



Dungeons and Dragons: World of Warcraft Retail Marketing Campaign Guide

Assets available September 30th | Core hobby early access November 3rd, 2026

Introduction and How to Use This Guide

This guide recommends when WPN retailers should use the ready-made Dungeons & Dragons: World of Warcraft assets. Pre-orders are open now, and campaign tactics are recommended to start September 30th when the assets become available. The recommended cadence concentrates support in the final month before core hobby early access, then maintains visibility through holiday shopping.

Why Prioritize Dungeons and Dragons World of Warcraft

- The first official Dungeons & Dragons expansion set in Azeroth brings a major fantasy gaming world to the tabletop.
- The product can reach current D&D players and World of Warcraft fans who may be new to tabletop roleplaying.
- The book, Collector's Edition, DM Screen, Map Pack, and miniatures create clear opportunities to sell multiple items in one transaction.
- Core hobby stores receive early access on November 3 and also have an exclusive alternate-cover SKU.
- WPN stores can use the Mini Murloc gift-with-purchase to support increased basket size and accessory attach rates at launch

The Highest Impact Actions

If time is limited, focus on these actions:

- Add a pre-order banner to your homepage and send one customer email between October 26 and November 2.
- Order print materials when they become available on September 30. October 9 is the recommended order-by date for pre-launch placement.
- Build one in-store display that places the full product family together on November 3.
- Switch digital placements from "Pre-Order Now" to "Shop Now" on November 3.

Key Dates

Milestone	Timing
Pre-orders	Open now
Print and digital assets available	September 30, 2026
Recommended print asset order date	October 9, 2026
Core hobby early access	November 3, 2026
Wide release	November 17, 2026
Recommended campaign end	December 31, 2026

Product Lineup

Product	MSRP	Retail Note
Dungeons & Dragons: World of Warcraft	\$59.99	Standard cover or core hobby exclusive alternate cover
Collector's Edition	\$79.99	Limited run
Dungeon Master Screen	\$24.99	All-new art
Map Pack	\$29.99	Icecrown Citadel maps
Official Miniatures Set 1	\$24.99	Faction-based miniatures
Official Miniatures Set 2	\$24.99	Faction-based miniatures

Asset and Linking Guidelines

- Link all digital placements to your Dungeons & Dragons: World of Warcraft product collection page.
- Use the Pre-Order Now versions through November 2 and switch to the Shop Now versions on November 3.
- Digital asset library: <https://wpn.wizards.com/en/marketing-materials#world-of-warcraft>
- Print assets: Visit the WPN Marketing Portal at <https://wpn.collaterate.com>
- Use only the supplied asset files. Consumer-facing assets must retain the required Dungeons & Dragons logos and legal lines.

Pre-Order Campaign September 30 to November 2

The pre-order phase should turn existing awareness into reservations and make the November 3 early-access date clear.

Site

- Place a “Pre-Order Now” banner on the homepage, D&D brand page, and/or tabletop roleplaying category page.
- Dates: October 19 to November 2.

Social

- Use the supplied feed or story asset to announce that pre-orders are available.
- Post 1: Between September 30 to October 4.
- Post 2: Between October 12 to October 18.
- Post 3: Between October 26 to November 2.

Email

- Use the Pre-Order Now hero or desktop banner near the top of a newsletter or dedicated D&D email.
- Email 1: October 1 to October 7.
- Email 2: October 26 to November 2.

Recommended Customer Audiences

Build the broadest useful audience from products and activity that a local game store can reasonably identify. Start with customers who purchased:

- The 2024 Player’s Handbook, 2024 Dungeon Master’s Guide, 2025 Monster Manual, or a recent D&D starter set.
- Recent D&D campaign settings or adventure books, including Eberron: Forge of the Artificer.
- D&D miniatures, DM screens, maps, dice, or other roleplaying accessories.
- Warcraft-branded tabletop games, collectibles, or licensed products, if that purchase history is available.
- Multiple D&D products in the same transaction, which can indicate interest in a complete campaign setup.

Retailers can also reach D&D event participants or organized play customers when those audiences have opted in to store marketing.

Launch and Holiday Campaign November 3 to December 31

The launch phase should convert early-access demand, merchandise the complete product family together, and keep the release visible during holiday shopping.

Site

- Replace “Pre-Order Now” graphics with the “Shop Now” versions on November 3.
- Launch placement: November 3 to November 17.
- Holiday placement: November 23 to December 24.
- Keep a banner on the D&D brand or tabletop roleplaying category page through December 31 when space allows.

Social

- Use a “Shop Now” post to announce core hobby availability.
- Launch post: November 3 to November 6.
- Availability reminder: November 14 to November 17.
- Holiday post 1: November 23 to November 30.
- Holiday post 2: December 12 to December 20.

Email

- Use the “Shop Now” hero or desktop banner in a launch email on November 3.
- Include the product family in a holiday or gift-guide email between November 23 and November 29.
- Send a final holiday gift reminder between December 7 and December 13.
- Show several products together and link to the full collection page so customers can build a complete campaign setup.

Discord

- Update the store server icon or banner during the pre-order period or at launch.
- Use an announcement post on November 3 to direct members to your product page or store availability information.

In-Store Campaign

Order print assets beginning September 30. For the best chance of receiving materials before the final pre-order push, place orders by October 9. Install pre-order materials as they arrive and complete the full launch display by November 3.

Asset	Recommended Placement
Counter card	Place at checkout or next to the featured product block.
Posters	Choose the 8.5 x 11, 18 x 24, or 24 x 36 size that fits the store. Use the largest version at the entrance or main D&D area.
Floor decal	Use near the entrance or in the path leading to the D&D section.
Shelf talker, shelf strips, and merch header	Use together to create one recognizable shelf block for the full product family.
Tablecloth	Use on a launch table, demo area, or organized play table if available.
Countertop Standees	Place at checkout or next to the featured product block.
Retractable, tension, or hanging banner	Choose the format that fits the store and gives the launch display the strongest sightline.

Merchandising the Full Product Family

- Place the book, Collector's Edition, DM Screen, Map Pack, and both miniature sets together so customers can see the complete range in one view.
- Give the core hobby exclusive alternate cover a clear facing and label it as exclusive, if able.
- Use the counter card, shelf talker, and merch header to designate a space for D&D.
- Keep the display in place through December 31 or until inventory sells through. Be sure to refresh product facings after the release and before the main holiday shopping period.

Mini Murloc Gift with Purchase

Eligible WPN stores can use the exclusive Mini Murloc gift with purchase to encourage larger basket size and attach rates. Recommendation is to give the Mini Murloc gift when a customer purchases the book + 1 other item (map pack, dm screen, etc). Be sure to mention availability in store to encourage additional sales at time of purchase. Please note these items are limited and while supplies last only.

Remember: You do not need every asset to support the launch. A homepage banner, one customer email, and a coordinated in-store product block cover the most important customer touchpoints. Keep the full product family visible from November 3 through holiday shopping so customers can discover the release and add related items in the same transaction.