

Burger King Sonic Adventure 1 Promo by Alcone Prototype Booklet Pages PDF

In 2014 a booklet appeared that the company Alcone put together for Burger King. At the time of Sonic Adventure 1, BK wanted to have a promotion of give-away meal toys that promoted SA1. They got Alcone to draw up some designs for toys they could make. This booklet is their ideas, which includes sketches, explanations and color guide sheets probably informed by Sega.

The toy line was never put into action.

Probably none of this stuff ever got made/got any farther than the drawing/art stage you see here. So the whole booklet itself is a prototype. It's placed into this PDF because there are way too many images to just go on a web page & also they have to be pretty big so you can read them / get the full effect. Observations & descriptions, as usual, are added in here to most of them just like they would be on the site.

You can save the PDF.

If you've opened it in your PDF reader, there's a button on there that saves the whole thing so you can keep all the images for yourself in one shot. It's probably a good idea to do that, because there may have only ever been 1 of this booklet art thing made.



The cover says when it was done, & has that BK Kids Club logo. Sticky note calls it a “deck” as if it was cards, but it’s not, they’re clearly at least 8.5 x 11 sheets or some similar size in there.



Noisy Amy is their first toy.

It doesn't ever actually tell you HOW or WHY she is noisy, though. It's likely the mallet is a rattle of some sort. Notice how inaccurate it is to the game. There's 0 detail on it, and it's 'small' compared to the game one. The words there say "Large Character" and "Unique Iridescent Fabric", which indicates her dress. The Sonic disk/photo she's holding is marked as a lenticular item. (means it image-shifts when tilted) The head is marked "To be Rotocast". (means of manufacture, but why specify it?)

But why "noisy"?

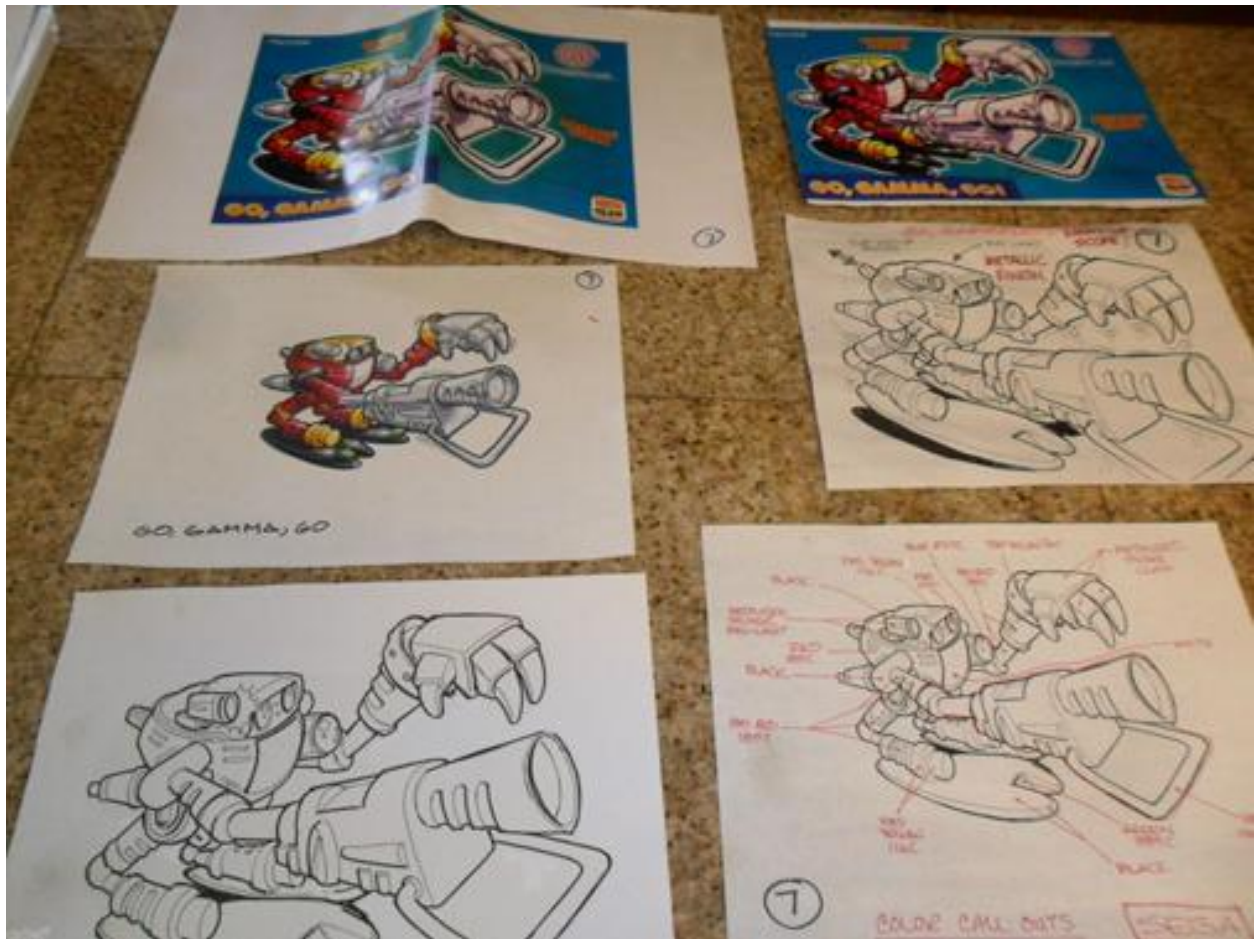
Amy never relied on being either loud or quiet in the game. The noise feature is sort of nonsense in the context. They could of done "piko hammer hitting Amy" or something where she'd flail the mallet around or have her twirl or something, and it would have been more like the game. As you read about it, you can see how they wanted the toys to be like the game in most cases (unlike some toy tie ins that have nothing to do with anything) which makes the Amy fit in even less.



Go Gamma Go Art



The next figure is “Go Gamma Go”, with E102 Gamma. It’s not the world’s most accurate representation of him, but it’s still all right. He was supposed to have a “Metallic Finish” which likely meant that chrome-look electroplate over plastic for the parts of him that were silvertone in the game. He also would have a “light up scope” and roll along or be a pull-back-and-go type of figure. The “go” bit wouldn’t make sense if he didn’t move.



The colors are numbered on most of the descriptions here, likely refer to some color guide (Pantone is a famous one) You’ll notice other characters with color/numbers throughout the booklet. An example there is “Yellow 116C”



"Frog Catchin' Cat" (notice it is spelled wrong above) is their Big the Cat Offering.





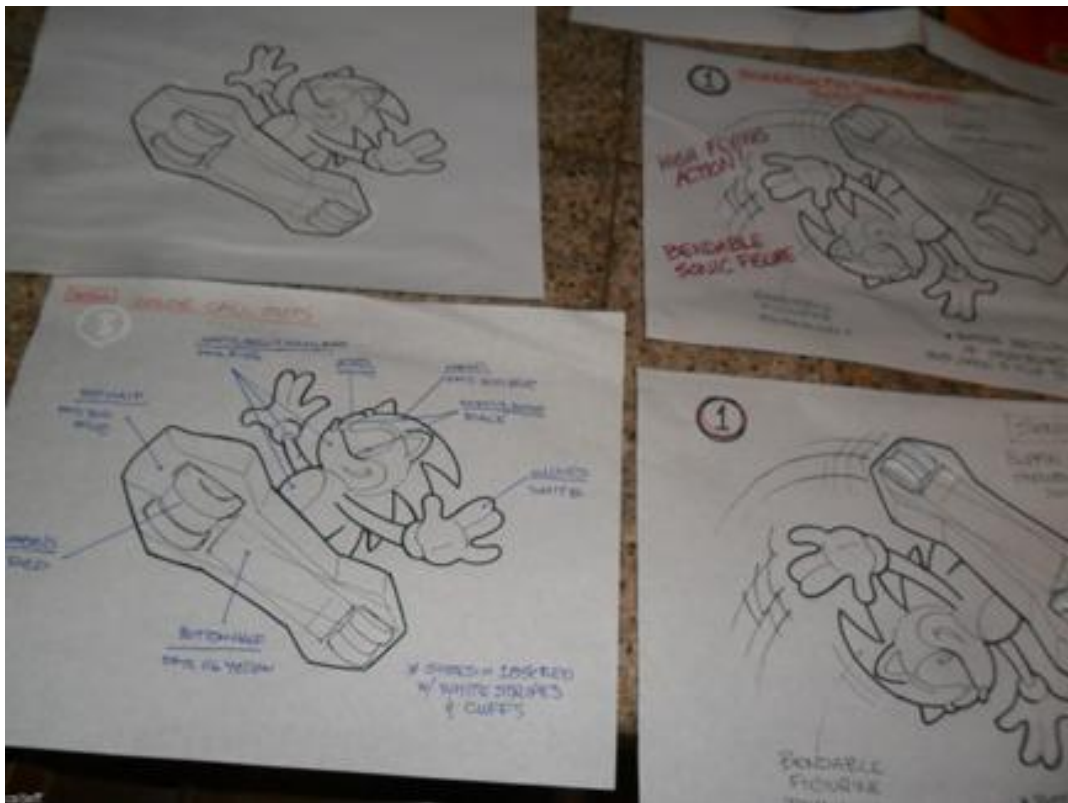
Big here had several gimmicks going on at once.

He's a pull back n' go figure, but with his big feet he also rocks back and forth like he's "reeling in" Froggy at the same time. Then, for whatever reason, the green part of the rod & Froggy too, light up. The note there says that the green plastic to use is semi-transparent.

He's sort of off-model here, and they're clearly trying to make him cute & appealing with the happy face they gave him there. Part of the off-model-ness is to give him the super huge feet so his gimmick will work.



Somersaltin' Snowboardin' Sonic





This rolling snowboard toy would have a bendy Sonic figure attached to the top. (Like a regular bendy from someone like Toy Island) The snowboard itself rolls, but the caption says “Snowboard flips open underneath to flip toy”. It also promises ‘high flying action’.

The art here isn’t so great. Sonic is not only really fat, but he’s shown with only 3 fingers. How did they get away with that? It clearly got into some kind of final draft on that color laser printed graphic above. Amy toy also obviously has all of her fingers, so why not Sonic?

How well would the flipping mechanism have worked? What would have triggered it? It’s one thing to have a spring toy that flips a simple hollow object, or some regularly shaped thing, but a totally different thing to have to flip a solid rubber/wire bendy finger too. AND have it land on the wheels and not just lamely flop over onto its side because Sonic’s head is heavy. Making a toy that could actually do what they wanted it to do here would really be interesting to see.



This is “Turbo Prop Tails” , which makes sense. He’s a pull back n-go airplane, the wheels are in the cloud on the bottom of it. The propeller says “unique rotating propeller motion” and “fast flying fun” . Each blade of the propeller was to rotate separately, giving it the illusion that the propeller was whole & rotating really fast. That’s a good idea on paper, and would have likely actually worked in toy format. The mechanics of something like that might have been difficult though.

Notice the little clamp on the back of the plane.

It is extra interesting because if you got TWO toys (this one, and the Sonic on his rocket sled thing) you could take the Sonic figure off that other toy, and clamp him onto this one.



This promo line was seriously trying to make itself out to be a real action figure line, with combining toys that worked with each other and multiple features for each toy.





This is the “Knuckles Goes for a Spin” balancing toy.

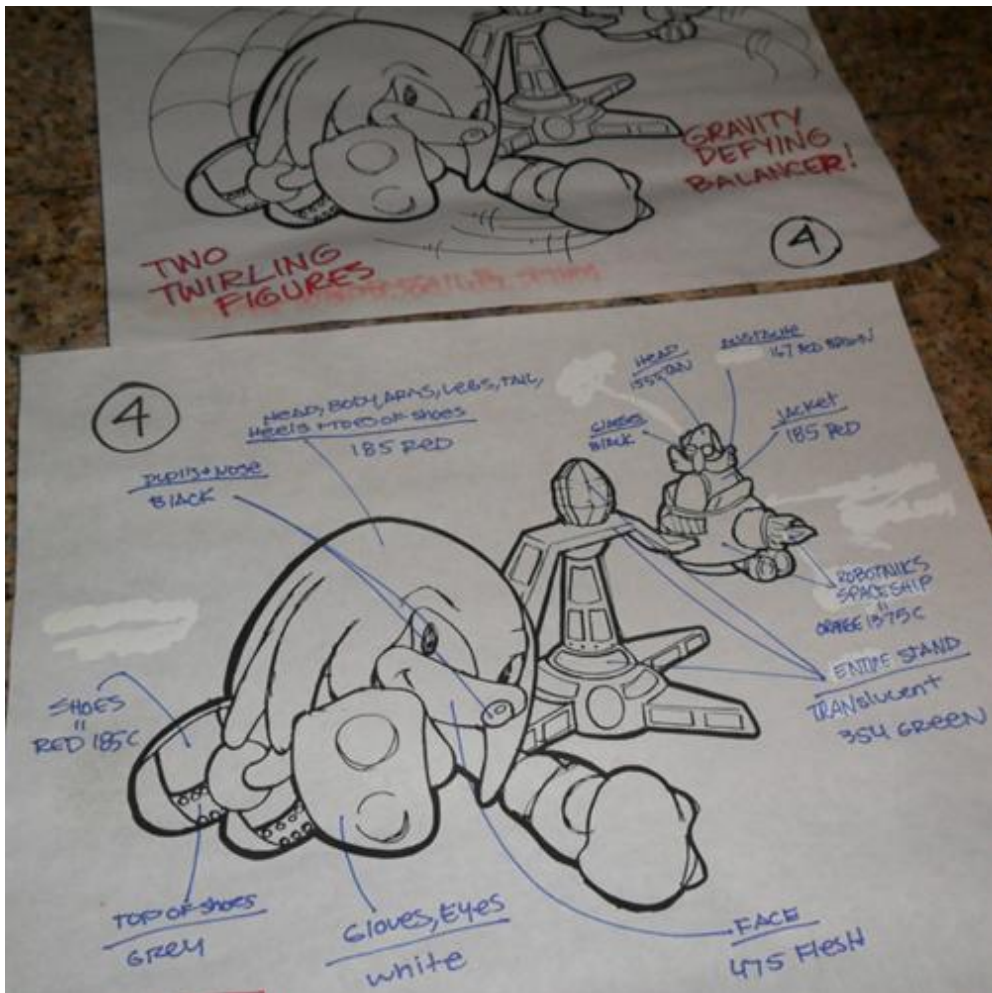
The little stand there is that transparent stuff from Big’s fishing rod plastic. The top of the toy is likely supposed to look unbalanced on purpose (while being weighted in some hidden way so it actually works) and sits on a ‘pin’ on the base so if you nudge it, it’ll just twirl around. The action is meant to look like Knuckles is chasing Eggman.

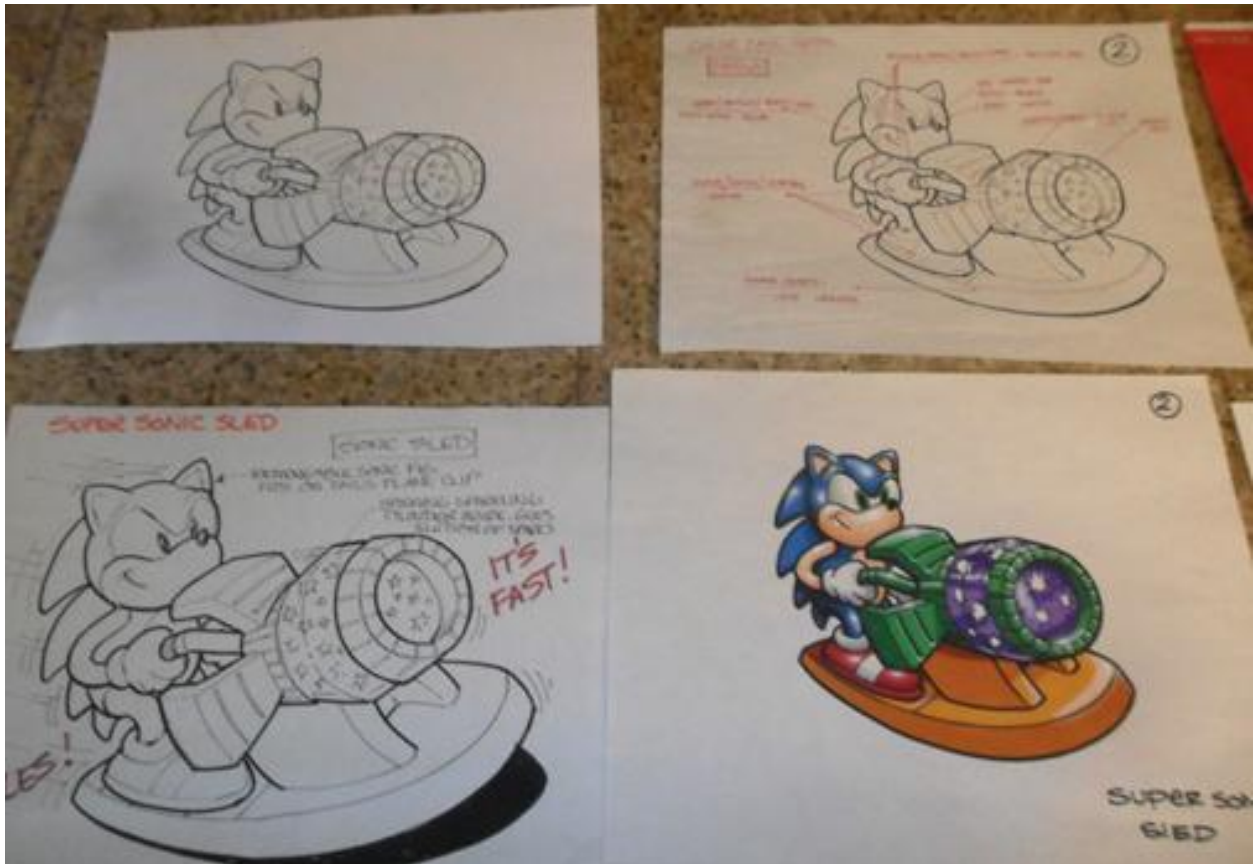
The art here is interesting. Look how good and on-model the Knuckles looks. It’s likely they traced him off of something Sega did, because when let alone to draw him (later in the book) they can’t do nearly as good a job as this art.

Also, look at the Eggman. It’s clearly a “Robotnick” design of him. The head is super pointy & cone-like, just like in Adventure of Sonic the Hedgehog weekday show. There’s nothing “Eggman” about him. That figure looks like it’s meant to be highly simplified & small, so as to better show off the Knuckles , but the Egg o Matic looks super tiny/strange and off model too.



This is the reverse side of the art. Without the black lines you can see how somebody colored the whole thing in with markers.





This one is "Super Sonic Sled" It's made to look like one of those rocket things used for transport in Sonic Adventure 1. It's another pull-back-n-go toy, but it has extra action too. The barrel part where the stars are drawn was to be glittery. The interior would also have some kind of shiny stars on it & would twirl. This was to give the illusion that it was "sparking" according to the notes above.





Remember, this was the one with the removable Sonic figure that you could clip onto the Tails Plane.

Everything pretty much makes sense here. Those transportation methods were actually in the game, the action simulates them ok, & the Sonic probably would have turned out decent since he was removable. However, do notice that he's kind of fat in the art & likely also missing a finger randomly.



Twistin Twirlin Tails may look familiar to you...

If you know about non-USA Fast Food Promos. There was a Tails toy made similarly to this one. He's a pull back n' go, and as it rolls along, the tails would spin. While the basic mechanism is the same as a much earlier toy, this one (naturally) adds more gimmicks to it.

The figure itself is flocked (covered in fuzzy stuff), it zooms forward, the tails spin...and the eyes look back and forth quickly as he goes.





Notice how the marker art there is sort of stippled to try and show that he'd have a fuzzy flock texture. All of the orange parts would be flocked.

He's a good idea in principal, but flocking is notoriously fragile, and wears off easily to leave ugly bare spots of plastic. It also collects dirt, dust & lint easily while being difficult to clean without ruining. Longevity was probably not considered in a meal toy, though.

The 'moving eyes action' would probably have NOT looked good. Can you imagine it zooming along while wildly spinning its eyes? It seems like a tacked on feature for the sake of trying to make all the toys do "loads of stuff" all at once.

Tails also looks rather fat here, probably to fit in all of the mechanisms he would need for his actions. It sort of detracts from his usual really cute look, and makes him seem more like a bear with that huge lower face, tiny ears & minimized bangs.

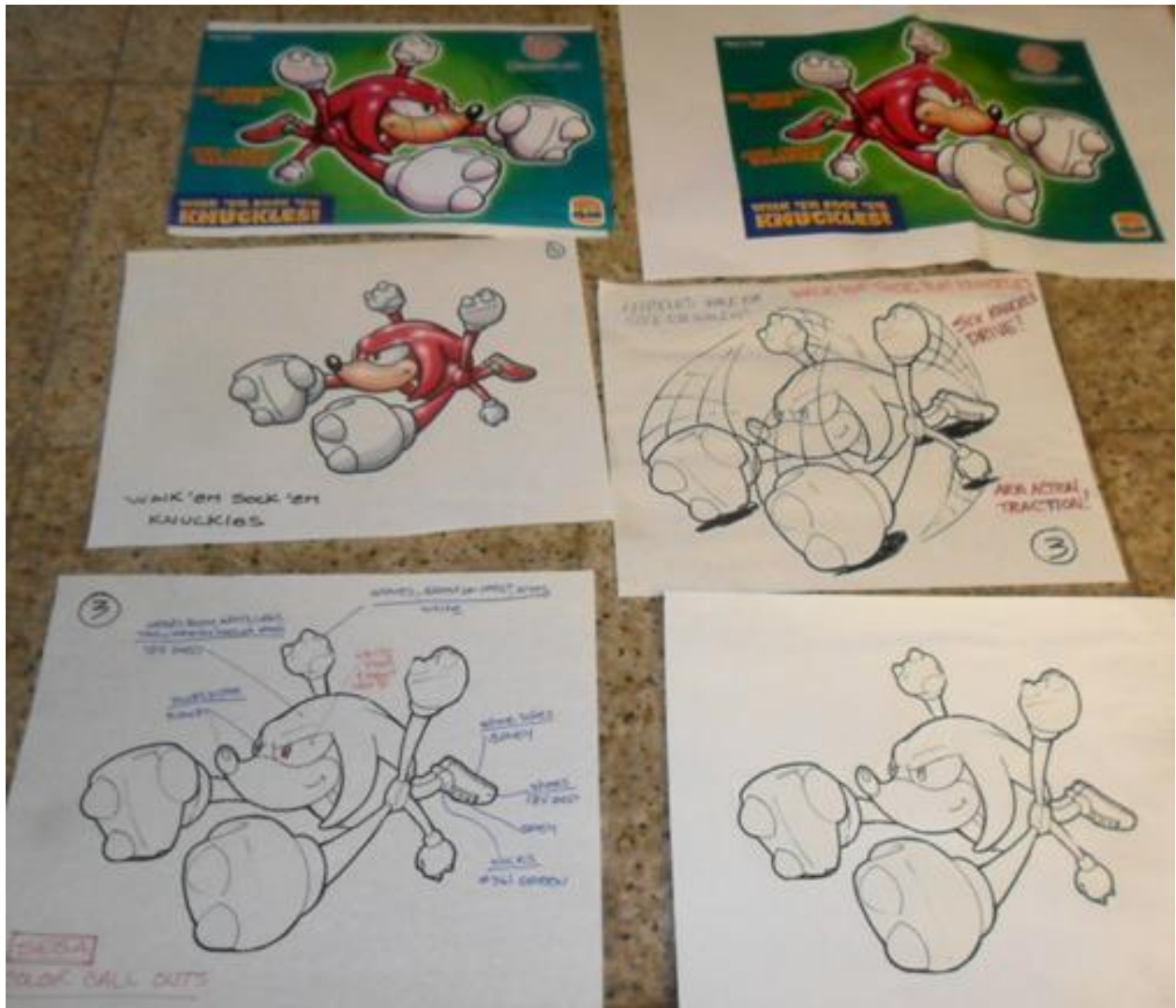


Here is “Walk ‘em Sock ‘em Knuckles”

Enter weirdness territory with this toy oddity. The name is a clear play on “Rock Em Sock Em Robots” but changed so that it tells you his feature. He “walks” while he “socks” (punches) It’s one of those things that’s better as a concept, and really strange in reality.

Like when Sonic’s feet are drawn as this rotating wheel, or the “Figure 8 Peel Out” from Sonic CD. If someone actually tried to make a Sonic toy with some “8” shaped loop instead of feet, it would be super odd. Here, it’s supposed to represent rapid punching/afterimages type thing like you get in Street Fighter games or those “toons fight in a dust cloud” where there’s dust, lots of flailing limbs, and wacky action.

The art is kind of weird too, especially when you take into account their really nice job on the previous Knuckles toy art. Here, he has a massive lower face, and sort of shriveled head. Is he kind of spidery because he has 8 limbs? Or would he seem more like a propeller?



This thing would go spinning along with the arms as the wheels, as it drug its feet across the table. Likely, it was supposed to be a wind-up thing. But where is his tail? The little texts read “Six Knuckle Drive” and “Arm action traction”

This multi armed guy & that crazy eyez Tails creeping across a table at you might cause some second thoughts on the toy line.



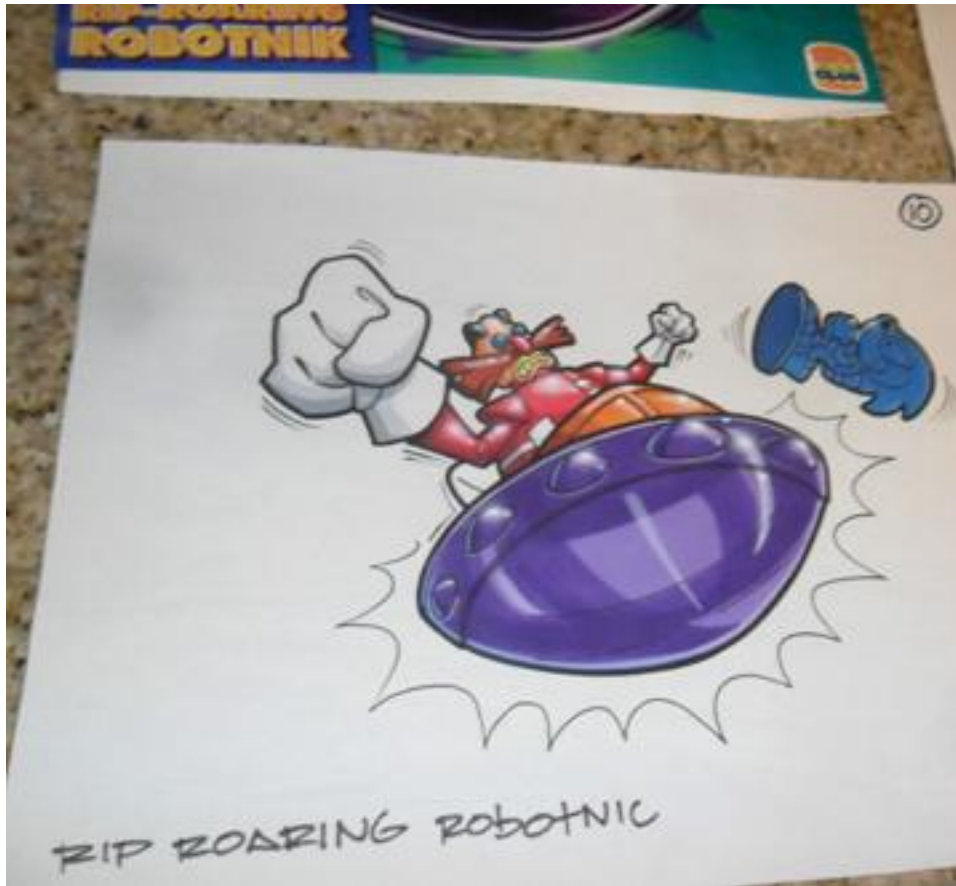
“Rip Roaring Robotnick”

Who’s name is only alliterative as long as nobody finds out it was “Eggman” in the game. The title here though, is accurate. He’s a ripcord toy, with several actions. When the cord is pulled, the “spacecraft” spins wildly, he flails his arms and shakes his head AND the center part (with the bumps) lights up. As shown here, he comes with a simple monotone Sonic “dummy” target to knock over.

The dummy target has been used before in other fast food promos, there was a monotone Scratch (the rooster from Adventures of Sonic the Hedgehog) produced as a dummy figure, so the concept isn’t new, but it is fun. You have something to aim the toy at.

RipCORDS are also a decent idea, because unlike pull strings, they don’t tangle inside the toy, rendering it useless. (Helicopter launch Tails from another fast food line had pull string launch, it suffered) The flailing & light up action would also be attractive to see & easy enough to make actually work.

Why isn’t the thing the Egg o Matic? They got his outfit right (this was the first time he had this new outfit) so why not put him in something from the game?



What doesn't work?

The art. 3 fingers, giant gloves, cone head (again) and a pair of black...long...ridge things on his head. Did this misinterpret his goggles? What's going on with that?



Why didn't this set get made?

It's anybody's guess. No official word was given at the time of booklet discovery. Possible reasons are below:

The figures were too complicated

They feared they couldn't get all the gimmicks working

The figures were too expensive

With loads of features for each one, or big size (like Amy) they wouldn't cost low enough to be able to be given away for free. Paid promotions DO and DID exist (ex. Denny's Underground dolls) but they never do as well as freebies.

The figures didn't look enough like what Sega wanted

Wrong fingers, fat characters, strange actions, stuff that doesn't look like it's from the game...did it turn Sega off of it? (unlikely)

Somebody backed out for whatever reason

Too costly, takes too long to make it, wouldn't fit in with promo scheduling, proposed too late, something unknown went wrong along the way.

It's rather too bad this didn't get made because it brought interesting ideas to the table, like combinable figures and vehicles, something that store-bought toy-lines lacked for years to come after SA1.