

MARCH ϕ OF THE MACHINE



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Choose the Slide

Prerelease: 14 - 20 April 2023

Release: 21 April 2023

Launch Party: 21 - 23 April 2023

Friday Night Magic: starts 21 April 2023

Commander Nights: starts 24 April 2023

Store Championship: 13 - 21 May 2023

**WPN Premium Exclusive Commander Party:
26 - 28 May 2023**



Choose your event!

This is the epic finale of the four-chapters story arc started with Dominaria United.

The Phyrexian invasion is real and Elesh Norn's troops are breaching into countless planes. The denizens of each world are heroically fighting as the Phyrexian hordes threaten to assimilate and destroy everything they find along their path.

Will the heroes be able to defend their homes and save the fate of the Multiverse against the ruthless invaders?

Will Elesh Norn be triumphant and become the leader of a new unified Multiverse?

Join the battle with us until the climax of this desperate resistance against the Phyrexian completion.

Every World. Every Hero. One Last Stand



To enhance the Prerelease Experience, all the players and customers who will buy a Prerelease Pack, will receive a second promo inside this product.



Goro-Goro and Satoru



Katilda and Lier



Slimefoot and Squee

To highlight this promotion all EMEA WPN Stores will Receive a Strut Card (2 for Premium Store, 1 for WPN Store)

Strut cards are a perfect marketing tool for the point of sale, as they bring important information or promotional messages to the attention of customers when they are ready to buy.

MAGIC
THE GATHERING

30

**MARCH OF THE
MACHINE**

Join the epic battle for the fate of the Multiverse.
 Unleash your power with one of three exclusive promo cards*
 - only available in Prerelease Packs!

Prerelease starts 14th April
 Ask in store for details on Prerelease events

EVERY WORLD. EVERY HERO. ONE LAST STAND

*Version of card opened may vary to image shown. © 2023 Wizards of the Coast LLC.





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EMEA Sales Promotion

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Use the **Start Here** Category Box to display products that help new players and customers start the journey into the world of Magic.

E.g., Arena Starter Kit and Jumpstart Booster



Use the **Boost Your Game** Category Box to display products that help customers to expand their collections

E.g., All Boosters and Bundles



Use the **Pick Up & Play** Category Box to display products that are ready to be played. No deckbuilding needed: just grab, open, and play

E.g., Commander Decks and Pre-Constructed Products



CATEGORIZATION BOXES

Use your Categorization Boxes to improve the customer journey in your store and help your customers and newcomers to select the right product.

PRODUCTS CATEGORIES



Starter Kit Jumpstart



Boosters Bundle



Commander Decks Pre-Constructed Products

PLANOGRAMS EXAMPLES



Example 1 - Behind the Counter



Example 2 - Outside the Counter

Check-out for more planograms examples in our Product Guide!

Each EMEA store will receive 2 of each boxes, so 6 overall



Categorization Boxes



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COMMUNITY ENVIRONMENT

Creating an exceptional customer experience is one of the best ways to turn first-time visitors into regular customers. Below some suggestions and tips for developing a welcoming, player-friendly environment where your community can enjoy *Magic: The Gathering*!



CUSTOMER SERVICE



COMMUNITY BUILDING



CUSTOMER JOURNEY



The best way for the success of your business!



Deliver flawless **Customer Service** by listen to your customers and improving their experience

- Encourage your staff to be friendly and approachable.
- Keep your store and facilities clean and organized (do not forget the restrooms!).
- Listen to customers' needs and respond appropriately.
- Continuously seek and act on customer feedback.
- Offer a seamless and efficient checkout process.





Build an accessible and enjoyable community that is welcoming to all players who share a passion for playing

- Connect new players to the right types of events and dedicate space for demos or new player games.
- Encourage your customers to introduce themselves before games to help set a welcoming tone for first-time players and customers.
- Foster a diverse and inclusive environment where everyone is welcome. Display a code of conduct prominently in your store to make it clear.
- Ensure your store is accessible and comfortable for players or customers who might utilize accommodations such as mobility aids.





Guide your customers through their **Customer Journey by guiding them to appropriate products and supporting purchase intent**

- Use signage to facilitate the customer journey inside your store.
- Categorize games based on their types, such as action, adventure, strategy, etc.
- Use your navigation boxes (EMEA) to categorize your *Magic* Products.
- Make sure to have products for all types of customers in stock, including new player product.
- Train your staff to know the products and to be able to assist customers with their purchases.



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PRODUCTS



CONTENTS:

- Display holds 30 *March of the Machine* Set Boosters
- 12 Magic: The Gathering cards per booster
- 1 Ad/Token Card in each booster
- 1 Art Card in each booster

KEY SELLING POINTS:

- Best MTG Booster to open for fun
- 1 to 5 Rare or Mythic in each booster
- 1 Traditional Foil in each booster
- Chance at The List (25% of the Set Booster contains a special card from Magic's history)

Ideal for:

New to Magic
Casual Fan
Engaged Fan
Collector
Gift Buyer

Release Date

21 APR.
2023

Resources

[Product Page](#)

[Digital Assets](#)



The booster for the best opening experience



CONTENT:

- Display holds 36 *March Of The Machine* Draft Boosters
- 15 Magic cards in each booster
- 1 Token/Ad card in each booster

KEY SELLING POINTS:

- Best booster for drafting *March Of The Machine*
- At least 1 card of rarity Rare or higher in every booster
- 1-2 cards of Rarity Rare or Higher per booster
- 1 Traditional Foil card in 33% of booster

Ideal for:

New to Magic
Casual Fan
Engaged Fan
Collector
Gift Buyer

Release Date

21 APR.
2023

Resources

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The booster made for Limited play!



CONTENT:

- Display holds 12 *March Of The Machine* Boosters
- 15 Magic cards in each booster
- 1 foil token in each booster

KEY SELLING POINTS:

- Full of rares, foils, and special treatments in every pack
- 1-3 Extended-Art cards
- 5 cards of rarity Rare or higher in every pack
- 10-12 Traditional Foil cards in every pack

Ideal for:

New to Magic
Casual Fan
Engaged Fan
Collector
Gift Buyer

Release Date

21 APR.
2023

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Direct access to the hottest cards in the set!



MARCH OF THE MACHINE

Jumpstart Boosters

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CONTENT:

- Display holds 18 *March Of The Machine Jumpstart Boosters*
- 20 Magic cards per booster

KEY SELLING POINTS:

- 2 Traditional Foil Land cards in every pack
- 2 Rare cards in every pack—1 Rare or Mythic Rare + 1 Rare card designed for *Jumpstart* boosters
- Each pack has 1 of 5 possible themes and each theme comes in 2 variants—mix and match to save the Multiverse

Ideal for:

New to Magic
Casual Fan
Engaged Fan
Collector
Gift Buyer

Release Date

21 APR.
2023

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Grab 2 Jumpstart packs, shuffle, and you're ready to rumble





CONTENT:

- 98 Non Foil Cards + 2 Traditional Foil
- 10 Planechase cards for each deck (5 new + 5 reprints)
- 1 Foil-etched Display Commander
- 10 double-sided Tokens
- 1 Lifetracker
- 1 Deck Box

KEY SELLING POINTS:

- 5 Different Versions
- Ready to Play Product
- Free Collector Booster Sample Pack (2 cards)
- Introduces 10 MTG Cards Not Found In the Main Set

Ideal for:	Release Date	Resources
New to Magic Casual Fan Engaged Fan Collector Gift Buyer	21 APR. 2023	Product Page Digital Assets



The best product to play Commander!



CONTENT:

- 8 *March Of The Machine* Set Boosters
- 1 traditional foil alt-art promo card
- 40 basic land cards (20 foil + 20 nonfoil)
- Spindown life counter
- Card storage box

KEY SELLING POINTS:

- Contains an Exclusive Promo Card
- Storage Box is much appreciated by players and collector

Ideal for:

New to Magic
Casual Fan
Engaged Fan
Collector
Gift Buyer

Release Date

21 APR.
2023

Resources

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The Ultimate Fan Kit!



MARCH OF THE MACHINE

Prerelease Pack

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CONTENT:

- 6 *March Of The Machine* Draft Boosters
- 1 foil, year-stamped Rare or Mythic Rare
- 1 new Mythic Rare card (Traditional Foil in 18% of Prerelease Packs)
- 1 MTG Arena code card (only available in select regions)
- 1 deck box
- 1 Spindown dice

KEY SELLING POINTS:

- First opportunity for players to play an event with new cards!
- 2 Set Booster as prize support for each kit

Ideal for:

New to Magic
Casual Fan
Engaged Fan
Collector
Gift Buyer

Release Date

21 APR.
2023

Resources

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The first product for players to experience the set in an event!



MARCH OF THE MACHINE

THE AFTERMATH

THE AFTERMATH



MARCH OF THE MACHINE THE AFTERMATH

The Aftermath: Products

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IDEAL FOR

New to Magic
Casual Fan
Engaged Fan
Collector
Gift Buyer



IDEAL FOR

New to Magic
Casual Fan
Engaged Fan
Collector
Gift Buyer



IDEAL FOR

New to Magic
Casual Fan
Engaged Fan
Collector
Gift Buyer

CONTENT:

Display holds 24 *March Of The Machine: The Aftermath* Epilogue Boosters
5 Magic: The Gathering cards per booster

KEY SELLING POINTS:

1–3 cards of rarity Rare or higher and 2–4 Uncommon MTG cards in every pack
Guaranteed foil and Showcase card in every pack

CONTENT:

Display holds 12 *March Of The Machine: The Aftermath* Collector Boosters
6 Magic: The Gathering cards per booster
1 Foil Token per booster

KEY SELLING POINTS:

4 cards of rarity Rare or higher
5–6 foil cards in every pack
full of rares, foils, and special treatments

CONTENT:

8 *March Of The Machine: The Aftermath* Epilogue Boosters
1 traditional foil alt-art promo card
40 basic land cards (20 foil + 20 nonfoil)
Spindown life counter + card storage box

KEY SELLING POINTS:

Contains an Exclusive Promo Card
Storage Box is much appreciated by players and collectors



Release Date
13 MAY 2023

[Product Page](#)

[Digital Assets](#)



MARCH ϕ OF THE MACHINE



PROMO MATERIAL & TREATMENTS



Welcome Booster



Eternal Witness



Chord of Calling (PT)



Niv-Mizzet, the Firemind



Buy-a-Box Promo



Bundle Promo



**Promo Pack
(Regular & Foil)**



Goro-Goro and Satoru



Katilda and Lier



Slimefoot and Squee



Participation



Top 8



Winner



**Commander Party
Promo**



Bring a Friend Promo



Prerelease Promos

3 Store Championship Promos

How to reward players and customers!

Key:
 DB: Draft Booster
 SB: Set Booster
 CB: Collector Booster



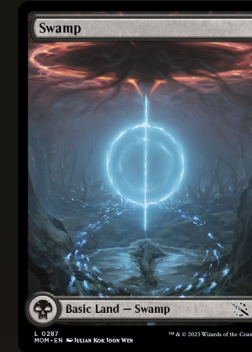
BORDERLESS PLANESWALKERS
 FOUND IN: DB,SB;CB



EXTENDED ART
 FOUND IN: CB



SERIALIZED PRAETORS
 FOUND IN: CB



BASIC LANDS FULL ART
 FOUND IN: DB,SB;CB



HALO FOIL MULTIVERSE LEGENDS
 FOUND IN: CB



NONFOIL MULTIVERSE LEGENDS
 FOUND IN: DB,SB;CB



FOIL MULTIVERSE LEGENDS
 FOUND IN: DB,SB;CB



SERIALIZED DOUBLE RAINBOW FOIL
 FOUND IN: CB



FOIL-ETCHED MULTIVERSE LEGENDS
 FOUND IN: SB;CB



What are you looking for ?



NEW PHYREXIA



IXALAN



KALADESH



TARKIR



RAVNICA



THEROS



NEW CAPENNA



IKORIA



ELDRAINE



ARCAVIOS
(STRIXHAVEN)



INNISTRAD



KAMIGAWA



ZENDIKAR



AMONKET



KALDHEIM



DOMINARIA

The Multiverse Legend treatments have Non-Foil, Foil, Foil-Etched, and Double Rainbow Serialized Versions.



What are you looking for ?

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PLANOGRAMS EXAMPLES



MARCH OF THE MACHINE

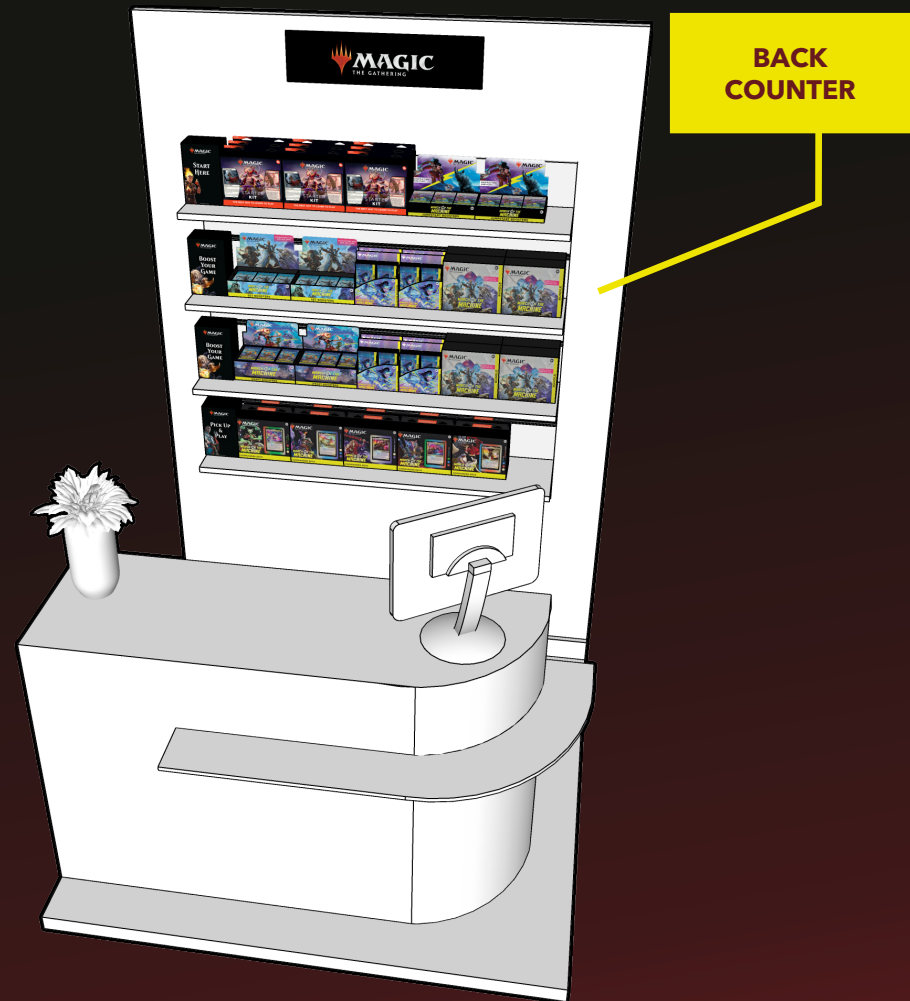
Planograms

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Empty spaces are for other releases and/or back catalogue products

- 120 X 100 CM**
- 4 shelves**
- 6 Starter Kit**
- 2 Jumpstart Display**
- 2 Set Booster Display**
- 2 Collectors Booster Display**
- 2 Bundles**
- 2 Draft booster Display**
- 2 Collectors Booster Display**
- 2 Bundles**
- 10 Commander Deck**



The planograms are provided for inspiration only. Back counter planograms can include all products of *March of the Machine*



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Planograms

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Empty spaces are for other releases and/or back catalogue products

- 120 X 80 CM
- 3 shelves
- 6 Starter Kit
- 2 Jumpstart Display
- 1 Set Booster Display
- 1 Draft booster Display
- 2 Collectors Booster Display
- 2 Bundles
- 10 Commander



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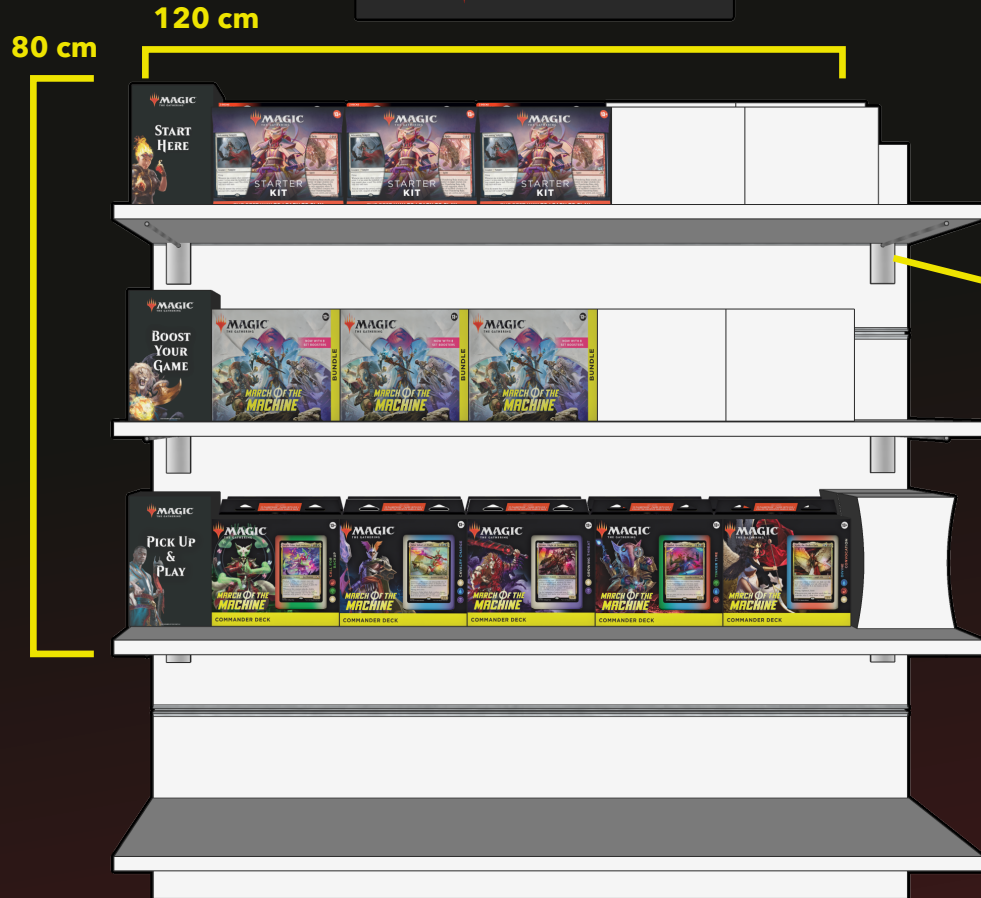
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120 X 80 CM
3 shelf

6 Starter Kit
3 Bundles
10 Commander Deck



IN STORE

The planograms are provided for inspiration only. In-store planograms do not include boosters for safety reasons.



MARCH OF THE MACHINE

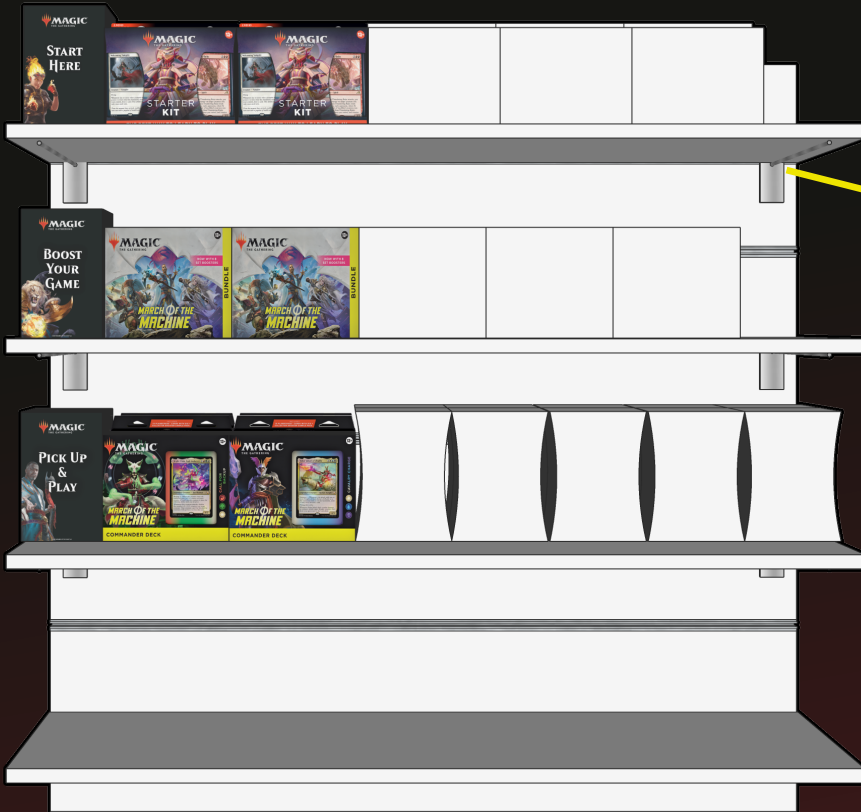
Planograms

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80 cm

50 cm



Empty spaces are for other releases and/or back catalogue products

50 X 80 CM
3 shelf

2 Starter Kit
2 Bundles
4 Commander Deck

IN STORE



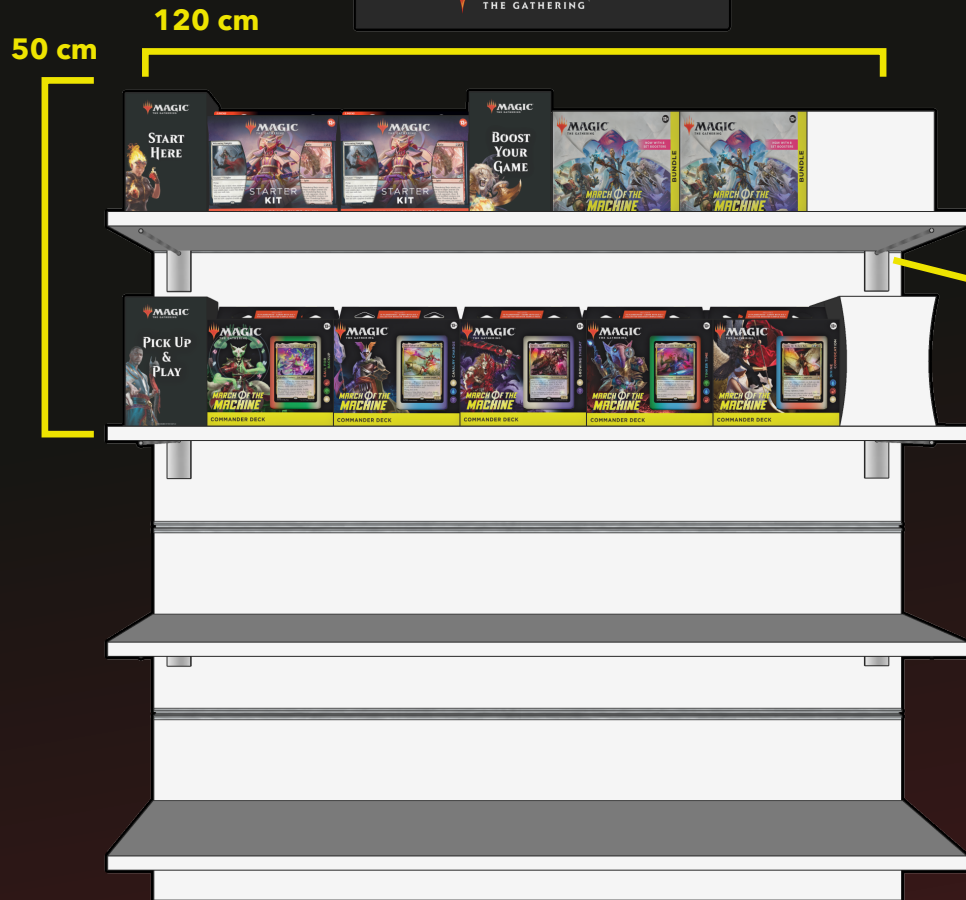
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Planograms

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Empty spaces are for other releases and/or back catalogue products

120 X 50 CM
2 shelves

4 Starter Kit
4 Bundles
10 Commander Deck



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THANKS