



WARNER BROS. DISCOVERY

**MAGIC CASTER WAND
THE SHOP FOR 8/16**

June 30, 2022

MAGIC CASTER PRODUCT SITES

PRODUCT SITES

Primary: Customer starts on Magic Caster Wand Shop

- US: <https://harrypottermagiccasterwand.com>
- UK: <https://harrypottermagiccasterwand.co.uk>

Other: Customer starts from other Harry Potter sites

Harry Potter Shop

- US: <https://harrypottershop.com>
- UK: <https://harrypottershop.co.uk>

Wizarding World

- US: <https://www.wizardingworld.com/>

MAGIC CASTER MERCHANDISE

ALCHEMIST WAND

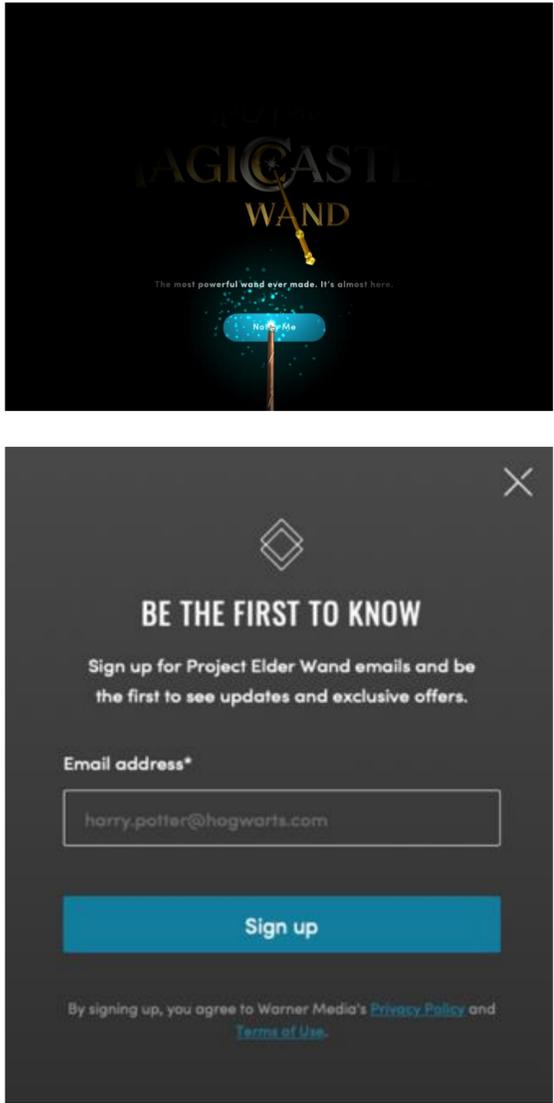
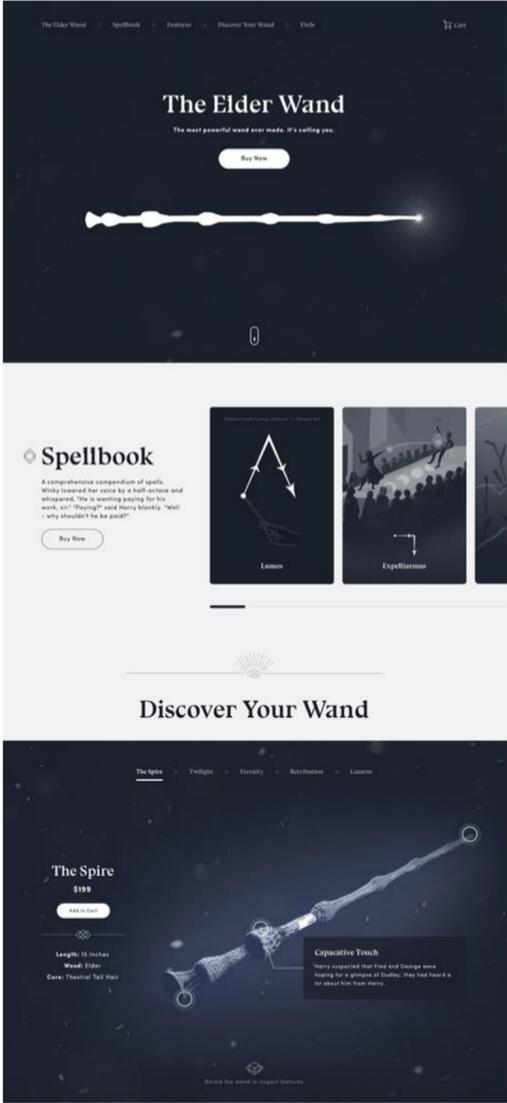
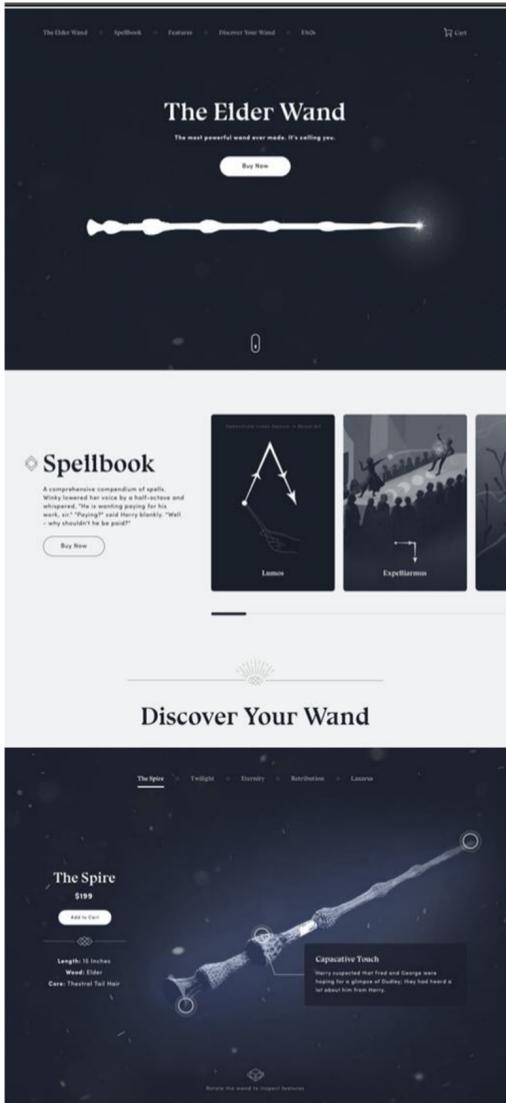
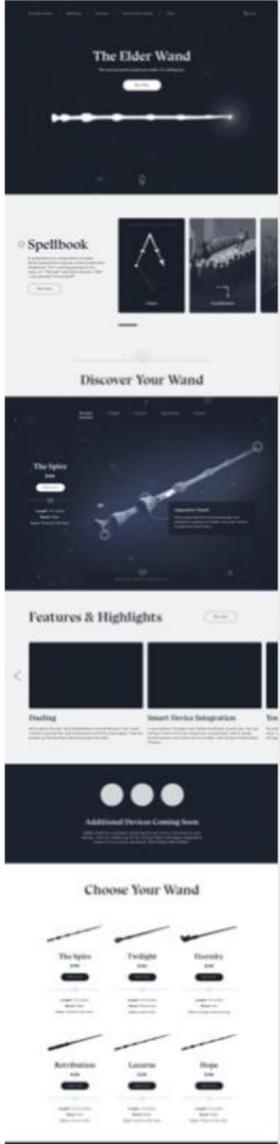
Available for pre-order to WWD members only starting 8/16, 800 units (item D)

OTHER WANDS

Available for pre-order to general public starting 8/15, (items C, F and G)

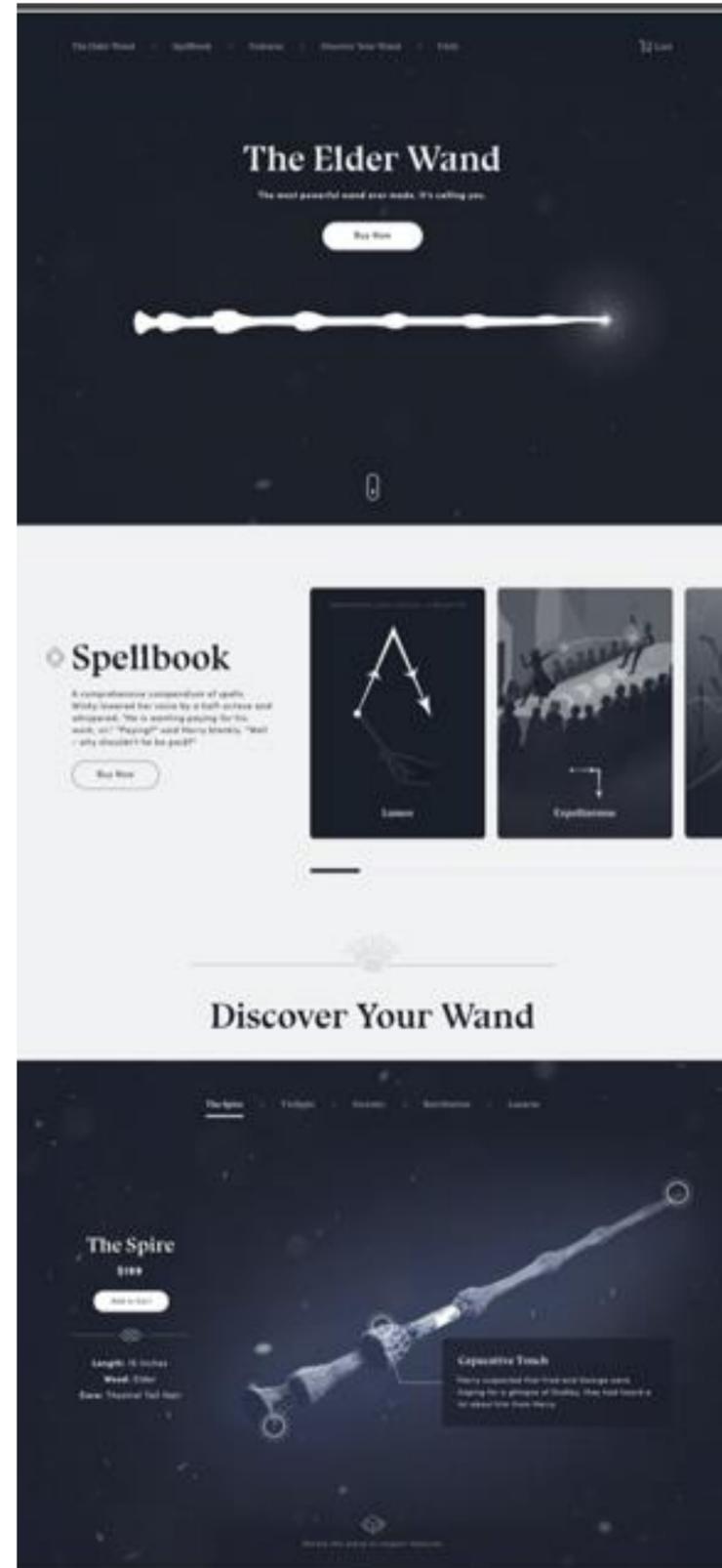


DESIGN

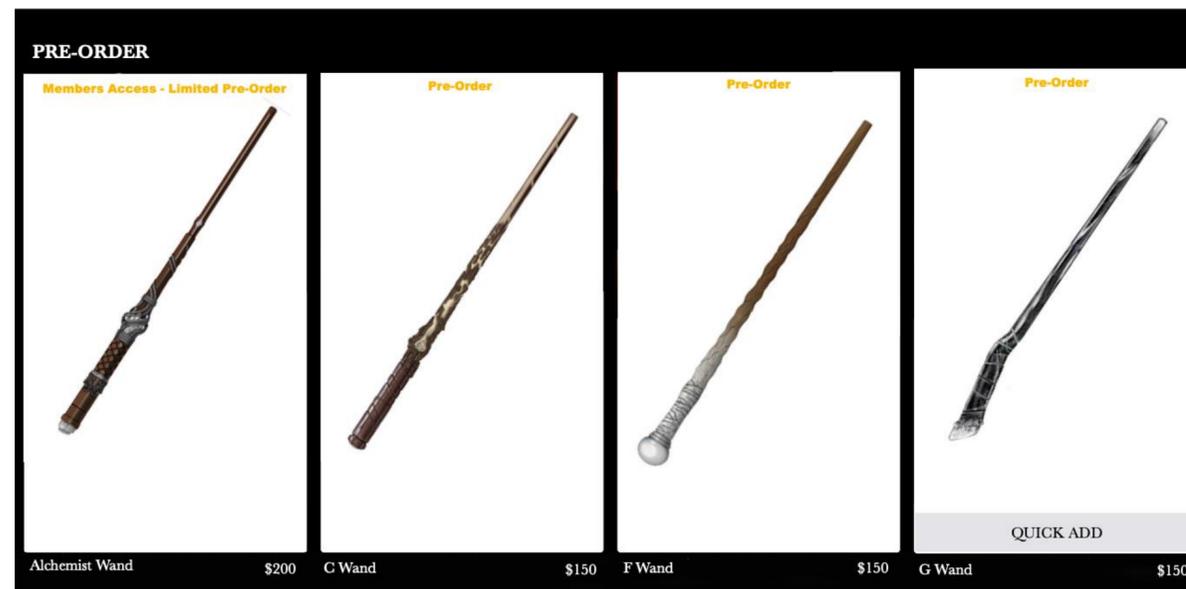
<p>TEASER/COMING SOON PAGE WITH SIZZLE REEL – EMAIL SIGN UP</p> <p>Product Reveal</p> <p>7/26</p>	<p>EXCLUSIVE WWD PRE-ORDER</p> <p>HPFC Pre-order Opens</p> <p>8/14 (48 hours) No longer exists</p>	<p>GENERAL PRE-ORDER</p> <p>Rest of Range Open to Pre-Order</p> <p>8/16 ALCHEMIST WAND 800 UNITS WWD ONLY</p>	<p>GENERAL PURCHASE</p> <p>Available for Purchase (end of Pre-Order Window)</p> <p>11/25</p>
 <p>The image shows a dark-themed page. At the top, it says 'MAGICAST WAND' with a wand icon. Below that, 'The most powerful wand ever made. It's almost here.' and a 'Notify Me' button. The main section is titled 'BE THE FIRST TO KNOW' and asks users to sign up for Project Elder Wand emails. It includes an email address input field with 'harry.potter@hogwarts.com' and a 'Sign up' button. At the bottom, there is a disclaimer: 'By signing up, you agree to Warner Media's Privacy Policy and Terms of Use.'</p>	 <p>The image shows a dark-themed page for 'The Elder Wand'. It features a 'Buy Now' button, a glowing wand illustration, a 'Spellbook' section with 'Lumos' and 'Expelliarmus' spells, and a 'Discover Your Wand' section. At the bottom, it features 'The Spire' wand with a price of \$199 and an 'Add to Cart' button. A 'Capacitive Touch' feature is highlighted with a text box.</p>	 <p>The image shows a dark-themed page for 'The Elder Wand', similar to the exclusive pre-order page but with a 'Buy Now' button instead of 'Add to Cart'. It includes the same 'Spellbook' and 'Discover Your Wand' sections, and 'The Spire' wand with an 'Add to Cart' button.</p>	 <p>The image shows a dark-themed page for 'The Elder Wand' available for purchase. It includes a 'Buy Now' button, a glowing wand illustration, a 'Spellbook' section, a 'Discover Your Wand' section, a 'Features & Highlights' section, and a 'Choose Your Wand' section with three options: 'The Spire', 'The Night', and 'The Day'.</p>

MAGIC CASTER SHOP USER INTERFACE

LANDING PAGE

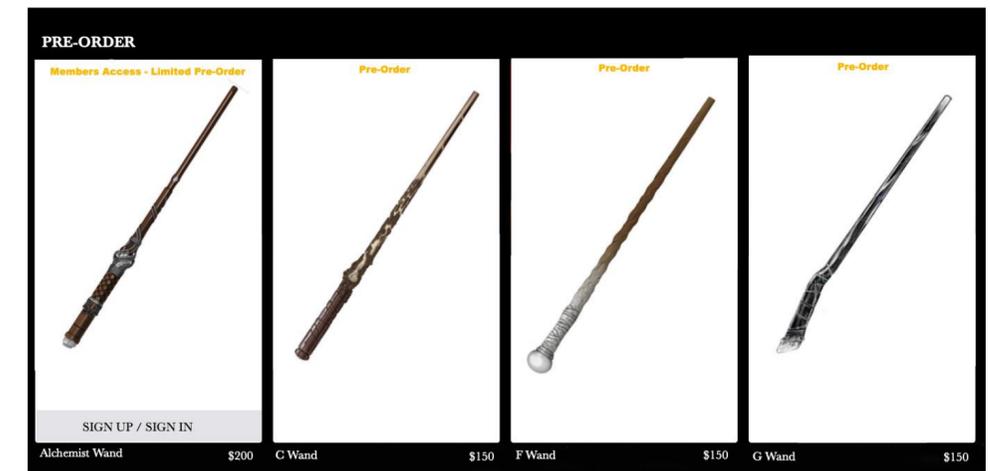


Which Magic Caster wand should be showcased in the hero? Alchemist Wand? If so, shall we show a “pre-order” CTA with a label ‘members only’?



Now that pre-order windows are the same for the 4 products, do we want to show a carousel of the products?

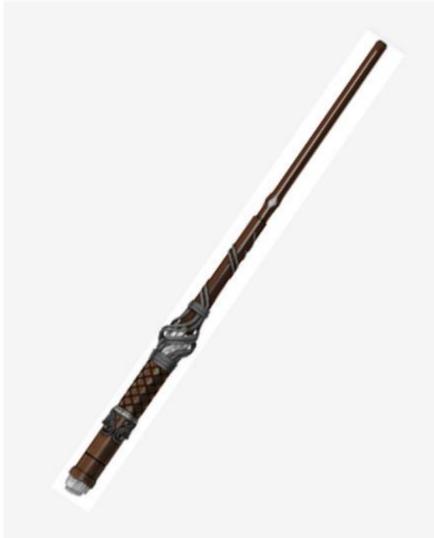
Note: For guests, Alchemist wand hover CTA will be ‘sign up / sign in’



Should we showcase the other products that are coming soon?

PRODUCT DETAILS PAGE

Non-member Alchemist Wand



Members Access - Limited Pre-Order

Alchemist Wand

\$200

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Pre-Order Ship Date Estimate Nov 2022

SIGN UP / SIGN IN TO PRE-ORDER

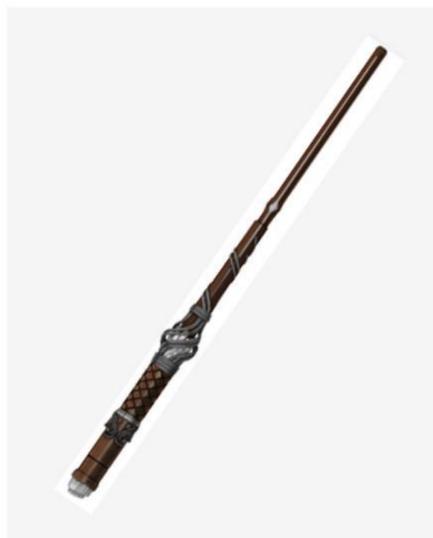
4 interest-free payments of \$50.00 with **Klarna**. [Learn more](#)

This product is excluded from site promotions and discounts.

Shipping*
To get accurate shipping information [Edit Location](#)

*Faster Shipping options may be available

Member Alchemist Wand



Members Access - Limited Pre-Order

Alchemist Wand

\$200

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Pre-Order Ship Date Estimate Nov 2022

PRE-ORDER

4 interest-free payments of \$50.00 with **Klarna**. [Learn more](#)

This product is excluded from site promotions and discounts.

Shipping*
To get accurate shipping information [Edit Location](#)

*Faster Shipping options may be available

PRODUCT DETAILS PAGE

Member or Non-member Other Pre-Order Wands



F Wand

\$150

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Pre-Order Ship Date Estimate Nov 2022

PRE-ORDER

4-interest free payments of \$37.50 with **Klarna.** [Learn more](#)

This product is excluded from site promotions and discounts.

Shipping*
To get accurate shipping information [Edit Location](#)

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PRODUCT DETAILS PAGE

Member or Non-member Other Pre-Order Wands



F Wand

\$150

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Pre-Order Ship Date Estimate Nov 2022

PRE-ORDER

4-interest free payments of \$37.50 with **Klarna**. [Learn more](#)

This product is excluded from site promotions and discounts.

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EXCLUSIVE PRE-ORDER ON US ELDER WAND SHOP

Subject to change – the designs are mocks for concept and flow purposes only

USER JOURNEY BEGINS ON ELDER WAND SHOP

SIGN IN/SIGN UP FROM ELDER WAND SHOP

PURCHASE AND CHECKOUT FLOW (ON COMMERCE STRIPE CHECKOUT)

Elder Wand Shop Home Page

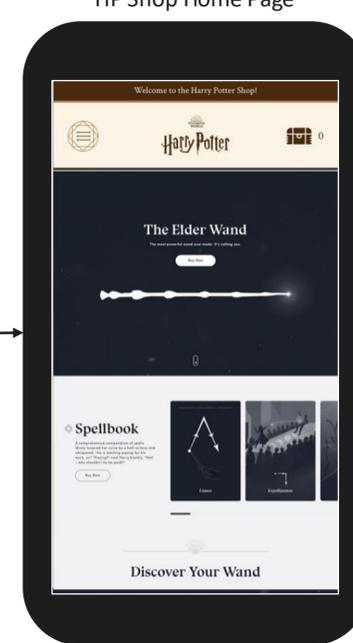
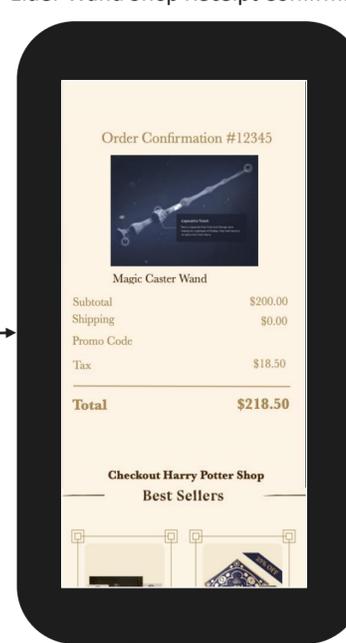
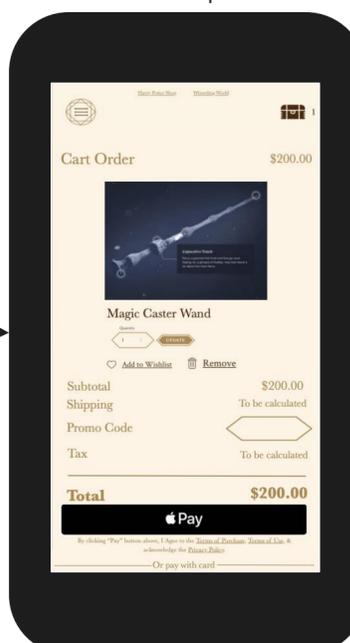
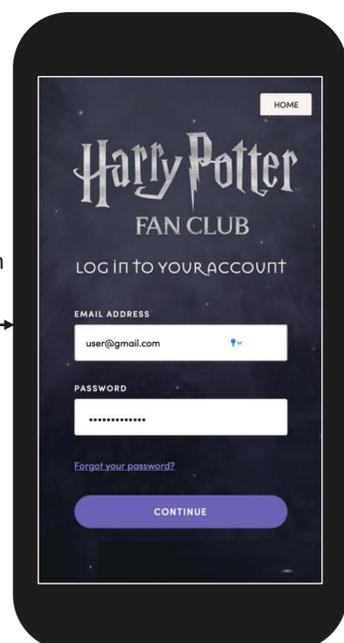
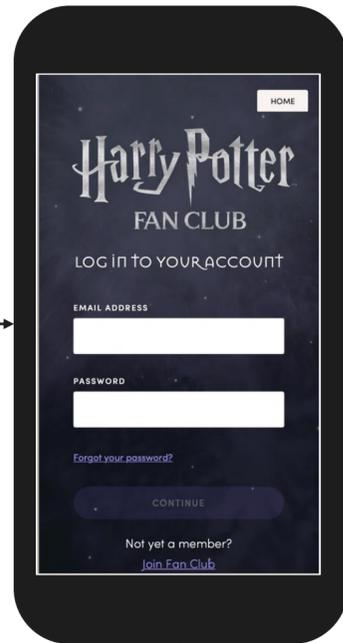
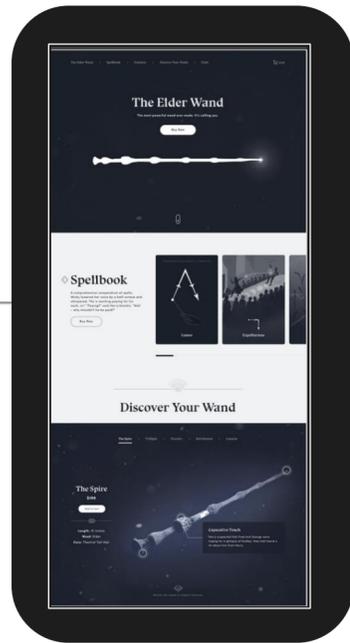
HPFC Sign In/Sign Up

HPFC Sign In

Elder Wand Shop Checkout

Elder Wand Shop Receipt Confirmation

HP Shop Home Page



From 'Buy Now'

Sign In

From 'HP Shop Link'

Sign Up

Clicks/Taps Harry Potter Shop Link before completing elder wand checkout

User can click on Harry Potter Shop link or Best Sellers items on Receipt Confirmation page. System can also redirect user to Harry Potter Shop after wand purchase.

HPFC Sign Up Age Gate

HPFC Sign Up Step 1

HPFC Sign Up Step 2

Elder Wand Shop Checkout – redirect msg

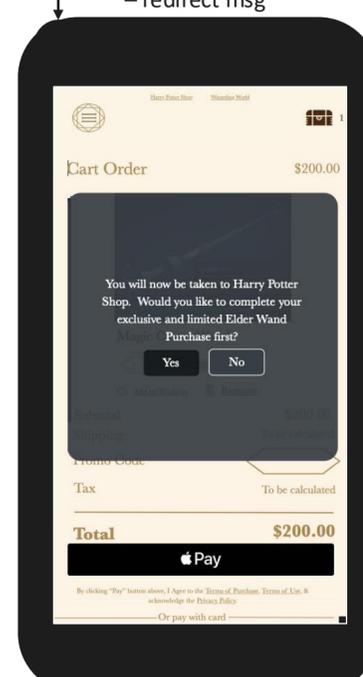
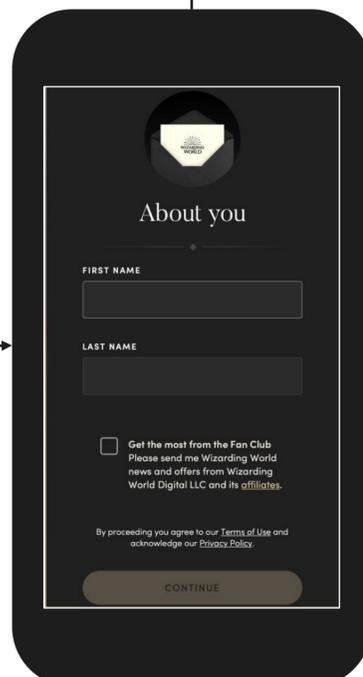
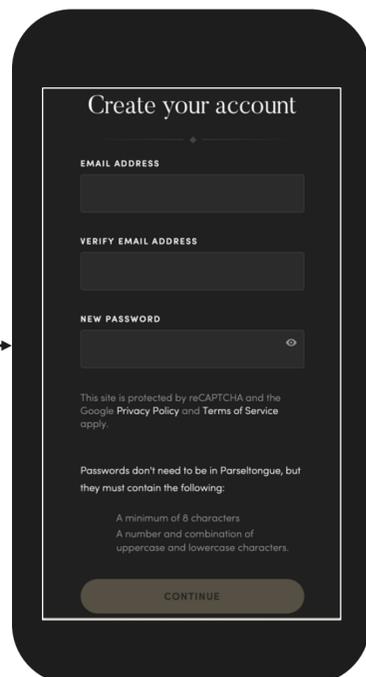
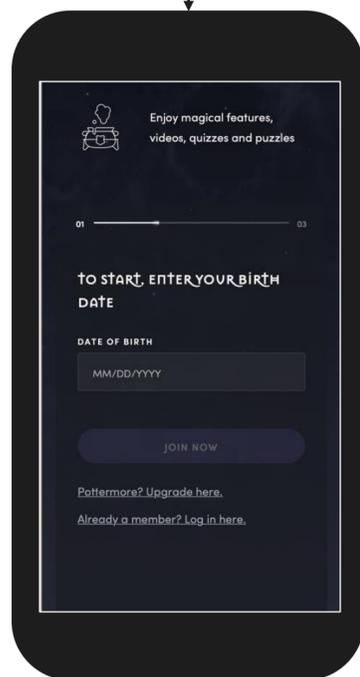
PURCHASE AND CHECKOUT FLOW (ON HP SHOP SHOPIFY CHECKOUT)

HP Shop Home Page with Nav Wand Link

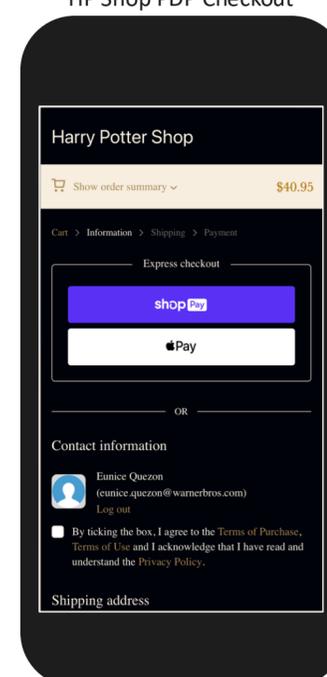
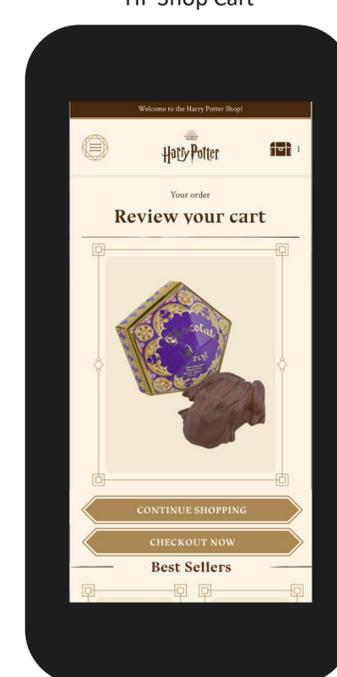
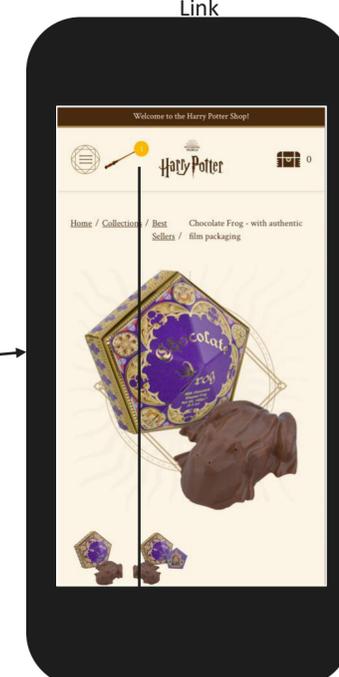
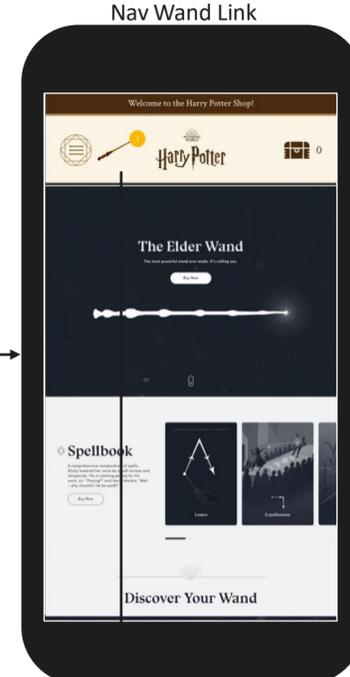
HP Shop PDP with Nav Wand Link

HP Shop Cart

HP Shop PDP Checkout



Yes
No



A CTA needed for user to get back to Elder Wand Cart

Cart without Elder Wand

Checkout without Elder Wand

OPEN PURCHASE ON US ELDER WAND SHOP

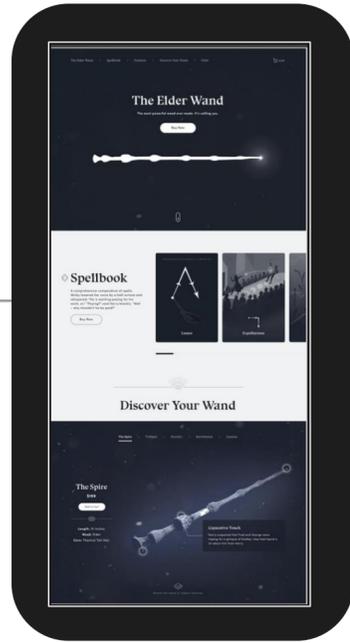
Subject to change – the designs are mocks for concept and flow purposes only

USER JOURNEY BEGINS ON ELDER WAND SHOP

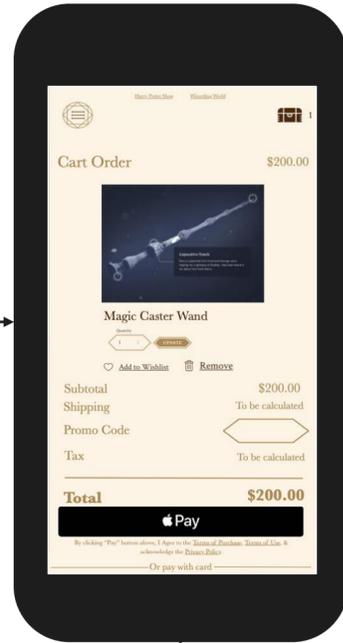
SIGN IN/SIGN UP POST-PURCHASE FROM ELDER WAND SHOP

PURCHASE AND CHECKOUT FLOW (ON COMMERCE STRIPE CHECKOUT)

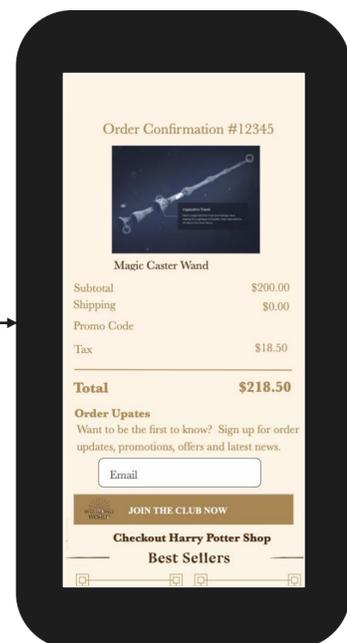
Elder Wand Shop Home Page



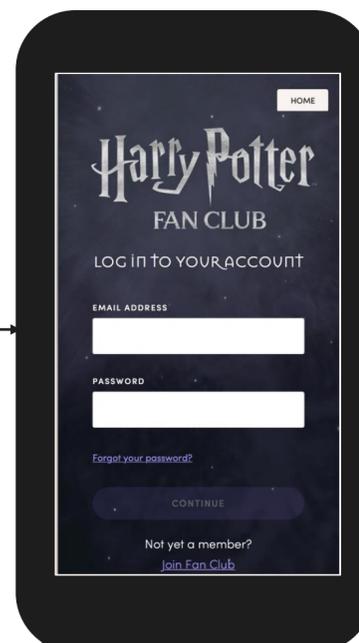
Elder Wand Shop Cart



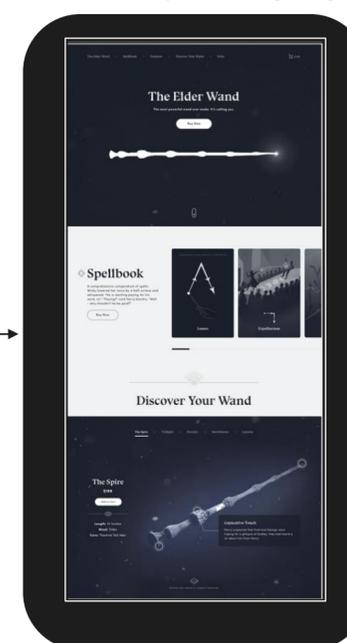
Elder Wand Shop Receipt Confirmation



HPFC Sign In/Sign Up



Elder Wand Shop Home Page (Signed In)



From 'Buy Now'

Sign In or Sign-Up Process

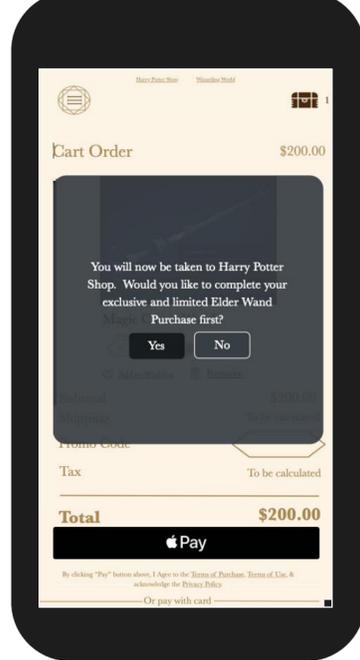
Clicks/Taps Harry Potter Shop Link before completing elder wand checkout

Account creation post-purchase on Elder Wand Shop

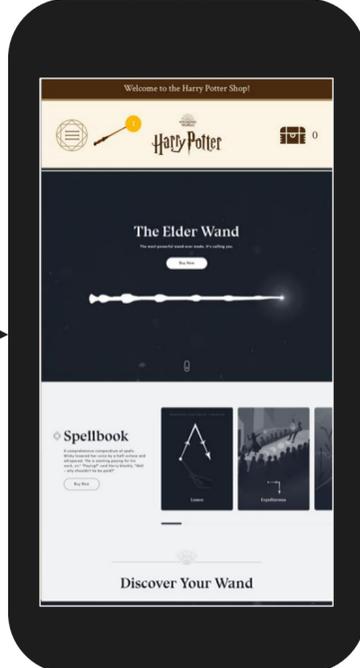
PURCHASE AND CHECKOUT FLOW (ON HP SHOP SHOPIFY CHECKOUT)

SIGN IN/SIGN UP POST-PURCHASE FROM HP SHOP

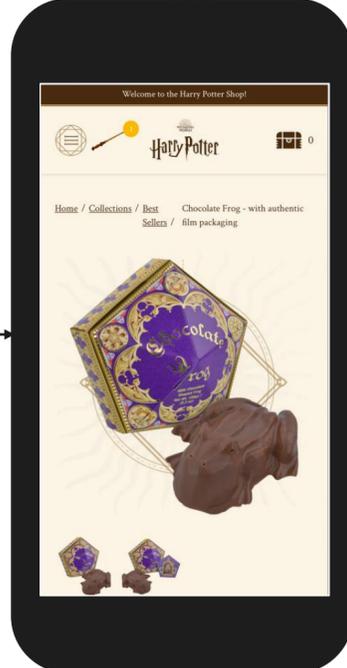
Elder Wand Shop Checkout –



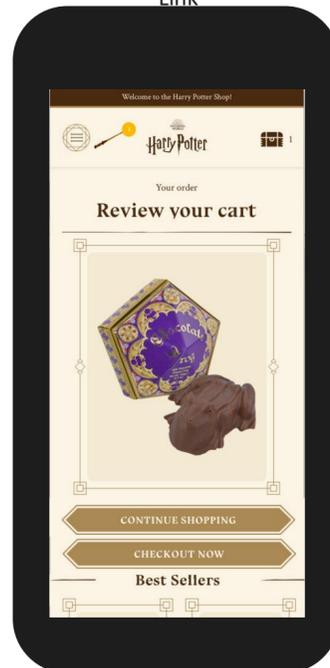
HP Shop Home Page with Nav Wand Link



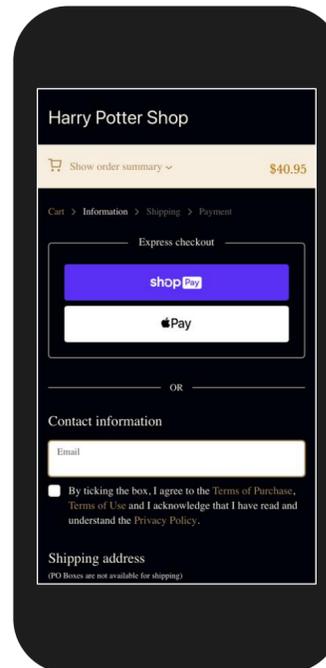
HP Shop PDP with Nav Wand Link



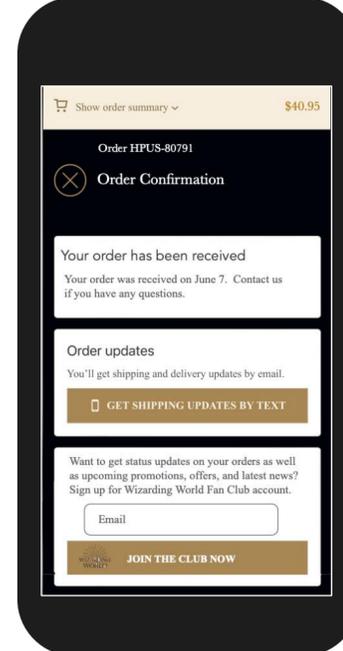
HP Shop Cart with Nav Wand Link



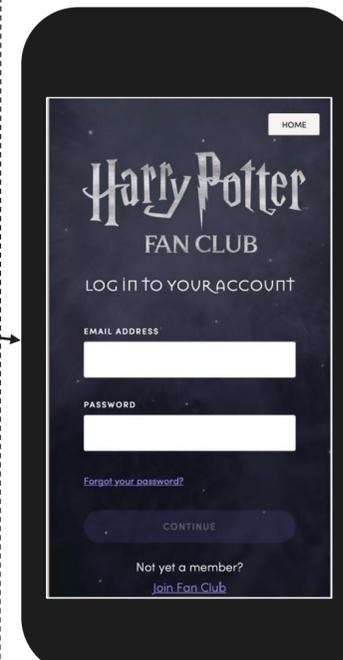
HP Shop PDP Checkout



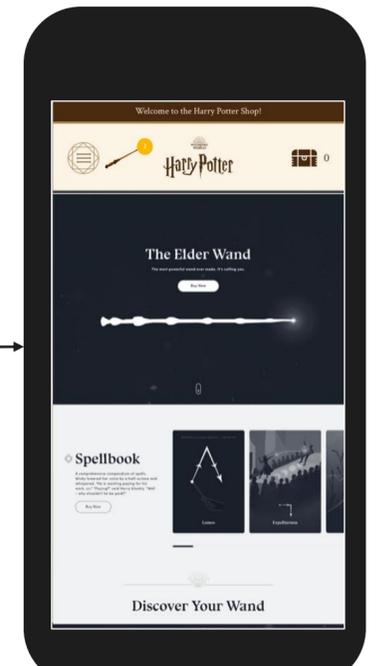
HP Shop Receipt Confirmation with account creation option



HPFC Sign In/Sign Up



HP Shop Home Page (Signed In)



Sign In or Sign-Up Process

A CTA needed for user to get back to Elder Wand Cart

Account creation post-purchase on HP Shop

A CTA needed for user to get back to Elder Wand Cart after account creation

EXCLUSIVE PRE-ORDER ON US ELDER WAND SHOP

Subject to change – the designs are mocks for concept and flow purposes only

USER JOURNEY BEGINS ON HARRY POTTER SHOP

PURCHASE AND CHECKOUT FLOW (ON HP SHOP SHOPIFY CHECKOUT)

PURCHASE AND CHECKOUT FLOW (ON COMMERCE STRIPE CHECKOUT)

HP Shop Home Page

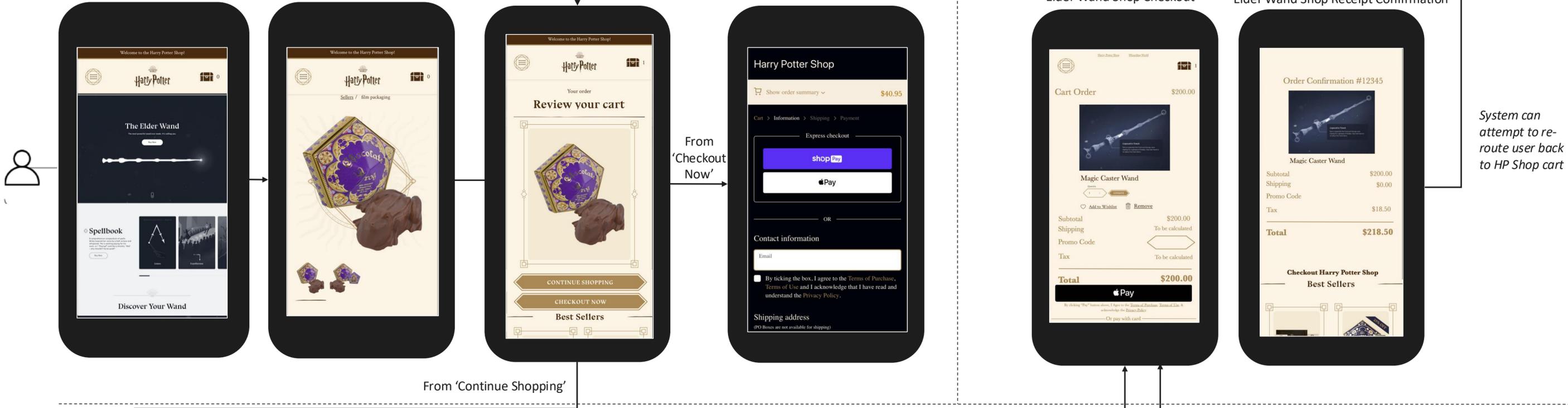
HP Shop Product Details Page

HP Shop Cart

HP Shop Checkout

Elder Wand Shop Checkout

Elder Wand Shop Receipt Confirmation



SIGN IN/SIGN UP FROM HP SHOP ELDER WAND PRODUCT

HP Shop Home Page

HP Shop Home Page - redirect msg

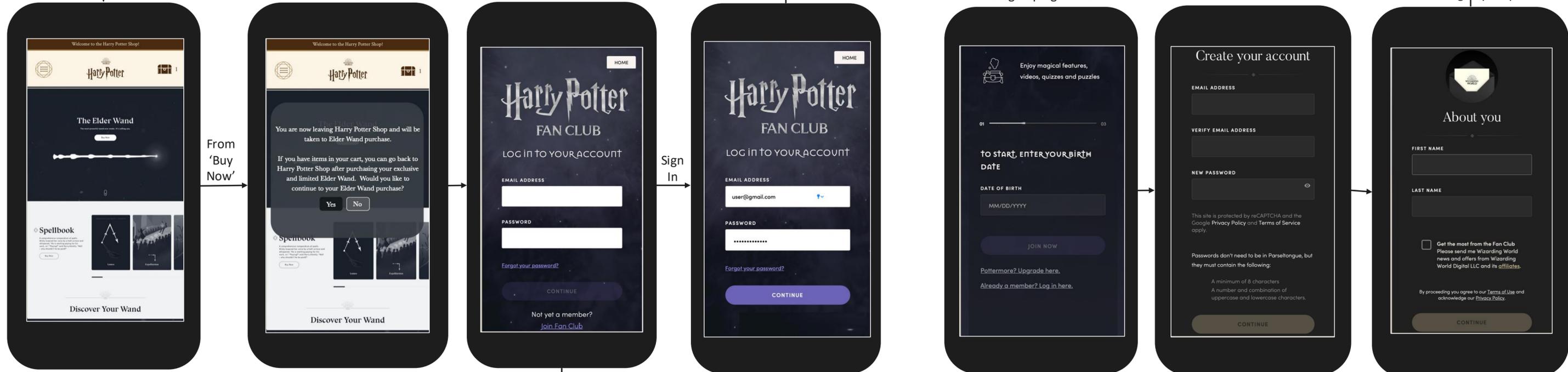
HPFC Sign In/Sign Up

HPFC Sign In

HPFC Sign Up Age Gate

HPFC Sign Up Step 1

HPFC Sign Up Step 2



Since Elder Wand is not on HP Shop and is on its own platform, every time a user clicks on Elder Wand 'Buy Now', a message will appear informing the user that they will be taken out of HP Shop.

Sign Up

OPEN PURCHASE ON US ELDER WAND SHOP

Subject to change – the designs are mocks for concept and flow purposes only

USER JOURNEY BEGINS ON HARRY POTTER SHOP

PURCHASE AND CHECKOUT FLOW (ON HP SHOP SHOPIFY CHECKOUT)

HP Shop Home Page

HP Shop Product Details Page

HP Shop Cart

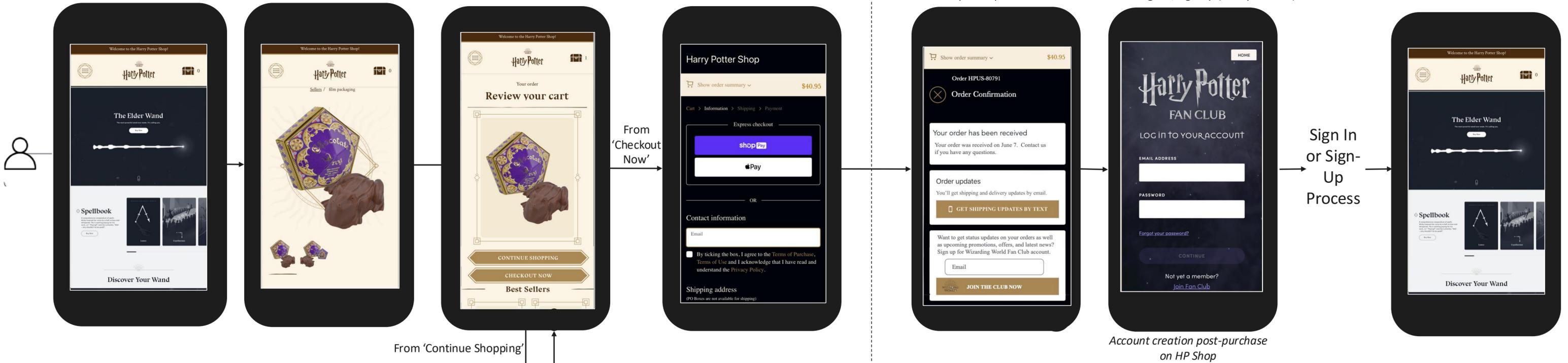
HP Shop Checkout

SIGN IN/SIGN UP POST-PURCHASE FROM HP SHOP

HP Shop Receipt Confirmation

HPFC Sign In/Sign Up (Post-purchase)

HP Shop Home Page



PURCHASE AND CHECKOUT FLOW (ON COMMERCE STRIPE CHECKOUT)

HP Shop Home Page

HP Shop Home Page - redirect msg

Elder Wand Shop (no pre-order sign up)

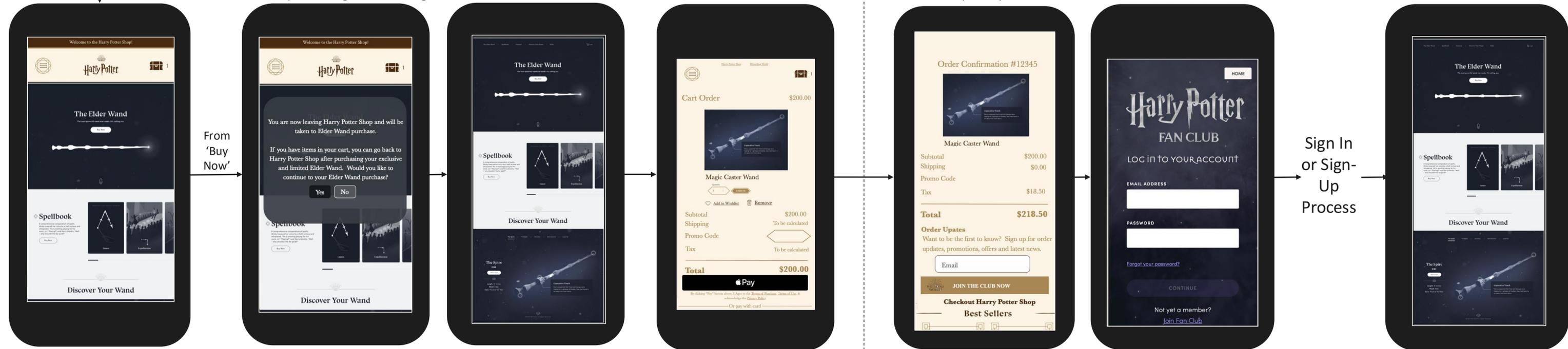
Elder Wand Shop Checkout

SIGN IN/SIGN UP POST-PURCHASE FROM ELDER WAND SHOP

Elder Wand Shop Receipt Confirmation

HPFC Sign In/Sign Up (Post-purchase)

Elder Wand Shop Home Page



Since Elder Wand is not on HP Shop and is on its own platform, every time a user clicks on Elder Wand 'Buy Now', a message will appear informing the user that they will be taken out of HP Shop.

System can attempt to re-route user back to HP Shop cart to complete pending purchase

Account creation post-purchase on Elder Wand Shop

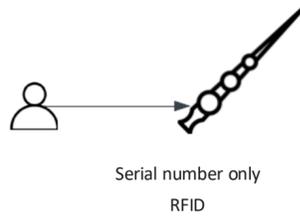
FUTURE USE CASES

FUTURE VISION – USE CASES

These are some conceptual product possibilities and are not set or part of any project timelines currently

USER REG

Register Elder Wand to unlock an AR/VR experience on WWD



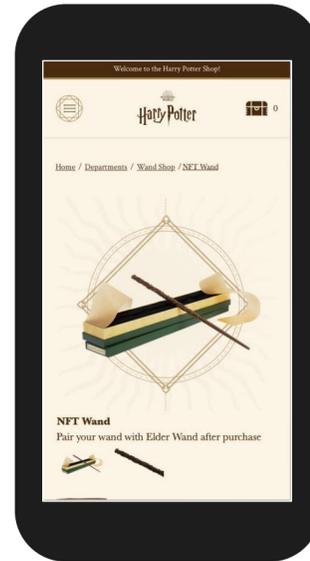
LOG IN

Recognize our fan using the wand



HP SHOP

Sell Digital Wands with NFT that can also be paired with Elder Wand



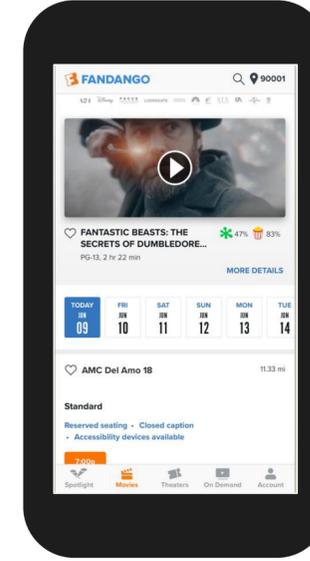
WWD

Exclusive access to worlds with AR features using the wand and purchase NFT digital assets



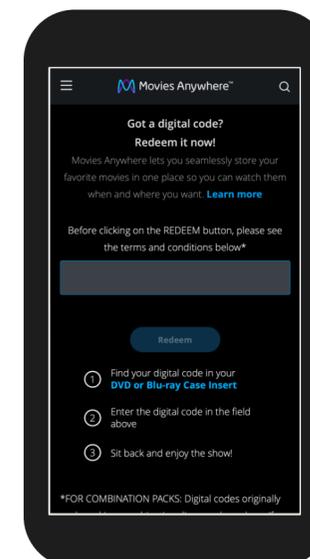
THEATRE

Enter your movie ticket and gain access to AR/VR experience on WWD with Elder Wand



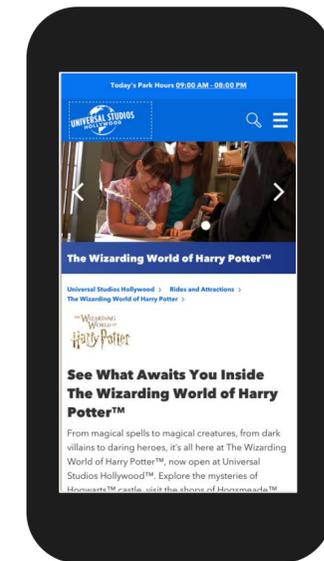
HOME ENT

Enter your Home Ent digital movie code and gain access to AR/VR experience on WWD with Elder Wand



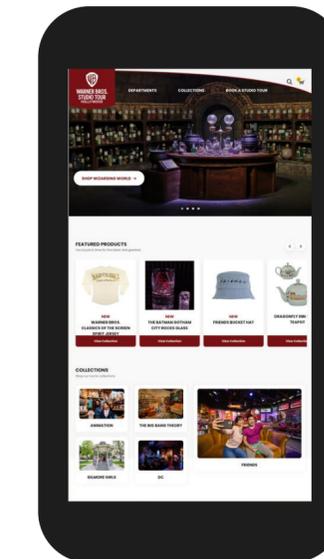
ADVENTURE PARKS

Scan Elder Wand at the Harry Potter Universal for some specific fan experience



STUDIO TOURS

Scan Elder Wand at the Harry Potter portion of the studio tour and along with WWD, use to enhance specific fan experience



USER REG

Upsell physical wand and enhance the registration AR/VR experience immediately

