70mm





RUBIK'S MOBILE CHARGING CABLE SET

A Creative and communicative companion that allows you to charge your phone from any USB port. Designed to be fixed on your keychain or bags.

Features :

- Full color customization
- Works on all phones
- Charge and Data enabled

Size : 20 x 20 x 57mm



USB-C

Micro USB

Lightning



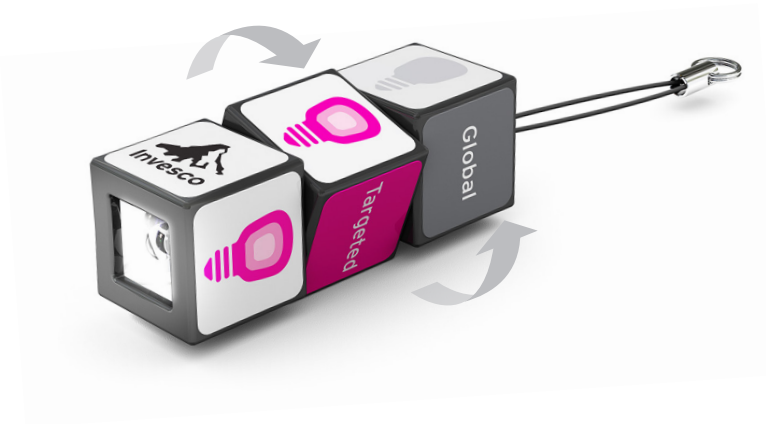
RUBIK'S FLASHLIGHT

Compact and Powerful, with a fun switch-ON mechanism: The LED lights-up by twisting the bottom block. A nice idea to communicate playfully around your Brands or Products portfolio, company values...

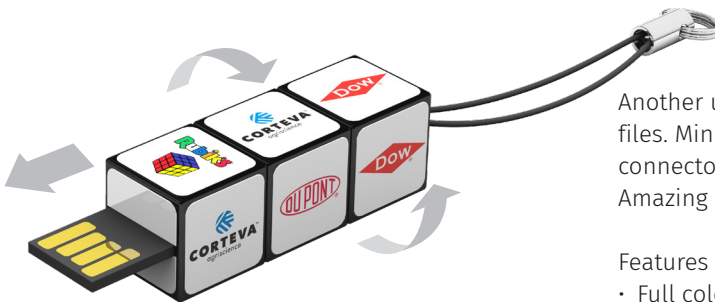
Features :

- Full color label customization
- String to attach it to you key chain

Size : 20 x 20 x 60mm



RUBIK'S USB MINI



Another useful accessory to store or transfer your important files. Mini size, ingenious twist mechanism to slide the connector in and out, a string to fix it on your keychain. This Amazing USB drive got it all!

Features :

- Full color label customization
- Memory from 2 to 32Gb
- String to attached it to you key chain

Size : 17 x 17 x 51mm

**STATIONERY
LINE**



RUBIK'S HIGHLIGHTER

A unique set of 3 highlighters with sliding blocks and a magnetic system that hold them together. Once the user finishes highlighting, this set turns into a fun 3D Media inviting him to slide blocks and find the right magnetic position to recompose your logo and messages hence memorizing it.

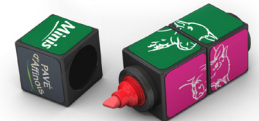
Features:

- Full color label customization
- Each marker has 2 magnets that hold the set together

Size : 57 x 20 x 20mm



Also available in individual
1pc format



RUBIK'S BALL PEN

The Rubik's Ball Pen is a challenge that is fun to solve and provides a refreshing break for the mind. The sections of the pen cap rotate like a Rubik's Cube: You have to twist and align the blocks by recomposing the Brand and messages printed on it, to remove the cap. An effective way to memorize it !

Features:

- Full color label customization
- Align the logos to unlock the cap

Size : 17 x 17 x 130mm

RUBIK'S PEN POT

A creative office stationery designed with sliding blocks and magnetic panels to store paper clips. The Rubik's Pen Pot is a great 3D Media to associate all the 3x3 Cube values of iconic, smarts, and creativity to your Brand and Messages!

Features:

- Using Magnets to store paperclips
- Full color customization

Size : 70 x 70 x 70mm



MORE ENGAGEMENT WITH OUR AR OPTION



WHAT IS AR?

AR is an Option available for most of our 3D Media, using your mobile phone to generate Engaging Branded Experiences

HOW IT WORKS?



Download the Neutral app



Frame the face with the AR Logo and enjoy the experience



Share it with your network



Track campaign results via our platform

NEW



Face Transfer



Video



3D Logo

WHY ADD AR TO YOUR 3D MEDIA?

Adding AR to your campaign increases user engagement and recall, especially with Millennials* who are able to share their experience and thus your brand through social media channels.

**Engagement :**

From AR Magic to Logo gamification

**Media Value :**

Video adds Media Value to the Product

**Social Sharing :**

Our Social Media Sharing feature gives Visibility to your Brand

**Proof of Effectiveness :**

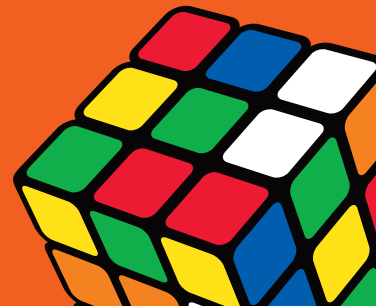
Tracking turns blind communication into Proven Marketing Results

**Cost Effective :**

From USD300 per campaign

WHY IS ENGAGING MILLENNIALS KEY?

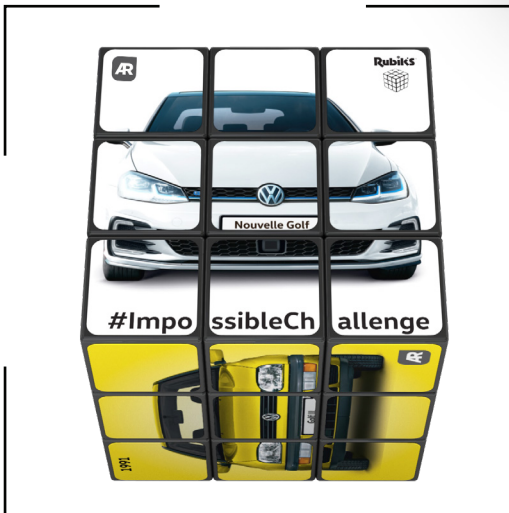
- Millennials already are the largest segment in the workplace. Within 2020, 50 percent of the US workforce is expected to be made up of Millennials.
- It will be 75 percent by 2030, according to the US Bureau of Labor Statistics (Oct 9, 2018).
- Those numbers are even higher in other areas such as Asia where they should make up to 75 percent of all employees by 2025.



AR FACE TRANSFER

A brand-new AR option designed for Millennials. This option allows users to digitally personalize your branded Cube with their pictures or selfie, and share it on Social Media !

- Adds magic to your messages
- Gamifies your Brand
- Associates the user to your Brand
- Gives you extra visibility on Social Media



TRY ME



Request your
demo sample

AR VIDEO OPTION

This option provides an additional layer of excitement to the message printed on the cube adding motion, sounds and music to the static pictures.

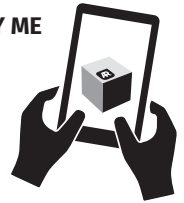
A amazing experience that can be shared on Social Media.

- Allows Brands to deliver a video message, presentation, or advertisement
- Gives you extra visibility on Social Media



TRY ME

Request your
demo sample



AR 3D LOGO

An option adding magic to your campaign, with a virtual logo the user can interact with. An amazing experience that can be shared on Social Media.

- Adds magic to your messages
- Gamifies your Brand
- Gives you extra visibility on Social Media



TRY ME



Request your
demo sample



Test the magic of the Rubik's Cube
by ordering your free sample today!

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