Ad for Tonka Trucks

Competitor-Play-Doh

Visual- Simple imagery of a Tonka Steel Classic Pick Up rolling over a well-made car molded out from Play-Doh. The Play-Doh car will be in the process of being “rolled over” and smashed by the Tonka Pick-Up. The vehicles will be facing lightly left so the full view of the car being smashed car and still see the front of the car bubbling out from the pressure of the Tonka Pick-Up. This will show off the Tonka logo on the on the Pick-Up’s side.

Headline- It was cute while it lasted.

Body Copy- Spend your dough on something sturdy, not salty. Tonka Pick-Up’s won’t crumble under pressure. Get the real thing at hasbro.com/tonka.