

# Mini Kitties



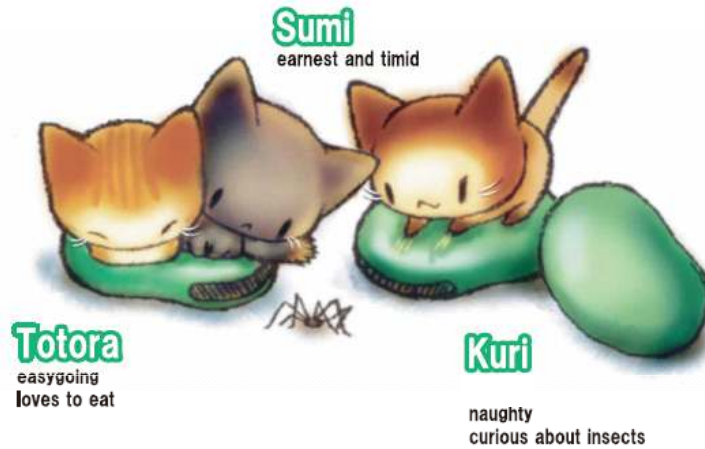
# Story

The adventures of three cat brothers and sisters that are teeny-tiny! Thirteen entertaining comics have been made so far, with the stories incorporating seasonal themes to show the kitties' lives throughout the year.

A heartwarming series focusing on the concepts of nature and family love. The cuteness of the kitties will definitely warm your heart!



# Characters/Keywords/Target



## Keywords

1. Cat
2. Bean
3. Heartwarming Cuteness
4. Nature
5. Family Love

## Target

Primary: Female junior high school students to young female office workers  
Secondary: Elementary school students



# Products



Currently Sold at Kiddy Land, one of the largest toy retailers in Japan  
<http://www.kiddyland.co.jp/item/character/tcm>



# Awards and Takara Tomy A.R.T.S.

Mini Kitties won two awards at the “Tokyo Contents Market” organized by The Japan International Contents Festival, the world's largest comprehensive contents festival covering games, animation, manga, characters, broadcast, music and film.

- TCM Supporters Award
- TCM Dream Tribe Award

<http://tcm2009.jp/award.html>



## Official Website

<http://mameneko.chu.jp/>

New Stories and Up-to-date information about your favorite mini kitties!

Meet all the Mini Kitties characters!



# Product Development by Takara Tomy A.R.T.S.

Takara Tomy A.R.T.S. produces popular toys including **Pokemon** figures/mascots, **Tomica** toy cars, and **Disney** character goods



Mini Kitties products are proud to join the prestigious Takara Tomy A.R.T.S lineup



# Media Coverage

“Mini Kitties” products by Takara Tomy A.R.T.S. were featured by Nikkei MJ and Nikkan Sports



Nikkei Marketing Journal January 20, 2010



The Nikkan Sports News, January 22