

# Art Department



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**Lunchables**

Princess today.  
President tomorrow?

Kids are full of potential. And unlocking it starts with a great sandwich.  
New LUNCHABLES Turkey & Cheddar Sub – made with 100% turkey breast and bread made with whole grain.

it doesn't get better than this

**Lunchables**  
NEW! Turkey + Cheddar  
made with whole grain

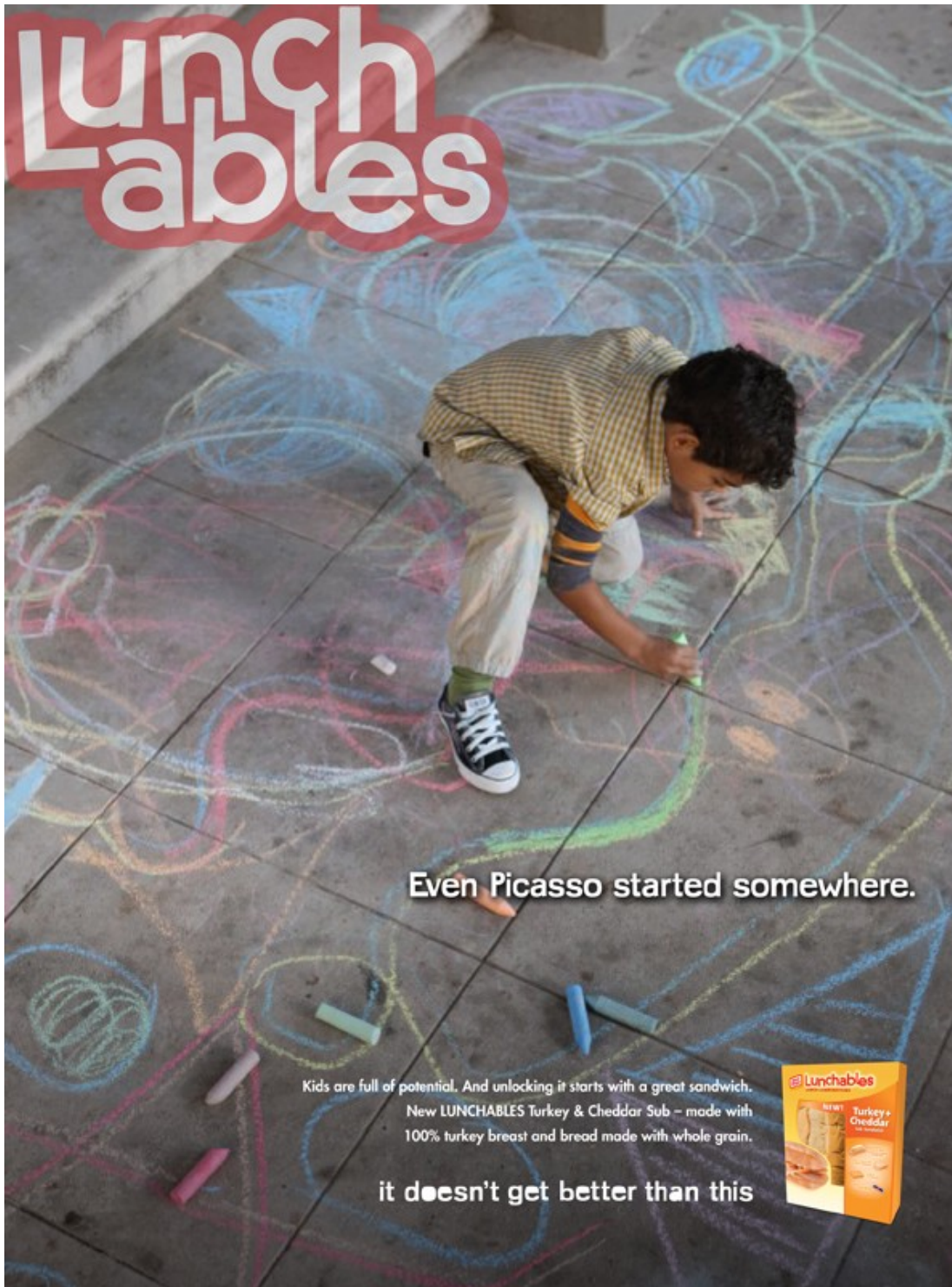
© 2010 KRAFT Foods

The advertisement features a young girl in a light blue tutu and crown, jumping joyfully in a grassy yard. In the background, there is a white house and a large tree. The Lunchables logo is in the top left. The central text asks 'Princess today. President tomorrow?'. Below that, it says 'Kids are full of potential. And unlocking it starts with a great sandwich. New LUNCHABLES Turkey & Cheddar Sub – made with 100% turkey breast and bread made with whole grain.' At the bottom, it says 'it doesn't get better than this' next to a box and several Lunchables sandwiches. A small copyright notice '© 2010 KRAFT Foods' is on the right edge.

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**Lunchables**

Even Picasso started somewhere.

Kids are full of potential. And unlocking it starts with a great sandwich.  
New LUNCHABLES Turkey & Cheddar Sub – made with  
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it doesn't get better than this



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Lunchables

Gravity doesn't stand a chance.

Kids are full of potential. And unlocking it starts with a great sandwich.  
New LUNCHABLES Turkey & Cheddar Sub - made with  
100% turkey breast and bread made with whole grain.

it doesn't get better than this

© 2010 KRAFT Foods

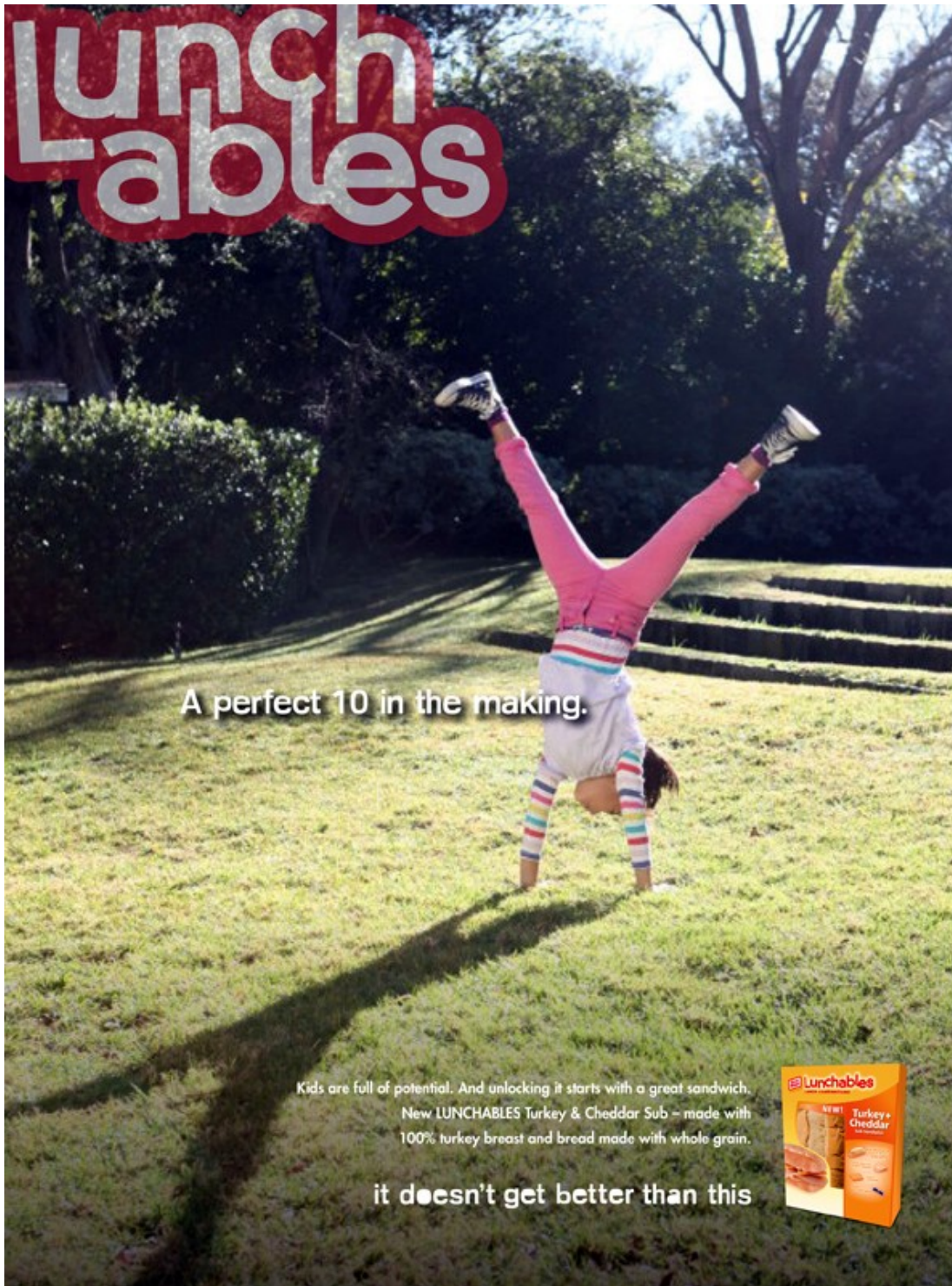
Lunchables  
NEW!  
Turkey & Cheddar  
Sub

The advertisement features a young skateboarder in mid-air, performing a trick. The skateboarder is wearing a green helmet, a red and black plaid shirt, black pants, and black and white sneakers. The background is a blue sky and a grey wall. In the bottom right corner, there is a box of Lunchables Turkey & Cheddar Sub and several sandwiches. The text 'Lunchables' is written in a large, stylized font at the top left. The slogan 'Gravity doesn't stand a chance.' is centered in the middle. The main body of text describes the product and its ingredients. The phrase 'it doesn't get better than this' is at the bottom. A small copyright notice is on the left side.

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**Lunchables**

A perfect 10 in the making.

Kids are full of potential. And unlocking it starts with a great sandwich.  
New LUNCHABLES Turkey & Cheddar Sub – made with  
100% turkey breast and bread made with whole grain.

it doesn't get better than this



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**Lunchables**

Unstoppable.

Kids are full of potential. And unlocking it starts with a great sandwich.  
New LUNCHABLES Turkey & Cheddar Sub – made with  
100% turkey breast and bread made with whole grain.

it doesn't get better than this



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Color  
Outside  
THE Lines

We're crushing on bright jewel tones for baby (us too!). Pick shorts, tanks, and one-pieces in lush emerald, ruby, and aqua. Our must-buy outfit? The coolest contrast stripe T, bright shorts, and fedora.

[SHOP THE RAINFOREST COLLECTION](#)

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Beach time! Pick bubble trunks and water shoes.

Photo op! Comfy pull-on cargos + bright polo + sunny extras.

## GLOBE CRAWLERS

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# Art Department



Precious  
Gems

We're crushing on bright jewel tones for baby (us too!). Pick skinnies, tunics, bodysuits, and dresses in lush emerald, ruby, and aqua. Our must-buy outfit? The pleated tank twirler and cozy card.

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## GLOBE CRAWLERS

Outfit baby's first vacation in vibrant hues and prints that pop. We're packing easy dresses in cherry dots for her and classic blue stripes for him. What's on your packing list?

**SHOP THE CAPRI COLLECTION**



Spish splash! Just add shades.



Boardwalk in twirlers and sun hats.



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## Play CROQUET?

Summer party pieces with mini-mod appeal.  
Think printed shorts, little-man layers,  
and our cheekiest graphics yet (mustache ♥!).

**SHOP THE LAWN PARTY COLLECTION**



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Obsession du Summer:  
**THE GARMENT-DYED SHORT**

We're in love—it's our perfect short for the sunny season ahead. In seven (lucky!) colors, we're buying a different pair for every day. Sport yours with graphics, denim, and pretty little flops!

SHOP SHORTS

A promotional advertisement for 'The Garment-Dyed Short' featuring three young girls. Each girl is wearing a light blue denim jacket over a white t-shirt with a colorful graphic. They are also wearing different colored shorts: purple, lime green, and pink. All three are wearing red and white striped sandals. The girls are posing in various ways: one with one leg raised, one standing straight, and one with one arm raised and one leg bent. The background is plain white, and the entire advertisement is framed by a blue border.

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**4TH OF JULY  
BLOCK PARTY**

Roll-up shorts + stripey pullover— perfect for nighttime firework viewing.

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**4TH OF JULY  
BLOCK PARTY**

A stripey dress — with the cutest back detail ever — plus sunny sandals.

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**PJ Party**

Exclusively Online: New 3-Piece Sleep Sets  
Think **1 top + 2 bottoms** (one short, one pant).  
We say the BEST things come in threes, but  
you tell us. We dare you not to try them!

**SHOP SLEEPWEAR**



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**Let's Jammie!**  
Introducing... **Sleep Separates!**  
Four new tight-fit jammie pieces (2 tops, 2 bottoms) to **mix and match**—and make all your own!  
We like shorts and long-sleeve tops for spring bedtimes, what will your favorite combo be?  
**SHOP SLEEPWEAR**



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**Ready, Set, Sleep!**

Moms—and kids—love our **mix and match PJ's** for school nights and lazy weekends. Just in? **NEW** sleep graphic T's and shorts in plaids and supersoft French terry knits.

[SHOP SLEEPWEAR](#)



This TX grandma raves:  
"My grandson says they are so comfortable and cool that he refuses to wear any other PJ's."

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**SUPER  
STYLE**

**24/7**

Calling all heroes! Sport your favorite super powers (Captain America, Spider-Man, more!) at the playground—and the pool. Our favorite? The fiercely awesome Wolverine trunks and rash guard.

**SHOP JUNK FOOD™ POOL/PLAY STYLES**

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