



MJJCollectors

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Press Kits

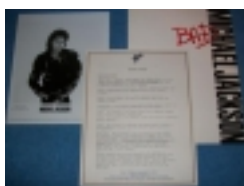
Have an MJ promo item not on our site? [Add](#) it here!



BAD 25 Anniversary Pepsi Promo Press Kit (Belgium)

This Belgian Press kit comes with a paper cube containing a set of 4 Belgium cans, an info sheet in Dutch and a CD-R of the production process of the cans and pdf formats of all Belgium promotional designs.

[\[Product Details...\]](#)



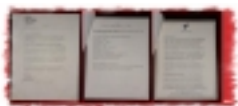
BAD Album Official CBS/Epic Press Kit (USA)

This 1987 kit is from CBS Epic and comes in a white folder that reads "Michael Jackson BAD." Includes an 8x10 promo glossy, color slide negative, and an 8 page biography. [\[Product Details...\]](#)



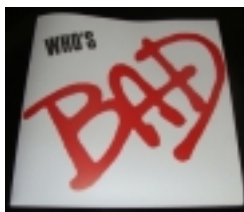
Bad Album Official Promo Beach Kit (Sweden)

1987 Promotional kit with beach towel, radio, inflatable balloon and LP, given to some media outlets in Sweden to promo the LP: [\[Product Details...\]](#)



BAD Album Promo Press Kit (USA)

ORIGINAL PRESS KIT for MICHAEL JACKSON'S 1987 Epic Records release "BAD". (USA) [\[Product Details...\]](#)



BAD CBS/Epic Press Kit With Promo LP Inside (Mexico)

1987 Mexican promo press kit with BAD LP, 3 promotional B/W pictures and various info sheets. [\[Product Details...\]](#)



BAD Japan Tour '87 Promo Press Kit (Japan)

1987 very rare Japanese promo press kit with info sheets, b/w pictures and map of the stadiums to attend the concerts in Japan. [\[Product Details...\]](#)



BAD Marketing & Information Booklet (USA)

This six page booklet from Epic/Sony was sent to record stores in the summer of 1988. BAD LP cover on front. Includes a lot of photos with information on the marketing strategy, release dates, available display material, etc. for the Bad album. [\[Product Details...\]](#)



BAD Tour '88 Pepsi Promo Press Kit W/ LP Album (Italy)

1988 Extremely rare Italian press kit with Bad LP album plus other info on the tour and Michael's bio to present the tour to media outlet in Italy. Only a few released. [\[Product Details...\]](#)



BAD Tour 88 "Dirty Diana" Press Kit (UK)

This kit was issued during Michael's European 1988 Tour. Comes with Dirty Diana 5" CD, Bad Tour promo folding binoculars, 8x10 glossies and biographies. European Tour dates are listed on the back. [\[Product Details...\]](#)



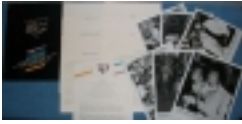
Black Or White Promo Envelope W/ 4 Track 12" Single (UK)

1991 Rare UK promo envelope with 4 track 12" single of Black Or White. [\[Product Details...\]](#)



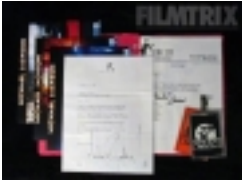
Black Or White Promo Press Kit W/ 7"+CD (UK)

Rare UK promo press kit with 'Black Or White' 7" single + CD single and info sheet. [\[Product Details...\]](#)



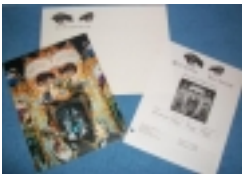
Captain EO Deluxe Press Kit (USA)

This kit comes in a black folder with purple "Captain EO" logo. 1986 Walt Disney/Eastman Kodak. [\[Product Details...\]](#)



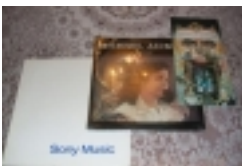
Chicago Nights *Moonwalker* Movie Crew Press Kit (USA)

1988 Chicago Nights (Moonwalker) Crew Press Kit. [\[Product Details...\]](#)



Dangerous Marketing and Information Booklet (USA)

LP cover on front, back cover has a photo of the deluxe pop-up collector's CD. Contains info on the music, promo material, advertising campaign, etc. relating to Dangerous. Comes with one sheet order form in a special white manila envelope with MJ "Eyes" [\[Product Details...\]](#)



Dangerous Promo Sony Music Press Kit With 'Salven El Mundo' 12" Single (Mexico)

Very Scarce Promotional Sony Mexico Press Kit including 'Salven El Mundo' Promotional 12" Single of 'Heal The World'. It was given to the press to present the new LP. [\[Product Details...\]](#)



Dangerous Tour '92 Promo Press Kit (Italy)

1992 Italian promo kit given to the press before the Dangerous tour dates in Italy. [\[Product Details...\]](#)



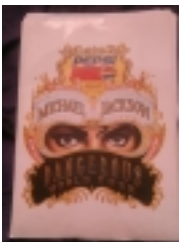
Dangerous Tour Pepsi Press Kit (UK)

Dangerous Tour 6 page presskit from Pepsi, with various items. [\[Product Details...\]](#)



Dangerous World Tour '92 Promo Press Kit (Germany)

1992 Dangerous Tour press kit given to the Germany media before the tour. [\[Product Details...\]](#)



Dangerous World Tour 1992 Promo Press Kit (UK)

1992 UK promo kit given to the press before the Dangerous tour dates in Europe. [\[Product Details...\]](#)



Dr Pepper Be A Pepper Media Kit & LP Record (USA)

1979 rare US press kit with various promo records and pictures, including jingle by Michael and Jackson 5, done for the Dr. Pepper soda campaign. [\[Product Details...\]](#)

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