



DREAMWORKS

Trolls

**ONLY IN THEATERS
NOVEMBER 17, 2023**

Promotional Period: October - December

TROLLS 3 + ICEE



- Trolls branded flavor IDs & translite available and custom Point of Sale
- 16oz. ICEE + Trolls 3 Cup. High end cup with colors and branding!
 - *This cup will replace all existing 16 oz. ICEE cups in the market Oct.-Dec.*
- Social media campaign & sweepstakes. Grand Prize winner is 5,000 Prize to LA with one of a kind Trolls 3 themed experiences!



FIRST FILM SUCCESS
\$350M
GLOBAL BOX OFFICE

#2 ANIMATED HOME ENTERTAINMENT TITLE OF 2017

CP SUCCESS
DIGITAL CONTENT
HIT NETFLIX SHOW
8 SEASONS

The complex block features a purple-to-blue gradient background. On the left is a 3D rendering of the character Poppy from the movie Trolls 3. She has bright pink hair in a large, bushy style, a green flower crown with blue and yellow flowers, and is wearing a teal dress. To her right, white text with a slight shadow effect lists achievements: "FIRST FILM SUCCESS \$350M GLOBAL BOX OFFICE", "#2 ANIMATED HOME ENTERTAINMENT TITLE OF 2017", and "CP SUCCESS DIGITAL CONTENT HIT NETFLIX SHOW 8 SEASONS". Horizontal lines separate the text sections.

TROLLS 3: 16oz. CUP



This cup will replace all existing 16 oz. ICEE cups Oct – Dec.



The two (2) variations that will be mixed in the same case.

TROLLS 3: TRANSLITE & FLAVOR IDS



Use any combination of these graphics to bring Trolls 3 to life with ICEE customers

TROLLS 3: TRANSLITE & FLAVOR IDS



Cherry and Blue Raspberry can be swapped out everywhere!

Bring even more excitement by running an LTO with Pink Watermelon, Lemonade, or White Cherry!



TROLLS 3: J&J RETAIL BOXES



JJSF ICEE frozen novelty boxes will be rebranded during the film's promotion period in retail stores and club!

