

PEANUTS[®]

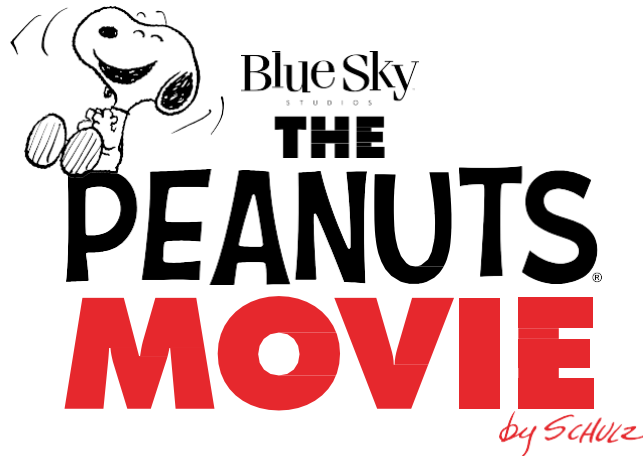
BRAND INTRODUCTION
OCT 2018

CAA-GBG



THE POWER OF PEANUTS

99%
CONSUMER
BRAND
AWARENESS



OVER 3
BILLION
SOCIAL MEDIA
IMPRESSIONS**

f t i v s y

#1 RANKED
PRIME TIME
TV SPECIALS

45 MILLION
COMICS READ
EVERY DAY*

F O U R
QUADRANT
APPEAL

A small, stylized illustration of a character with a large head and a small body, holding a red flower. A musical note is floating above the character's head.

*NIELSEN MEDIA RESEARCH / ** NATIONAL PEOPLE
METER, 2014

WHY PEANUTS?



LEGACY
AMERICAN BRAND

TOP MILLENNIAL
ENTERTAINMENT
PROPERTY

FOUR QUADRANT
FOR WHOLE
FAMILY

SEASONAL
POWERHOUSE

HIGHEST
ENGAGEMENT OF
ALL

ENTERTAINMENT
PROPERTIES

AIRING DAILY

ANIMATED SHORTS

"RATINGS HAVE CLIMBED 16% OVER LAST YEAR AMONG CHILDREN 2 TO 11
EVEN AS ITS RIVAL NICKELODEON HAS FALLEN 31%..."

— THE NEW YORK TIMES



francetv

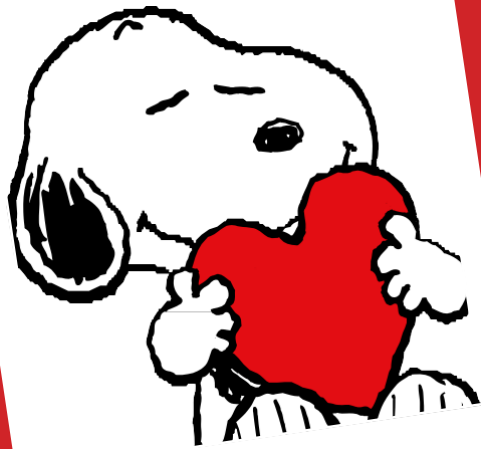


- ON-AIR IN 20 TERRITORIES
- US PREMIERE ON IN 2016
- 500 X 90 SEC / 104 X 7 MIN
- BROADCAST DAILY AT 11:30 AM



SAMSUNG

LIST OF PROGRAM



**CLASSIC
PEANUTS**



**VINTAGE
PEANUTS**




CGI ART



BELLE

Many FACES OF Snoopy



MANY FACES OF SNOOPY

- **ALL-NEW ANIMATED SHORTS ON**
- **60TH ANNIVERSARY OF THE HAPPY DANCE - GLOBAL SOCIAL CAMPAIGN**
- **NEW STYLE GUIDE**
- **NEW TOY LINE**
- **CELEBRATING SNOOPY'S BIRTHDAY – AUGUST 10TH**



SECRET AGENT



JOE COOL



FLASHBEAGLE



MASKED MARVEL



BEAGLE SCOUT



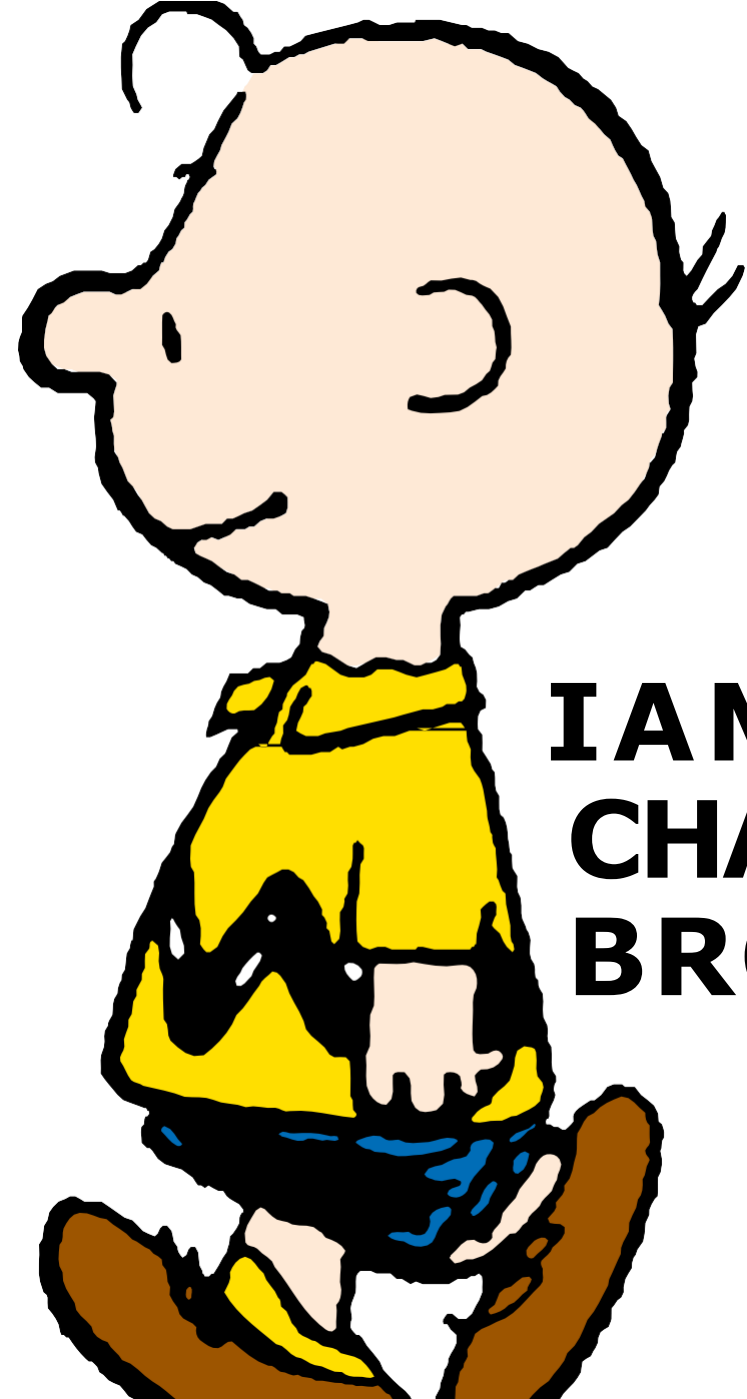
JOE PREPPY



FIERCE PIRATE



FLYING ACE



**I AM
CHARLIE
BROWN**



SEASONAL POWERHOUSE



JANUARY
NEW YEAR'S EVE



MARCH
ST. PATRICK'S DAY



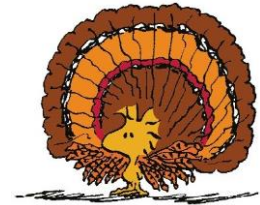
MAY
BASEBALL



JULY
4TH OF JULY



SEPTEMBER
FOOTBALL



NOVEMBER
THANKSGIVING

FEBRUARY
ST. VALENTINE'S DAY



APRIL
EASTER



JUNE
SUMMER



AUGUST
BACK TO SCHOOL



OCTOBER
HALLOWEEN



DECEMBER
CHRISTMAS

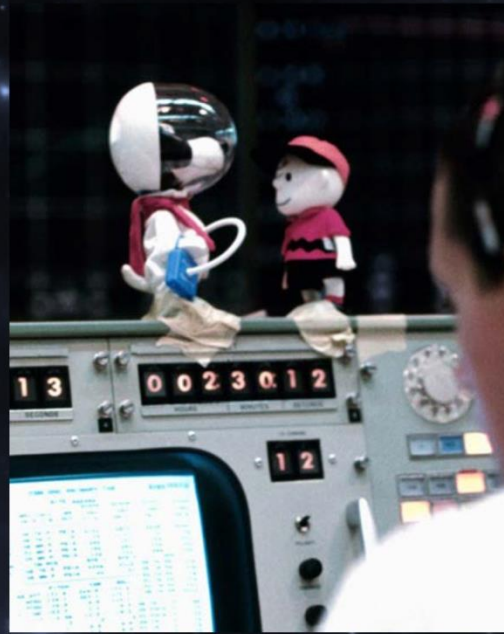
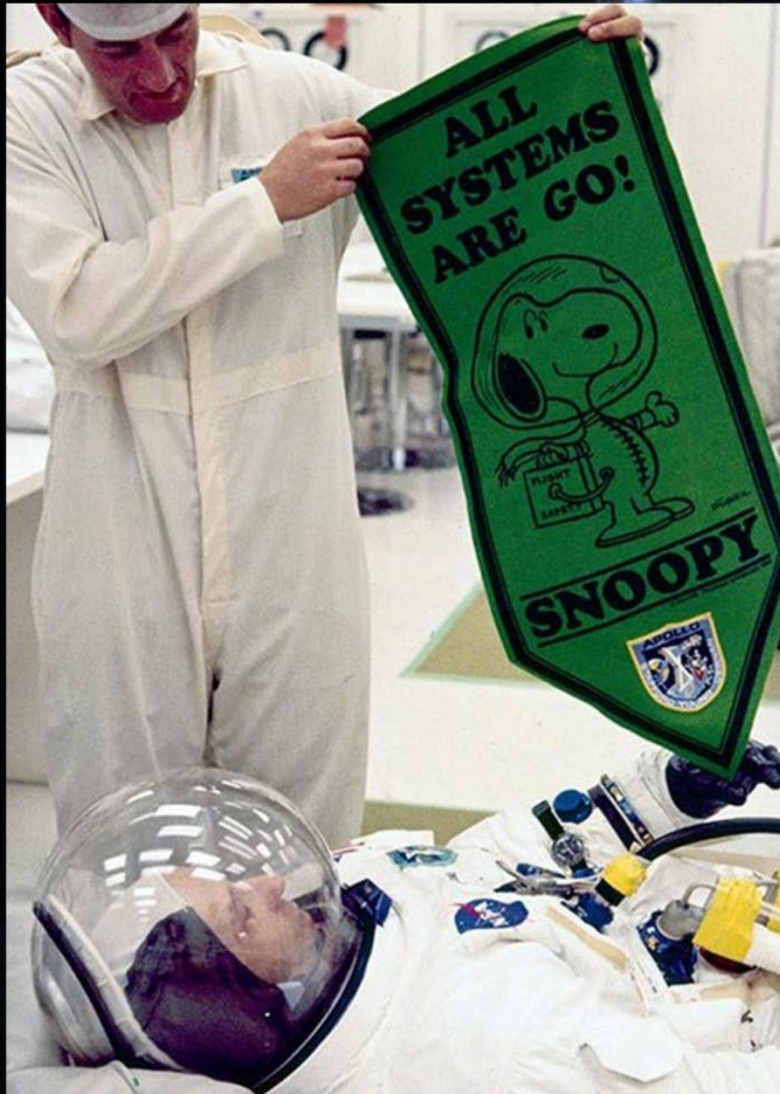




PARTNERSHIP OPPORTUNITY

PEANUTS®

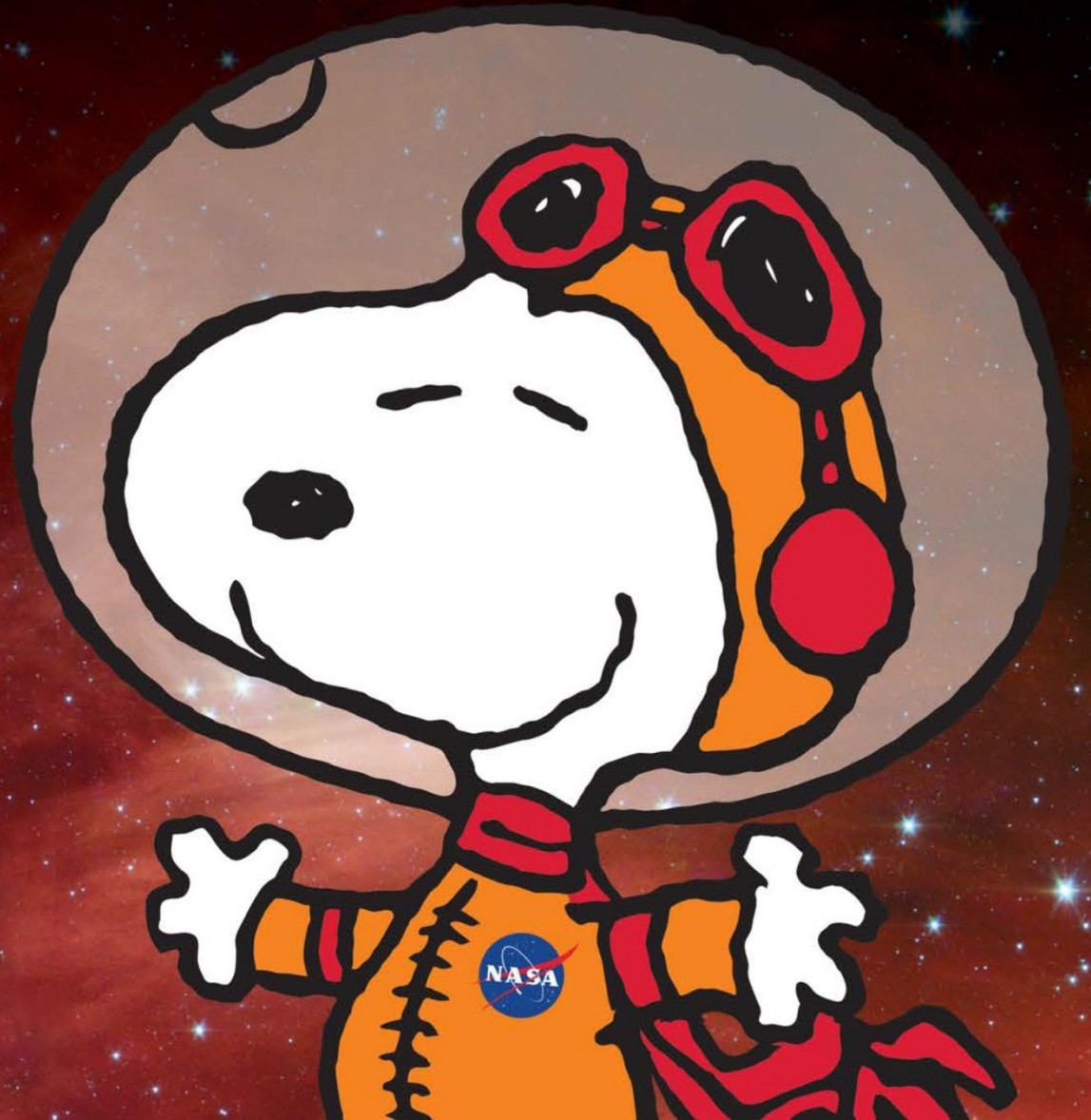
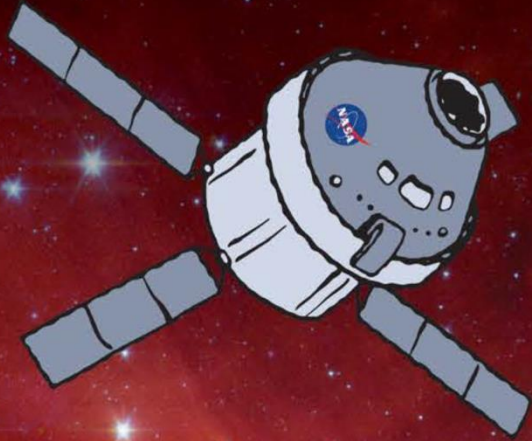




PEANUTS AND NASA: A 50 YEAR RELATIONSHIP

- NASA has shared a proud association with Charles Schulz and the Peanuts characters for decades. In 1969, Apollo 10 traveled to the moon the modules were named Charlie Brown and Snoopy.
- In 1968, the Silver Snoopy program was created as a way to honor NASA employees and contractors for outstanding achievements related to human flight safety or mission success – a high honor that still exists today.
- Beginning in 2019, Peanuts and NASA will kick off a multi-year partnership celebrating the 50th Anniversary of the lunar landing and introduce new content and educational outreach focusing on America's next flight test for deep space exploration.

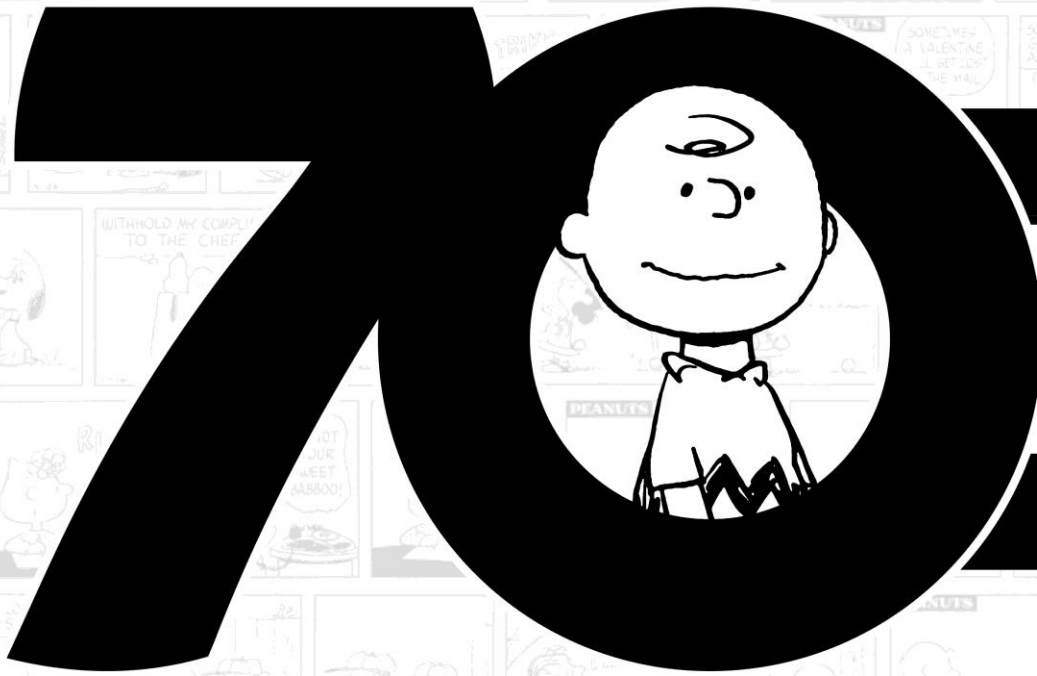




SNOOPY

FIRST BEAGLE ON THE MOON • 1969





FROM PAPER

YEARS

TO PLATINUM

PEANUTS: FROM PAPER TO PLATINUM

A 70th ANNIVERSARY CELEBRATION

- Global Marketing Activations
- Promotional Opportunities
- High Level Collabs
- Exclusive Style guides







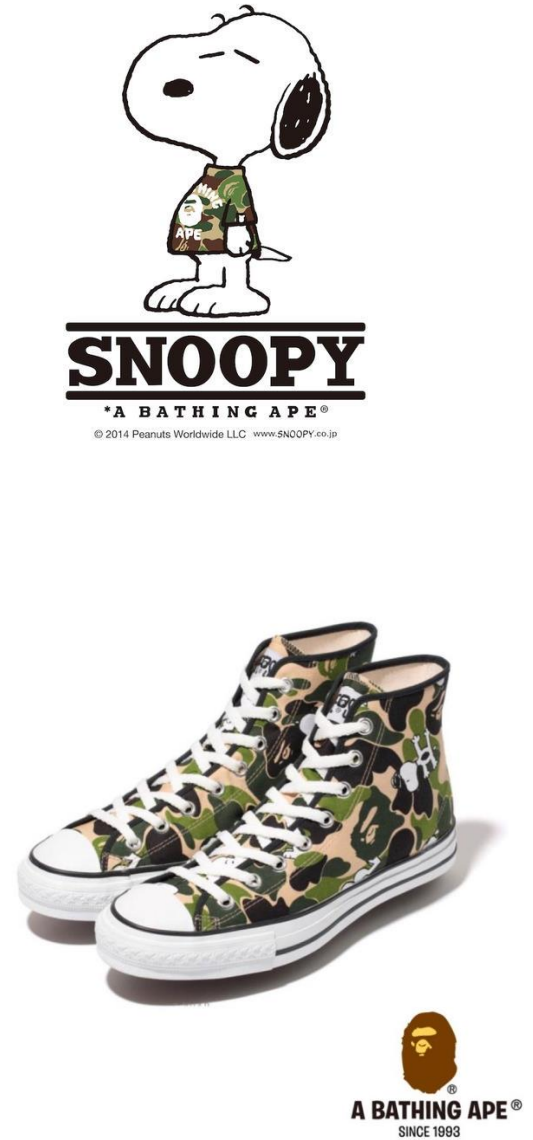




COLLABORATIONS









ZARA

Peanuts X ATION
APPAREL COLLABORATION (KOREA)





Hanna Andersson




LACOSTE



URBAN OUTFITTERS



GUCCI



FAY









b+ab



PiGi



wakai
ライフスタイル



LEARN FROM YESTERDAY



LIVE FOR TODAY



LOOK TO TOMORROW



REST THIS AFTERNOON







1440
\$2980



Flying Ace
PE-6672
約價 \$8480



擁抱愛
PE-6664
約價 \$8800



享受愛
PE-6665
約價 \$8000



上市

甜·蜜·約·定
2Sweet™
好禮獻·甜·蜜·約·定·珠寶有限公司

經典系列



限量飾品包
凡購買全場珠寶飾品即享有限量精美禮品包，數量有限

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限量飾品包

凡購買全場珠寶飾品即享有限量精美禮品包，數量有限

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PEV-1436
約價 \$2980



PEV-1435
約價 \$2980

甜·蜜·約·定
2Sweet™







The Polo. Just a bit wilder.
The CrossPolo.



The Polo. Just a bit wilder.
The CrossPolo.



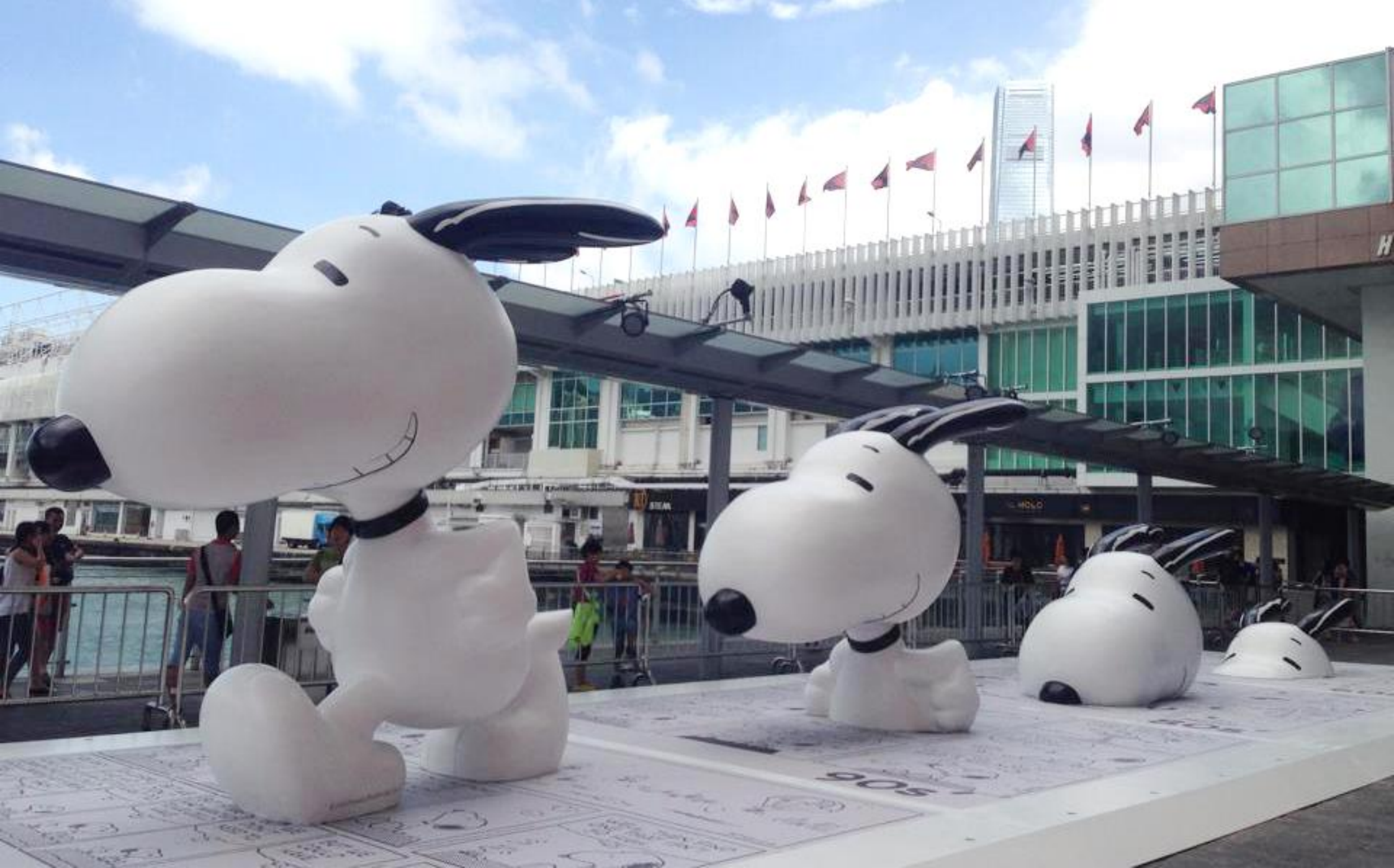
















apm
Snoopy 花生漫畫 65 周年夢幻聖誕

apm 花生漫畫 65 周年夢幻聖誕

SNOOPY™ RUN



史努比

缤纷世界

SNOOPY FUN FUN GARDEN

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欢迎光临 WELCOME!





CAA-GBG

GLOBAL BRAND MANAGEMENT GROUP

REPRESENTING THE WORLD'S STRONGEST BRANDS ACROSS THREE DIVISIONS

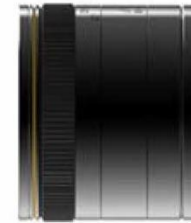
FASHION, LIFESTYLE & SPORTS BRANDS

Celebrity, fashion, and home brands covering fast fashion, lifestyle, sports, luxury, and home



CORPORATE BRANDS

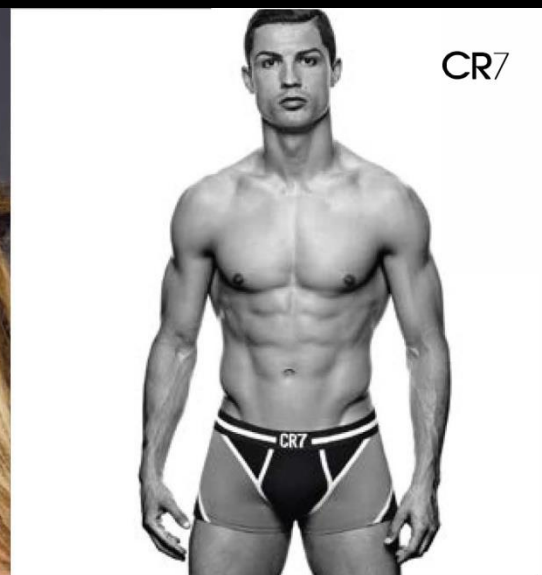
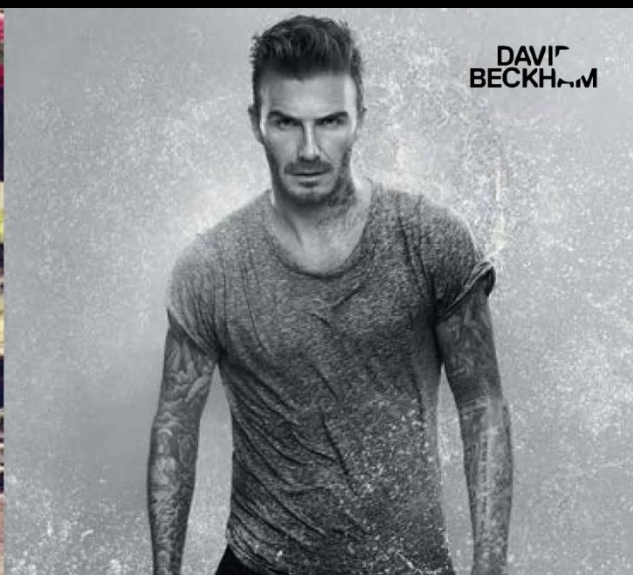
Brands from a range of sectors including fashion, auto, food, and beverage. Long-term properties with significant multi-territory awareness



ENTERTAINMENT BRANDS

Movie, publishing, toy, and social media based brands, targeting the children's, teen, and young adult markets





CELEBRITY & LIFESTYLE BRANDS

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GLOBAL BRAND MANAGEMENT GROUP





CORPORATE BRANDS

CAA-GBG
GLOBAL BRAND MANAGEMENT GROUP





ENTERTAINMENT BRANDS

CAA-GBG
GLOBAL BRAND MANAGEMENT GROUP



Brands we partner with



miffy

PEANUTS®

PETER RABBIT™

crocs™

CR7



Coca-Cola®

HERSHEY'S

007™

Keith Haring



Crayola®

PADDINGTON™
J



**DAVID
BECKHAM**

Discovery
EXPEDITION™

NETFLIX

Juicy Couture

Christian Lacroix



ENNIFER LOPEZ

**The
Cheesecake
Factory.**

GORDON RAMSAY



JEAN-MICHEL BASQUIAT

FABLETICS

JOE'S

FLOWER



BE IN TOUCH

