

DREAMWORKS

# the BAD GUYS

**SHOWCASE  
CATALOGUE  
2022**



 **SCHOLASTIC**

 **DREAMWORKS**

DreamWorks The Bad Guys  
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AUSTRALIA'S OWN HIT SERIES IS TAKING THE WORLD STAGE!

DreamWorks Animation presents

# the BAD GUYS

IN CINEMAS MARCH 2022

The most anticipated Children's film for 2022, with an estimated Box Office intake of **\$15 MILLION** and a media spend of **\$2 MILLION** in Australia alone.



THE BOSS BABY: FAMILY BUSINESS  
in cinemas November 2022

This movie is comparable to *Shrek*, *Trolls*, *Madagascar*, *Kung Fu Panda*, *The Boss Baby*, *The Croods 2* and *How To Train Your Dragon*!

*How To Train Your Dragon 3* had a \$3 MILLION media budget and \$19 MILLION box office intake!

*The Croods 2* had a \$2.6 MILLION media budget with a box office intake of \$20 MILLION!

*The Boss Baby: Family Business* with a media budget of \$2.3 MILLION is expected to take \$15 MILLION in the box office—this film comes this November!

OUR BIGGEST SERIES IS ABOUT TO GET

# BIGGER!



We have over **3 MILLION** in print in ANZ!

We have sold a Bad Guys book in Australia **EVERY 2 MINUTES** since the series first published in 2015.



We now have over **15 MILLION** copies in print worldwide!

With every new release, sales are **INCREASING** on a title by title basis.



This #1 *New York Times* bestseller has featured on the list for over **113 WEEKS!**

Since first publication in 2015, Bad Guys has consistently been a **TOP 3** best-selling Australian series!



When the first *Hunger Games* movie was released, sales increased **TEN-FOLD**, and we sold over 3 million copies across the series within a 4 month period!

When the *Captain Underpants* movie was released, sales increased **FOUR-FOLD**, and we sold over 1 million copies across the series within a 4 month period!







# THIS IS YOUR OPPORTUNITY TO CAPITALISE ON THE BAD GUYS MOVIE RELEASE!

THERE IS HUGE SALES POTENTIAL FOR YOUR BOOK MARKET FOR ANY ESTABLISHED BOOK FRANCHISE:



The Hunger Games movie released in 2012—**840%** increase in book sales during release!

Diary of a Wimpy Kid movie released in 2010—**360%** increase in book sales during release!



Captain Underpants movie released in 2017—**280%** increase in book sales during release!

THEATRICAL FILM RELEASE LEADS TO A HUGE INCREASE IN BOOK SALES—

# STOCK UP NOW!

# NOW IN FULL COLOUR!

## THE BAD GUYS: EPISODE 1: FULL COLOUR EDITION

AU RRP: \$19.99  
NZ RRP: \$21.99

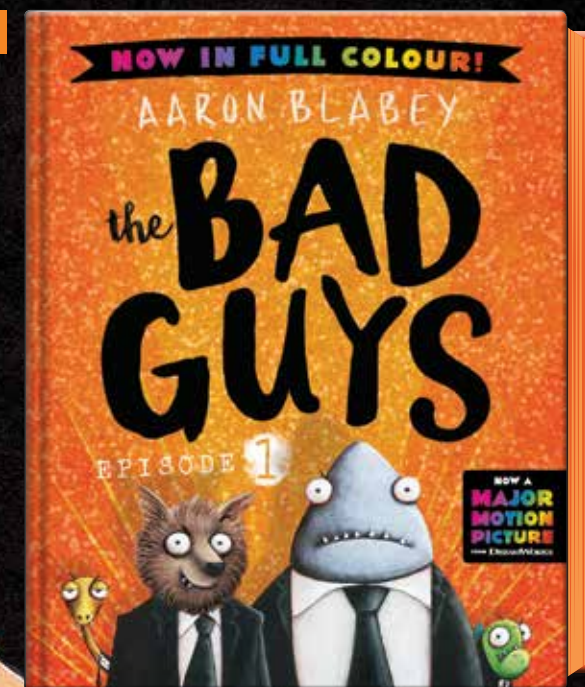


Author: AARON BLABEY  
Publisher: SCHOLASTIC PRESS  
ISBN: 9781760662967  
Format: HARDBACK  
Type: CHAPTER BOOK  
Age Level: 7+  
Dimensions: 190 X 150 MM  
Page Count: 144 PP

They look like the Bad Guys, they sound like the Bad Guys... and they even smell like the Bad Guys. But Mr Wolf, Mr Piranha, Mr Snake and Mr Shark are about to change all of that—whether you want them to or not! Buckle up for the funniest, naughtiest and coolest series you'll ever read—it's time to meet THE BAD GUYS... NOW IN COLOUR!

### SALES POINTS:

- The #1 *New York Times* best-selling series, with over 3 million copies in print in ANZ and over 15.1 million copies worldwide... NOW IN FULL COLOUR!
- Now a MAJOR MOTION PICTURE from DreamWorks.
- We have sold a Bad Guys book in Australia every TWO MINUTES since the series was first launched.



## BULK OPTIONS

### 12-COPY STOCK PACK

AU RRP: \$239.88  
NZ RRP: \$263.88  
ISBN: 9781761206894



### 12-COPY COUNTER PACK

AU RRP: \$239.88  
NZ RRP: \$263.88  
ISBN: 9781761206900



Header card artwork not final.

### 40-COPY MIXED BIN

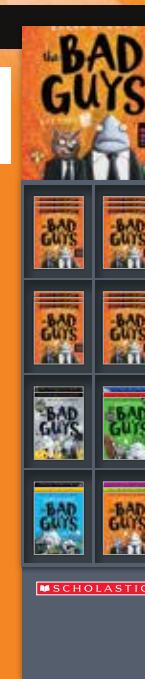
AU RRP: \$741.55  
NZ RRP: \$793.55  
ISBN: 9781761206917



Mixed Copy Bin elements:

Bad Guys #1-14  
AU RRP \$16.99 each  
NZ RRP \$17.99 each  
Bad Guys #1 Full Colour Edition  
AU RRP \$19.99  
NZ RRP \$21.99

ISBN: 9781760150426 x 2  
ISBN: 9781760154127 x 2  
ISBN: 9781760157265 x 2  
ISBN: 9781760158774 x 2  
ISBN: 9781760279479 x 2  
ISBN: 9781760279486 x 2  
ISBN: 9781760279493 x 2  
ISBN: 9781760279509 x 2  
ISBN: 9781742993737 x 2  
ISBN: 9781742993720 x 2  
ISBN: 9781760668662 x 2  
ISBN: 9781760668679 x 2  
ISBN: 9781760668686 x 2  
ISBN: 9781760668693 x 2  
ISBN: 9781760662967 x 12



Header card artwork not final.

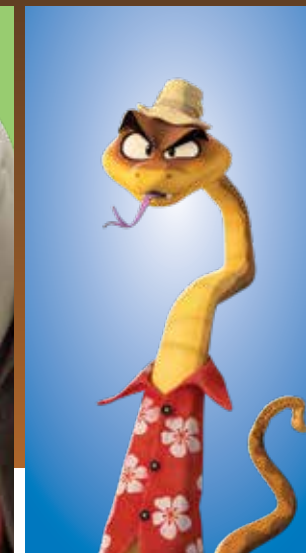
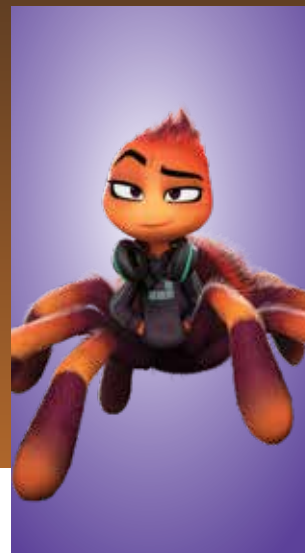


# DREAMWORKS the BAD GUYS

## SALES POINTS:

- Based on the #1 *New York Times* best-selling series, with over 3 million copies in print in ANZ, and over 15.1 million copies worldwide!
- From the animation studio that brought us *Shrek*, *How to Train Your Dragon* and *Kung Fu Panda*.
- Film features the voices of Sam Rockwell, Awkwafina, Craig Robinson and Richard Ayoade.
- We have sold a Bad Guys book in Australia EVERY TWO MINUTES since the series was first launched in 2015.
- *The Bad Guys Episode 14* was Australia's Number 1 best-selling children's book on release.

## IN CINEMAS MARCH 2022



### THE BAD GUYS: MOVIE NOVEL (DREAMWORKS)

**AU RRP: \$12.99**  
**NZ RRP: \$14.99**

**Publisher:** SCHOLASTIC AUSTRALIA  
**ISBN:** 9781761203336  
**Format:** PAPERBACK  
**Type:** NOVEL  
**Age Level:** 8+  
**Dimensions:** 203 X 153 MM  
**Page Count:** 144 PP



COVER EMBARGOED  
UNTIL 15 DECEMBER

The hit series is now a major motion picture. Join Wolf and the gang in their big-screen debut! Our five legendary Bad Guys attempt their most challenging con yet... going good. Discover all you need to know about the baddest guys around in this all-new novel based on the major motion picture. Includes eight full-colour pages of images straight from the movie!

### THE BAD GUYS: THE BIGGEST, BADDEST FILL-IN BOOK EVER! (DREAMWORKS)

**AU RRP: \$16.99**  
**NZ RRP: \$18.99**

**Author:** TERRANCE CRAWFORD  
**Publisher:** SCHOLASTIC AUSTRALIA  
**ISBN:** 9781761123771  
**Format:** PAPERBACK  
**Type:** ACTIVITY  
**Age Level:** 7+  
**Dimensions:** 229 X 152 MM  
**Page Count:** 64 PP



COVER EMBARGOED  
UNTIL 15 DECEMBER

Check out the Bad Guys in this funny fill-in based on the major motion picture. Pick up a pencil and create your own laugh-out-loud moments with the crew. This book contains over a dozen fill-in stories starring the Bad Guys who really just want to be good!

### THE BAD GUYS: COLOURING ADVENTURES (DREAMWORKS)

**AU RRP: \$2.99**  
**NZ RRP: \$3.99**

**Publisher:** SCHOLASTIC AUSTRALIA  
**ISBN:** 9781761203305  
**Format:** PAPERBACK  
**Type:** ACTIVITY  
**Age Level:** 3+  
**Dimensions:** 276 X 200 MM  
**Page Count:** 32 PP



COVER EMBARGOED  
UNTIL 15 DECEMBER

Use colour to pump up the action as The Bad Guys plan the ultimate con—GOING GOOD!

### THE BAD GUYS: PUFFY STICKER BOOK (DREAMWORKS)

**AU RRP: \$6.99**  
**NZ RRP: \$7.99**

**Publisher:** SCHOLASTIC AUSTRALIA  
**ISBN:** 9781761203497  
**Format:** PAPERBACK  
**Type:** ACTIVITY  
**Age Level:** 3+  
**Dimensions:** 275 X 200 MM  
**Page Count:** 24 PP



COVER EMBARGOED  
UNTIL 15 DECEMBER

Join THE BAD GUYS on a colouring adventure! Use your puffy stickers on your journey through the book... or anywhere else!

### THE BAD GUYS: MEGA PUZZLE FUN (DREAMWORKS)

**AU RRP: \$9.99**  
**NZ RRP: \$11.99**

**Publisher:** SCHOLASTIC AUSTRALIA  
**ISBN:** 9781761204937  
**Format:** PAPERBACK  
**Type:** ACTIVITY  
**Age Level:** 7+  
**Dimensions:** 276 X 200 MM  
**Page Count:** 64 PP



COVER EMBARGOED  
UNTIL 15 DECEMBER

Solve puzzles and complete activities featuring The Bad Guys—Mr Wolf, Mr Snake, Mr Shark, Ms Tarantula and Mr Piranha—as they trick their way into their most epic adventure yet!

### THE BAD GUYS: SUPER STICKER BOOK (DREAMWORKS)

**AU RRP: \$6.99**  
**NZ RRP: \$7.99**

**Publisher:** SCHOLASTIC AUSTRALIA  
**ISBN:** 9781761203367  
**Format:** PAPERBACK  
**Type:** ACTIVITY  
**Age Level:** 3+  
**Dimensions:** 280 X 215 MM  
**Page Count:** 16 PP



COVER EMBARGOED  
UNTIL 15 DECEMBER

Crack codes with Ms Tarantula, connect the dots on Mr Shark, and solve the ultimate logic puzzle in this epic sticker book! Jam-packed with activities and OVER 200 STICKERS, this is the ultimate companion to the film.

### THE BAD GUYS: ULTIMATE ACTIVITY BOOK (DREAMWORKS)

**AU RRP: \$6.99**  
**NZ RRP: \$7.99**

**Publisher:** SCHOLASTIC AUSTRALIA  
**ISBN:** 9781761203374  
**Format:** PAPERBACK  
**Type:** ACTIVITY  
**Age Level:** 3+  
**Dimensions:** 276 X 200 MM  
**Page Count:** 64 PP



COVER EMBARGOED  
UNTIL 15 DECEMBER

Grab your colouring pencils and come along on the adventures of Mr Wolf, Mr Snake, Mr Shark, Ms Tarantula and Mr Piranha as they perform epic heists and sneaky tricks!

# DREAMWORKS the BAD GUYS

## SALES POINTS:

- Based on the #1 *New York Times* best-selling series, with over 3 million copies in print in ANZ, and over 15.1 million copies worldwide!
- From the animation studio that brought us *Shrek*, *How to Train Your Dragon* and *Kung Fu Panda*.
- Film features the voices of Sam Rockwell, Awkwafina, Craig Robinson and Richard Ayoade.
- We have sold a Bad Guys book in Australia EVERY TWO MINUTES since the series was first launched in 2015.
- *The Bad Guys Episode 14* was Australia's Number 1 best-selling children's book on release.

## IN CINEMAS MARCH 2022



### THE BAD GUYS: PAINT WITH WATER (DREAMWORKS)

**AU RRP: \$7.99**  
**NZ RRP: \$8.99**

Publisher: SCHOLASTIC AUSTRALIA  
ISBN: 9781761203343  
Format: PAPERBACK  
Type: ACTIVITY  
Age Level: 3+  
Dimensions: 280 X 210 MM  
Page Count: 32 PP



Go bad or go home! Use the paint palettes to bring colour (and maybe a little good) to the Bad Guys.

### THE BAD GUYS: ACTIVITY BAG (DREAMWORKS)

**AU RRP: \$6.99**  
**NZ RRP: \$7.99**

Publisher: SCHOLASTIC AUSTRALIA  
ISBN: 9781761203282  
Format: PAPERBACK  
Type: ACTIVITY  
Age Level: 3+  
Dimensions: 276 X 200 MM  
Page Count: 2 X 24 PP



Mr Wolf, Mr Snake, Ms Tarantula, Mr Shark and Mr Piranha need your help to pull off the ultimate con—going good! Help them to complete puzzles and activities and bring action to the colouring pages in this activity bag!

### THE BAD GUYS: GIANT ACTIVITY PAD (DREAMWORKS)

**AU RRP: \$12.99**  
**NZ RRP: \$14.99**

Publisher: SCHOLASTIC AUSTRALIA  
ISBN: 9781761203329  
Format: PAPERBACK  
Type: ACTIVITY  
Age Level: 3+  
Dimensions: 296 X 373 MM  
Page Count: 32 PP



Jump into the getaway car with the Bad Guys and embark on a colouring and activity adventure! Then use over 100 stickers to create an epic scene!

### THE BAD GUYS: COLOURING KIT (DREAMWORKS)

**AU RRP: \$16.99**  
**NZ RRP: \$18.99**

Publisher: SCHOLASTIC AUSTRALIA  
ISBN: 9781761203312  
Format: HARDBACK  
Type: ACTIVITY  
Age Level: 3+  
Dimensions: 290 X 228 MM  
Page Count: 48 PP



Join The Bad Guys as they get ready for the heist of their lives! This colouring kit includes five markers and a colouring pad with tear-out pages—so don't forget to pack it in your getaway car!

### THE BAD GUYS: STICKER FUN ACTIVITY CASE (DREAMWORKS)

**AU RRP: \$19.99**  
**NZ RRP: \$21.99**

Publisher: SCHOLASTIC AUSTRALIA  
ISBN: 9781761203350  
Format: NOVELTY BOOK  
Type: ACTIVITY  
Age Level: 3+  
Dimensions: 215 X 265 MM



OVER 300  
STICKERS  
INSIDE!

Join the Bad Guys for mischief, mayhem and stickers! With four activity books and four sticker sheets, unleash your inner Bad Guy.

### THE BAD GUYS: STORYBOOK & JIGSAW (DREAMWORKS)

**AU RRP: \$24.99**  
**NZ RRP: \$26.99**

Publisher: SCHOLASTIC AUSTRALIA  
ISBN: 9781761203299  
Format: PAPERBACK  
Type: PUZZLES  
Age Level: 3+  
Dimensions: 210 X 310 MM  
Page Count: 24 PP



The Bad Guys are the greatest con artists of all time! But can they pull off the ultimate con? Meet the Bad Guys with this guidebook and 100-piece jigsaw puzzle!



# the BAD GUYS

## BACKLIST

AU RRP: \$16.99 each  
NZ RRP: \$17.99 each



Author: AARON BLABEY  
Publisher: SCHOLASTIC PRESS  
Format: PAPERBACK  
Type: CHAPTER BOOK  
Age Level: 7+  
Dimensions: 190 X 150 MM

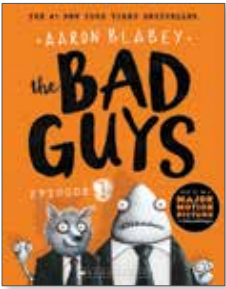
THE #1 NEW YORK TIMES  
BEST-SELLING SERIES

## the BAD GUYS BACKLIST

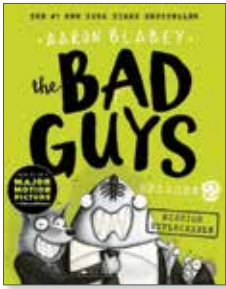
AU RRP: \$16.99 each  
NZ RRP: \$17.99 each



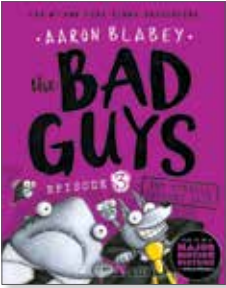
Author: AARON BLABEY  
Publisher: SCHOLASTIC PRESS  
Format: PAPERBACK  
Type: CHAPTER BOOK  
Age Level: 7+  
Dimensions: 190 X 150 MM



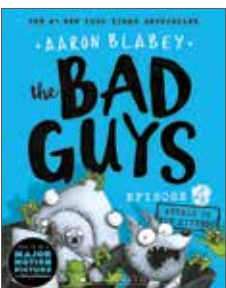
THE BAD GUYS:  
EPISODE 1  
ISBN: 9781760150426  
Page Count: 144 PP



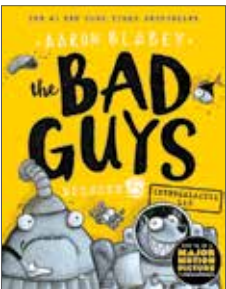
MISSION UNPLUCKABLE  
(THE BAD GUYS: EPISODE 2)  
ISBN: 9781760154127  
Page Count: 144 PP



THE FURBALL STRIKES BACK  
(THE BAD GUYS: EPISODE 3)  
ISBN: 9781760157265  
Page Count: 144 PP



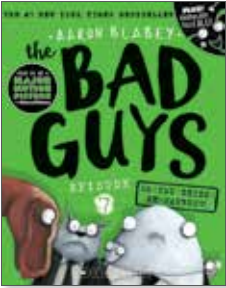
ATTACK OF THE ZITTENS  
(THE BAD GUYS: EPISODE 4)  
ISBN: 9781760158774  
Page Count: 144 PP



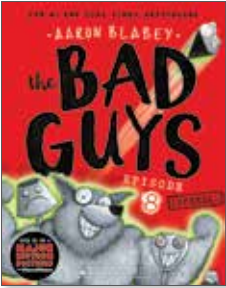
INTERGALACTIC GAS  
(THE BAD GUYS: EPISODE 5)  
ISBN: 9781760279479  
Page Count: 144 PP



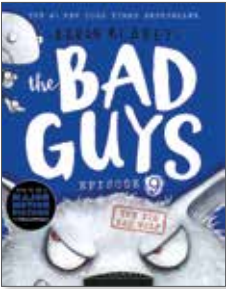
ALIEN VS BAD GUYS  
(THE BAD GUYS: EPISODE 6)  
ISBN: 9781760279486  
Page Count: 144 PP



DO-YOU-THINK-HE-SAURUS?!  
(THE BAD GUYS: EPISODE 7)  
ISBN: 9781760279493  
Page Count: 160 PP



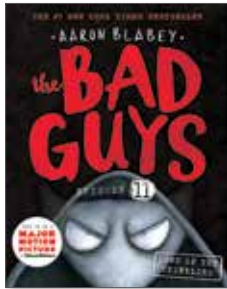
SUPERBAD  
(THE BAD GUYS: EPISODE 8)  
ISBN: 9781760279509  
Page Count: 144 PP



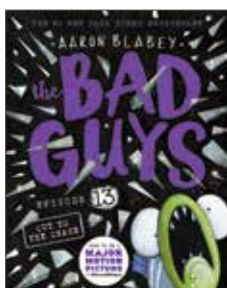
THE BIG BAD WOLF  
(THE BAD GUYS: EPISODE 9)  
ISBN: 9781742993737  
Page Count: 144 PP



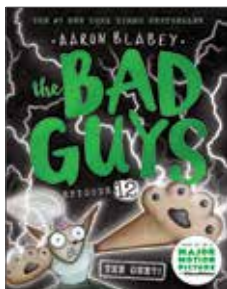
THE BADDEST DAY EVER  
(THE BAD GUYS: EPISODE 10)  
ISBN: 9781742993720  
Page Count: 176 PP



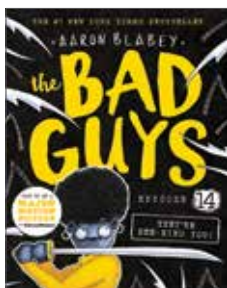
DAWN OF THE UNDERLORD  
(THE BAD GUYS: EPISODE 11)  
ISBN: 9781760668662  
Page Count: 192 PP



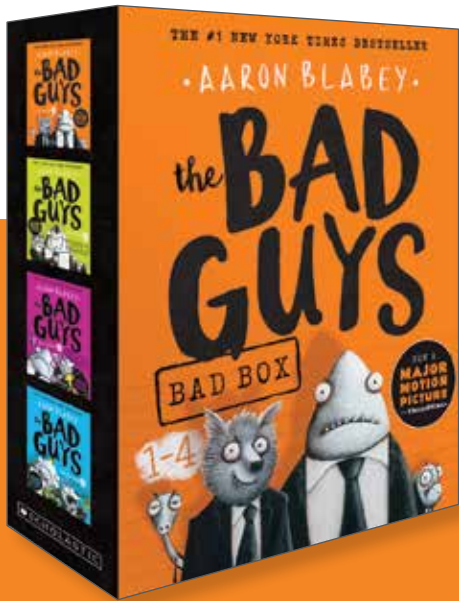
CUT TO THE CHASE  
(THE BAD GUYS: EPISODE 13)  
ISBN: 9781760668686  
Page Count: 192 PP



THE ONE?!  
(THE BAD GUYS: EPISODE 12)  
ISBN: 9781760668679  
Page Count: 192 PP



THEY'RE BEE-HIND YOU!  
(THE BAD GUYS: EPISODE 14)  
ISBN: 9781760668693  
Page Count: 192 PP



### THE BAD GUYS: BAD BOX (EPISODES 1-4)

AU RRP: \$39.99  
NZ RRP: \$44.99



Author: AARON BLABEY  
Publisher: SCHOLASTIC PRESS  
ISBN: 9781761203176  
Format: BOXED SET  
Type: CHAPTER BOOK  
Age Level: 7+  
Dimensions: 191 X 151 X 52 MM



### THE ... UM ... EVEN MORE BADDEST BOX EVER (THE BAD GUYS: EPISODES 1-12)

AU RRP: \$120.00  
NZ RRP: \$130.00



Author: AARON BLABEY  
Publisher: SCHOLASTIC PRESS  
ISBN: 9781761125133  
Format: BOXED SET  
Type: CHAPTER BOOK  
Age Level: 7+  
Dimensions: 203 X 156 X 172 MM



# ORDERING AND CUSTOMER CONTACT

## Ordering process:

- 1 Select titles and quantities required.
- 2 Complete delivery information below.

DELIVERY INFORMATION	
DELIVER TO:	
STORE NAME:	CUSTOMER CODE:
SUBURB:	CUSTOMER ORDER NUMBER:
STATE:	DATE:
SPECIAL INSTRUCTIONS:	

- 3 Return to Customer Service via email, fax or your Territory Manager.

### AUSTRALIA:

Email: [order\\_processing@scholastic.com.au](mailto:order_processing@scholastic.com.au)  
 Fax: (02) 4304 0202

#### Queries:

Email: [customer\\_service@scholastic.com.au](mailto:customer_service@scholastic.com.au)  
 Phone: (02) 4329 9473

### NEW ZEALAND

Email: [orders@scholastic.co.nz](mailto:orders@scholastic.co.nz)  
 Fax: (09) 274 8115

#### Queries:

Email: [enquiries@scholastic.co.nz](mailto:enquiries@scholastic.co.nz)  
 Phone: (09) 274 8112

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### Australia:

#### NSW / ACT

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 & Central Coast  
 0411 882 398

Territory Manager  
 Sydney West & Blue Mountains  
 0439 950 942

Territory Manager  
 Sydney South Illawarra  
 0413 752 807

Monica Pastor  
 St. George & Fairfield Region  
 0434 074 019

Prue Durham  
 Sydney North Shore  
 0413 944 055

Territory Manager  
 Sydney North West  
 0413 867 710

Andrew Burge  
 Sydney CBD, East & Inner West  
 0402 165 984

Louise Pearce (Agent)  
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 0418 249 872

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Kimberley Lucas  
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 Sunshine Coast  
 0413 867 712

Territory Manager  
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 0413 867 703

Brendan Sparks  
 Gold Coast & North NSW  
 0413 113 795

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Maree Tredrea  
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Rachel Bradley  
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 North East Melbourne  
 0413 943 527

Todd Scoullar  
 Bayside & Inner East  
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Jeremiah Juric  
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 Hume Region  
 0403 451 598

Jeremiah Juric  
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 South West Victoria  
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Territory Manager  
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 0411 779 822

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 Bendigo Region  
 0402 074 629

Territory Manager  
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 029 968 9898

Mel Kavanagh  
 Lower South Island & Otago  
 029 968 9899

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Phone: 09 274 8112  
 or 0800 724 652  
 Fax: 09 274 8115  
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All items in this catalogue are ordered in good faith at the time of printing however due to unforeseeable circumstances some items may become NBO (Non backorderable).