

nickelodeon

BEHIND THE BRAND: HELLO KITTY

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BEHIND THE WHISKERS



Sanrio

Created by
Yuko Shimizu
in **1974**

Target Audience

- Pre-adolescent Females
- 74% Female / 26% Male

50,000+ products
across more than
60 countries

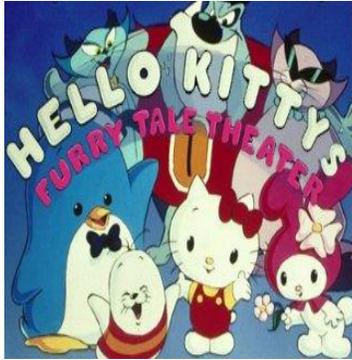


1st
appeared
on vinyl
coin purse



3rd highest-grossing
franchise
of all-time with an
estimated revenue
over **\$41 billion**

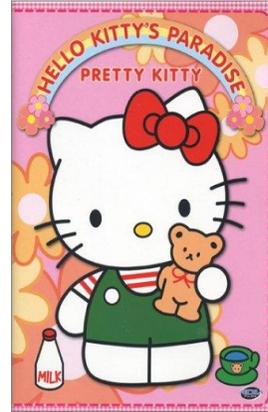
TV CONTENT



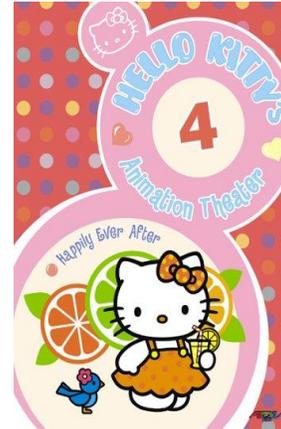
Hello Kitty's Furry Tale Theater (1987)



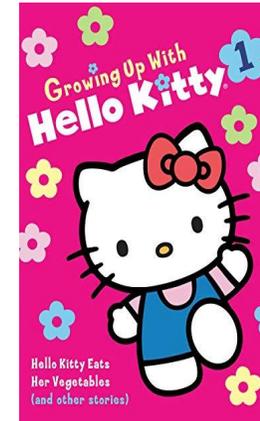
Hello Kitty and Friends (1989-1993)



Hello Kitty's Paradise (1999-2011)



Hello Kitty's Animation Theater (2000)



Growing Up With Hello Kitty (2012)



Hello Kitty Stump Village (2004)



The Adventures of Hello Kitty and Friends (2008-present)

DIGITAL

.COM

The screenshot shows the Sanrio Online Store website. At the top, there's a navigation menu with categories like Characters, Supercute & New, Bags, Home, School & Office, Travel & Tech, Fashion, and Flash & Toys. A sidebar on the left lists various characters including Agumon, Bibo-Manu, Chococat, Creamer, Gudetama, Hello Kitty, Keroppi, Kuma, Little Twin Stars, Mamechi, My Melody, Pochacco, Pom-pom-purin, Tsumedomi, Miki Character, My Melody, and others. The main content area features a large illustration of Hello Kitty and a description: "Hello Kitty was born in the suburbs of London. She lives with her parents and her twin sister Mimmy who is her best friend. Her hobbies include baking cookies and making new friends. As she always says, 'You can never have too many friends!'". Below this, there are links for "More Hello Kitty", "Goodies", and "Timeline". A "SHOP HELLO KITTY" section displays three items: "Hello Kitty Magnet Hooks: Cooking", "Hello Kitty Drawer Chest & Pen", and "Hello Kitty Decou Compact Mirror". At the bottom, there's a "SanrioTown" banner with a login/sign-up form and a "Recommended App" for "HELLO KITTY JEWEL TOWN".

APPS & GAMES

Over **245** Apps and Games related Hello Kitty



SOCIAL MEDIA



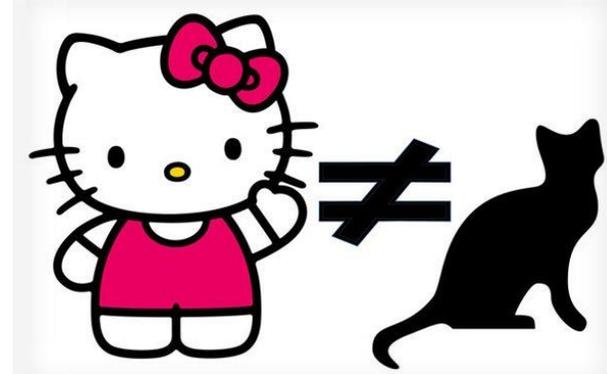
1M



170K



12.9M

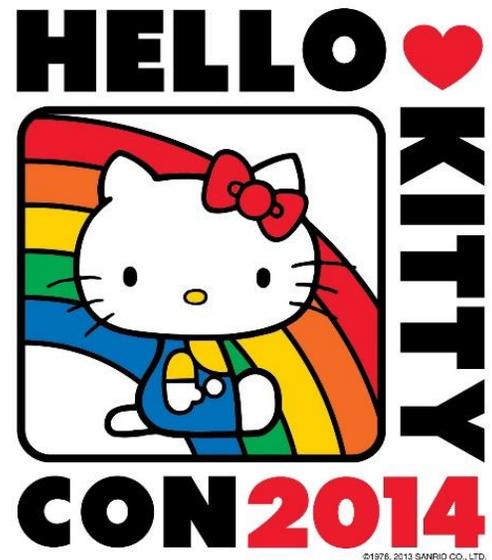


Hello Kitty Is Not A Cat Campaign



Hello Kitty for President Campaign 2016

MARKETING & EXPERIENTIAL



Hello Kitty Con
Los Angeles, CA



Hello Kitty Café
Los Angeles, CA



Sanrio Hello Kitty Town
Puteri Harbour, Malaysia



MARKETING & EXPERIENTIAL



Hello Kitty Museum Exhibition
Los Angeles, CA



Hotel Jen Puteri Harbour
Shangri-La - Johor, Malaysia



Hello Kitty Spa
Middle East

CONSUMER PRODUCTS



- Originally aimed at the pre-adolescent female market globally, the Hello Kitty product range has expanded to meet needs of older consumers
- Products range from mass market items to high-end consumer products and rare collectibles
- **Mass Market Products including apparel, accessories, home, toy, publishing and CPG**



TOYS



FURLA X HELLO KITTY



PUMA X HELLO KITTY



HOME APPLIANCES



SCHOOL SUPPLIES

COLLABORATIONS



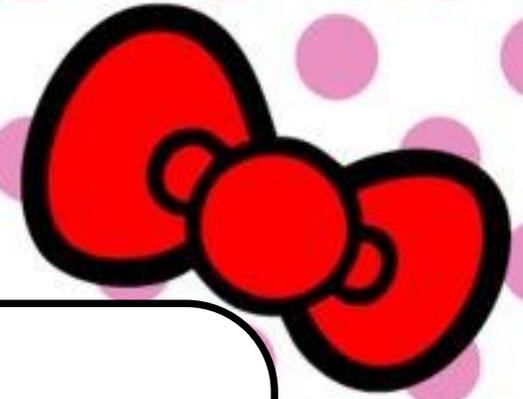
- Sanrio tapped into licenses which allowed production for a variety of products inspired by Hello Kitty
- By offering licensing opportunities, Sanrio successfully attracted international business partners and brand names
- i.e. Sephora, Swarovski and MLB





CP ✓
CONTENT ✓
MARKETING ✓
PARTNERSHIPS ✓

**WHAT IS HER
STAYING POWER?**



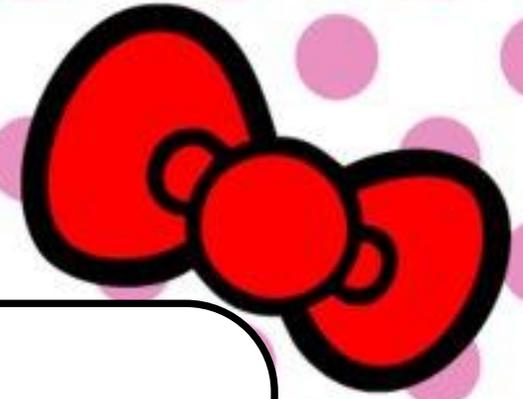
KAWAII "CUTE" CULTURE



- Emerged in 1970s as part of new style of teenage girl handwriting
- Culture has pervaded Japanese pop culture, entertainment, communication and consumer products
- 1974: Yuko Shimizu plays into newly evolving kawaii trend and creates Hello Kitty



**WHY DOES SHE HOLD THIS
POWER IN A GLOBAL SENSE?**



SUSTAINABLE COMPETITIVE ADVANTAGES

1

Design

2

Timelessness

3

Appealing to all ages

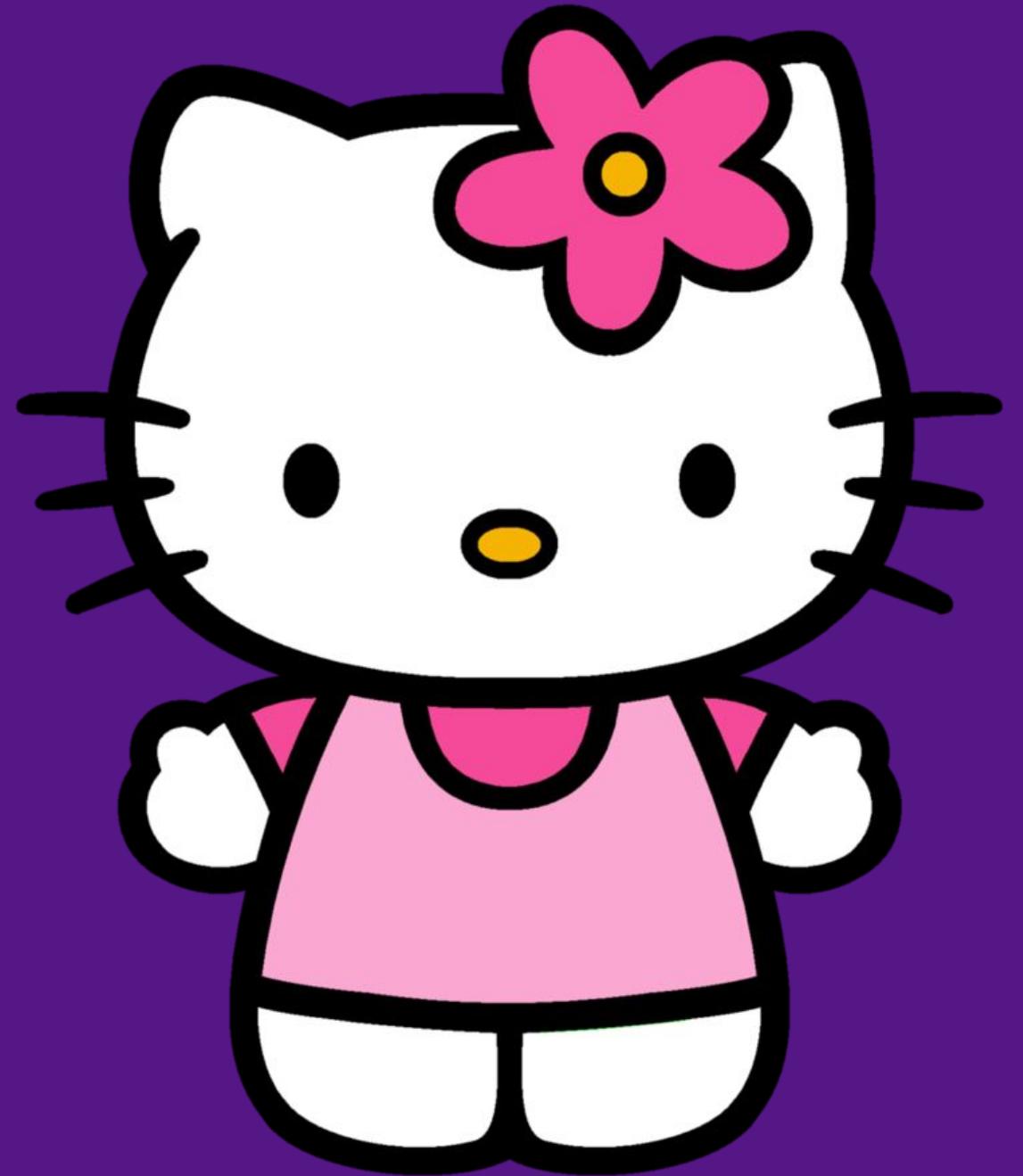


Hello Kitty

1

Design

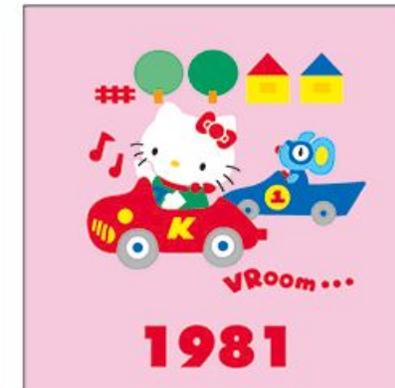
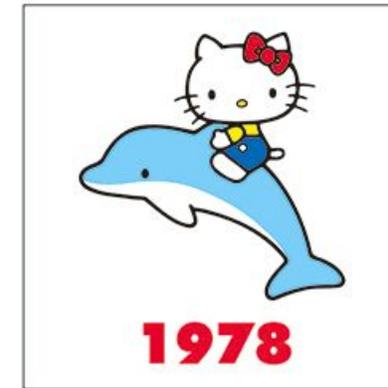
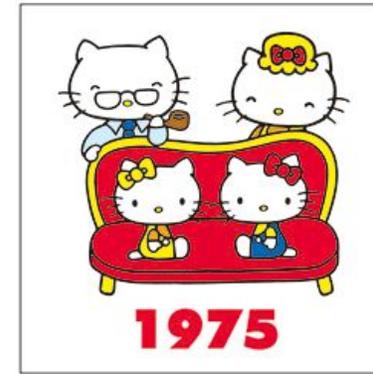
- Hello Kitty's simple design allows for infinite potential to extensions of the brand
- Appeal = her emotional blank slate (no mouth)
- Hello Kitty exists as anything the viewer/consumer wants her to be



2

Timelessness

- Hello Kitty's lack of dependence on games, movies or TV shows allowed her to outlast other popular Japanese "fads" (Tamagotchi, Pokémon, etc.)
- Not date marked
- Consistency in design



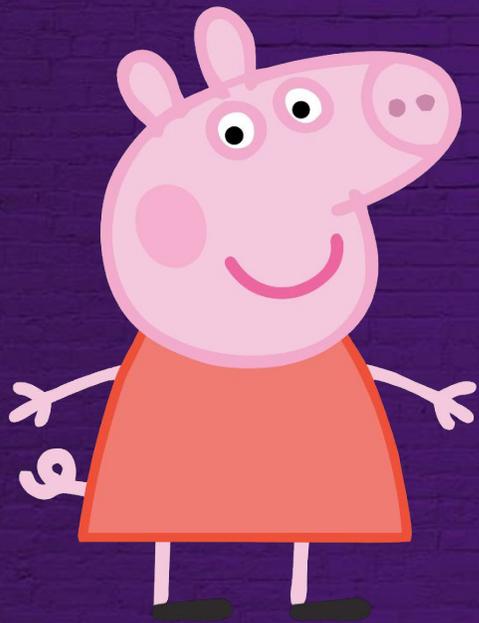
3

Appealing to all ages

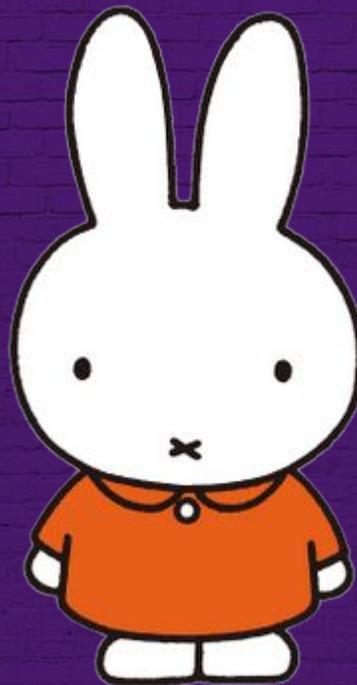
- Hello Kitty appeals to a wide audience across all ages and genders
- Hello Kitty grows up with you
- Young mothers who grew up with Hello Kitty pass along to their kids “The power of treasured memory”



OTHER SUCCESSFUL BRANDS WITH THESE CHARACTERISTICS



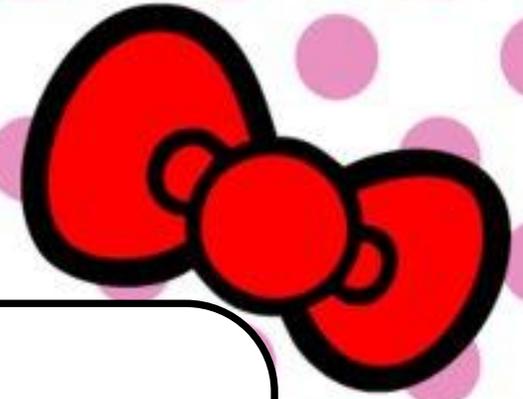
Peppa Pig



Miffy



Gudetama



OUR RECOMMENDATION

SLIME!

- **Slime is a pre-existing equity in Nickelodeon's brand that shares similar sustainable advantages to Hello Kitty:**
 - **Design**
 - **Timelessness**
 - **Appealing to all ages**
- **Opportunity to deepen the relationship between Slime and the consumer**

nickelodeon SLIME



Positive
Green
For Kids
at Heart
Certified Nick
Surprising
Playfully
Disruptive
Irreverent
Funny
Active

TARGET AUDIENCE

Primary: Kids 6-11 & Parents

Secondary: Nick Fans of All Ages

IT'S TIME FOR SLIME



nickelodeon
**SLIME
ZONE**
IN IMAX '18



nickelodeon
**SLIME
FEST**
US
JUNE '18



nickelodeon
**KIDS'
CHOICE
SPORTS**
JULY '18



nickelodeon
**SLIME
FEST**
UK
OCTOBER '18



nickelodeon
**KIDS'
CHOICE
AWARDS**
2019



nickelodeon
UNIVERSE
AMERICAN DREAM
2019



**+1999%
GROWTH**
Total Product Sales vs. Year

2018 LIMA AWARD WINNER
Cra-Z-Art Slime Kits

In a recent
study, the
overwhelming
majority of kids
said it's an honor
to be slimed.





CP ✓
Content ✓
Marketing ✓
Partnerships ✓

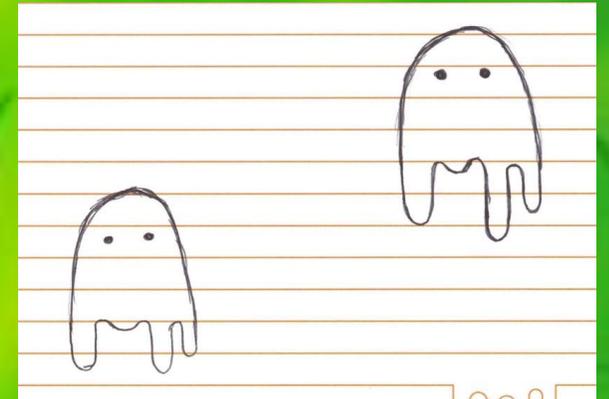
The background is a solid black color. There are several dynamic splashes of bright red paint scattered across the frame. One large splash is in the top left corner, another is in the bottom right corner, and several smaller splashes are in the top and bottom center areas. The splashes have a glossy, wet appearance with some drips and satellite droplets.

EMOTIONAL CONNECTION?

PERSONIFY SLIME



- Make Slime more than just the verb- “to be slimed”
- Bring Slime to life and embody its playful, funny and irreverent characteristics
- Give Slime the ability to conform based on viewer’s feelings
- Turn Slime into a meaningful thread across all platforms



SLIME AS A NOUN

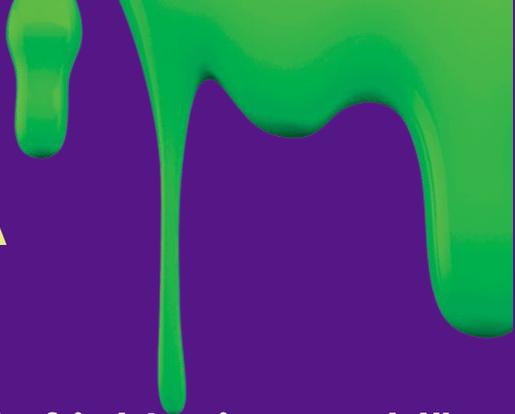
- Slime can be brought to life in Tune-Ins & Interstitials
- On-air bug similar to “Face”
- Meme potential on social
- Opportunity to elevate existing and expand into additional CP categories

We slowly introduce these characteristics as not to overwhelm, but also let consumers know there’s a new “face” of Nickelodeon Slime--this will help consumers create their own connection instead of relying on a forced one we create for them.

The background is a solid black color. There are several dynamic splashes of bright red paint scattered across the frame. One large splash is in the top left corner, another is in the bottom right corner, and several smaller splashes are in the top and bottom center areas.

WHY NOW?

THE AGE OF NOSTALGIA



- For Millennials today, the 90s represent “a golden age of simplicity in an increasingly frightening world”
- People have an affinity for their childhood
- All eyes are on Slime right now
- Create a slime cycle: push it heavily to current target audience so that when they age out of our IP, they will feel nostalgic for it the same way 90s kids do now



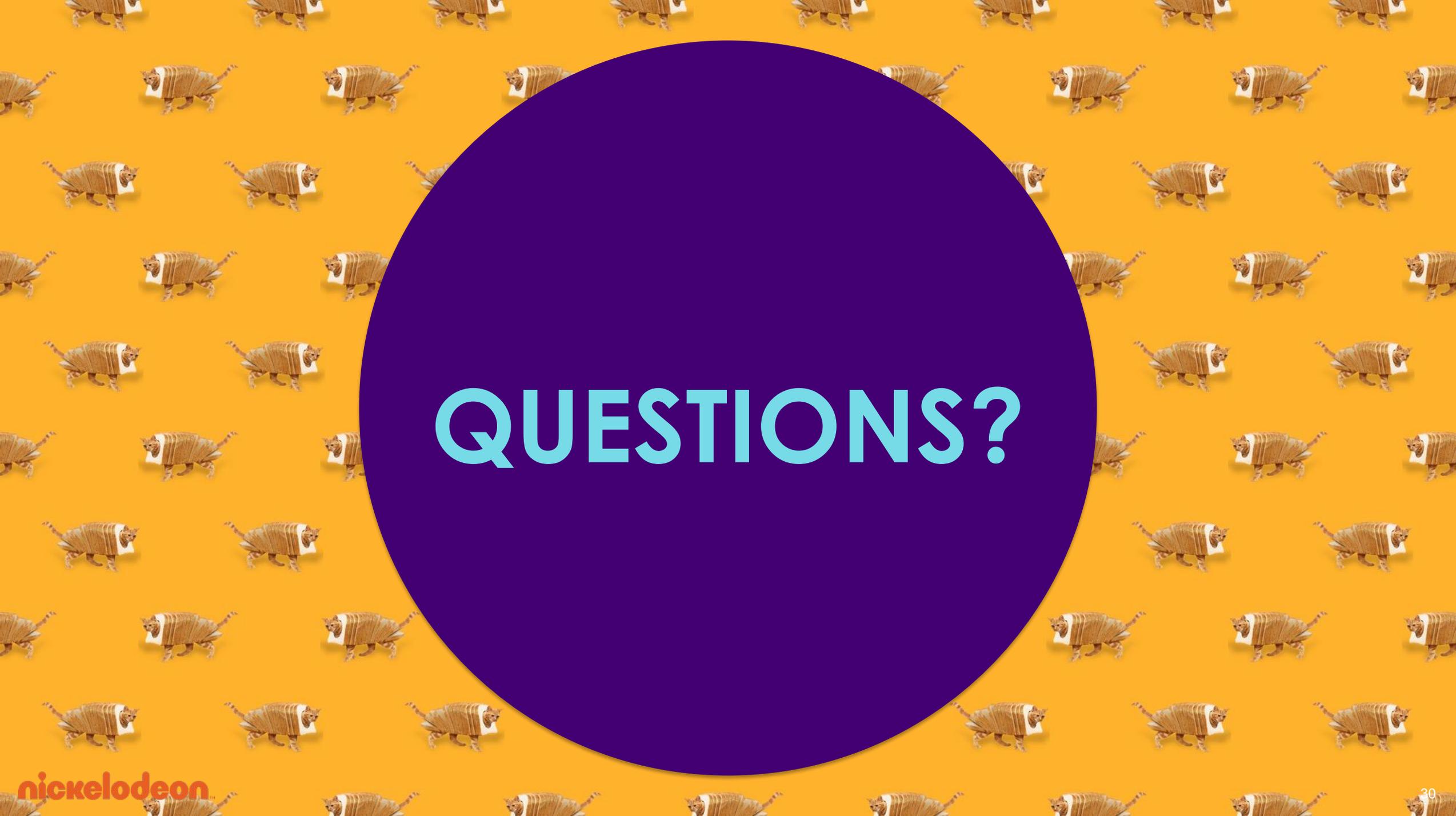
2018

THE AGE OF NOSTALGIA



Key Takeaways

- Slime captures the essence of Nickelodeon as a brand
- Slime hits all the same targets as Hello Kitty except the emotional connection
- Bringing these characteristics to every format and iteration of Slime will:
 - strengthen the relationship between Slime and the consumer
- - increase our brand recognition
- - create a timeless relationship



QUESTIONS?