

SEASON
2020/21



Topps
MATCH
★★★★★
ATTAX
TRADING CARD GAME



LAUNCH
DECK

Welcome to Match Attax 2020/21

GET READY FOR THE BRAND NEW SEASON!

MATCH ATTAX 2020/21 FEATURES FOOTBALL'S BIGGEST STARS FROM THE UEFA CHAMPIONS LEAGUE AND UEFA EUROPA LEAGUE. YOU WILL BE CLOSER THAN EVER TO YOUR HEROES WITH PLAYERS LIKE MESSI, HAALAND, MBAPPÉ, NEYMAR, SANCHE & STERLING WAITING TO BE FOUND!

HERE'S WHAT TO LOOK OUT FOR...

BASE CARDS – REGULAR PLAYER CARDS, ALL ROUNDERS & CLUB HEROES!

FOIL CARDS – STAR PLAYERS, RISING STARS, STAT-BOOSTED MAN OF THE MATCH, TOP-SCORING HAT-TRICK HEROES & THE MATCH ATTAX 20/21 100 CLUB!

GET A GUARANTEED SHINY CARD IN EVERY PACK!

LOOK OUT FOR EPIC LIMITED EDITION CARDS INSIDE LUCKY PACKS!

PACKS AVAILABLE: MULTIPACK, COLLECTOR GAME PACK, SMART PACK, CARRY BOX, BONANZA PACK.



Match Attax 2020/21



SKU Details



MULTI PACK

14 Regular cards
5 Foil cards
1 Random LE card
1 Random Supersized card
1 Digital Code
1 LE Digital code
Quiz n Win 1:3

INR 99/-



COLLECTOR GAME PACK

20 Regular cards
8 Foil cards
2 Assured LE Cards
1 Assured Supersized card
1 Digital Code
1 LE Digital code
1 Collector Binder
1 Double Game Mat
1 Quiz n Win Coupon

INR 499/-



SMART PACK

104 Regular cards
17 Foil Cards
4 Assured LE Cards
2 Assured Supersized cards
1 Digital Code
1 LE Digital code
1 Double Game Mat
1 Quiz n Win Coupon

INR 699/-



CARRY BOX

180 Regular Cards
33 Foil Cards
7 Assured LE Cards
3 Assured Supersized Cards
1 Digital Code
1 LE Digital code
1 Double Game Mat
1 Quiz n Win Coupon

INR 999/-



BONANZA PACK

173 Regular Cards
38 Foil Cards
9 Assured LE Cards
5 Assured Supersized Cards
1 Digital Code
1 LE Digital code
1 Collector Binder
1 Double Game Mat
1 Quiz n Win Coupon

INR 1499/-

SKU Details



SMART PACK

COLLECTOR GAME PACK

BONANZA PACK

MULTIPACK

CARRY BOX

ITEM DESCRIPTION	MRP	BARCODE	INNER / OUTER PACKAGING
Multi Pack	99	5053307049925	12/144
Collector Game Pack	499	5053307049932	10
Smart Pack	699	5053307049949	32
Carry Box	999	5053307049956	16
Bonanza Pack	1499	5053307049963	10

Digital Code/ LE Digital Code

Scan barcode available in pack

Download the app & login



Unlock players to play



Collect
digital cards

Challenge
your friends

Enter weekly
tournaments

Win Rewards

Quiz N Win Instant Gratification



Consumer buys the product, lucky packs include Quiz n Win coupon

Consumer plays Quiz n Win and scratches the answer. Right answer reveals the prize

Consumer redeems the prize instantly at the retail store by submitting the coupon.

Marketing Campaign

DIGITAL

- Special campaign on website
- Exclusive promotions and ads on Facebook
- Contest promotions on Instagram
- YouTube buzz creation
- Digital game codes which can be used on the Match Attax App

RETAIL

- POS

QUIZ n WIN REWARD PROGRAM

- A lot of amazing prizes to be won



THANK YOU