



News

GN Kids launches *Despicable Me* campaign

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Marketing firm Gorilla Nation Kids has created a digital campaign centered on the July release of Universal Studios' 3-D film *Despicable Me*.

The campaign, targeting kids aged two to 11, includes a digital coloring book, where users can choose among four branded illustrations to color, as well as a digital postcard that will include a *Despicable Me* trailer.

The campaign will also introduce the *World Heist Game for Despicable Me*, where users can help Gru steal three treasured monuments with the help of his trusty minions.