

CONFIDENTIAL

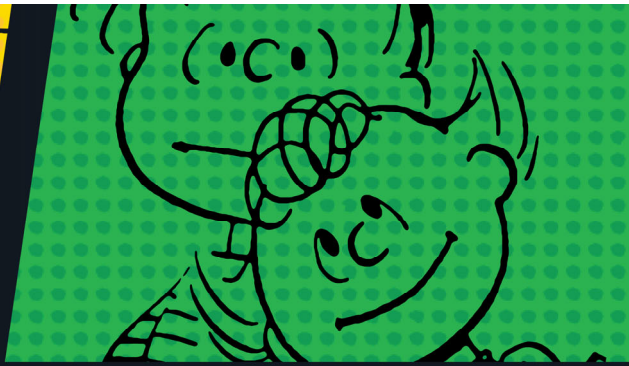
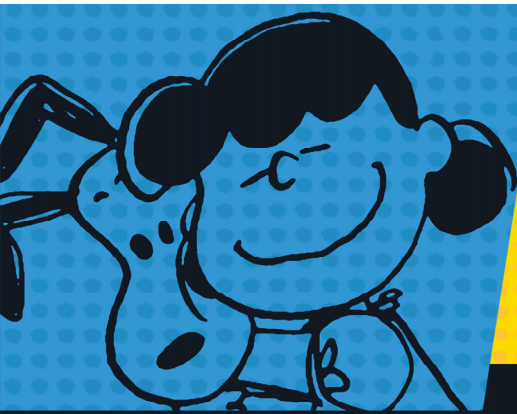
SNOOPY
Loves
NATURE

ティム・エリクソン
Tim Erickson

Peanuts Worldwide LLC
エグゼクティブ・バイスプレジデント



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PEANUTS[®]

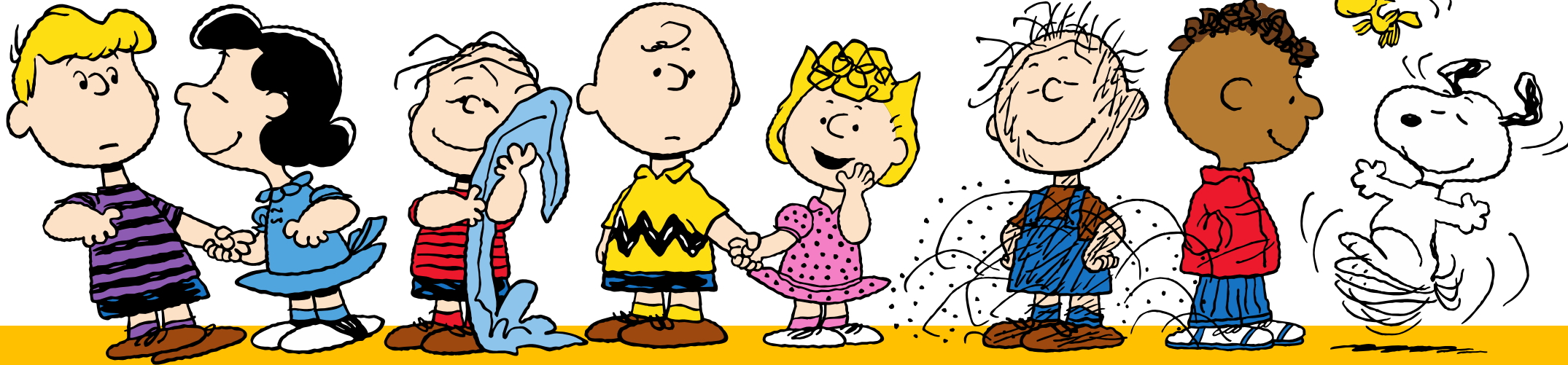


THE ENDURING POWER OF PEANUTS

Most favored brand

with Teens and Adults

(Tie with Mickey Mouse*)



\$2.5B

ANNUAL RETAIL
SALES GLOBALLY

96%

CONSUMER
AWARENESS

1B+

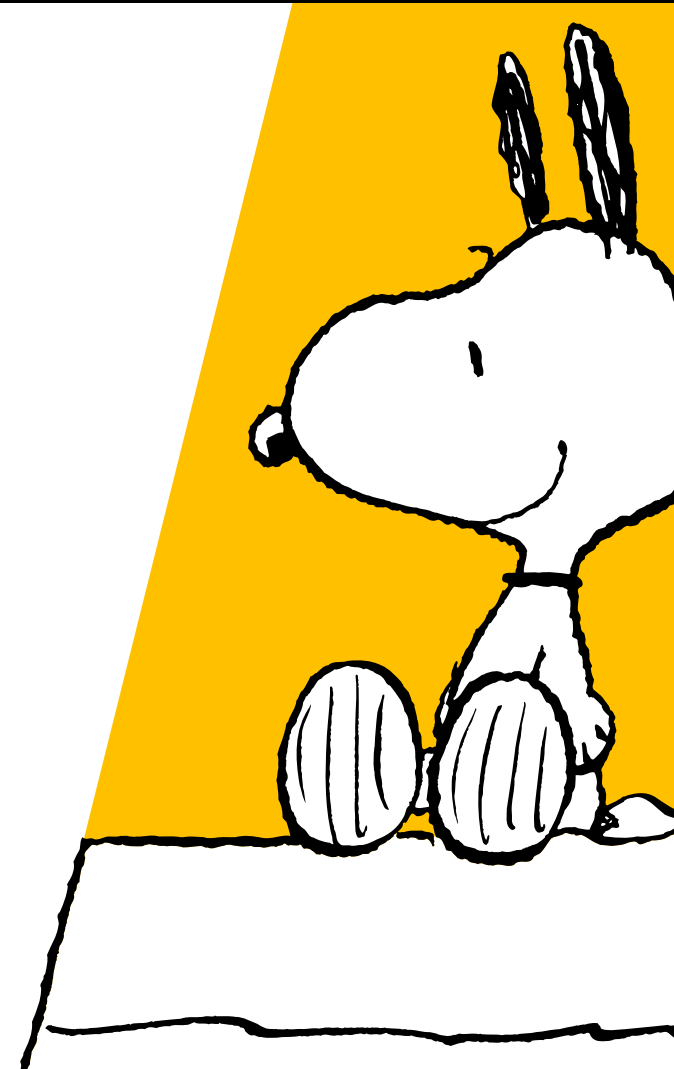
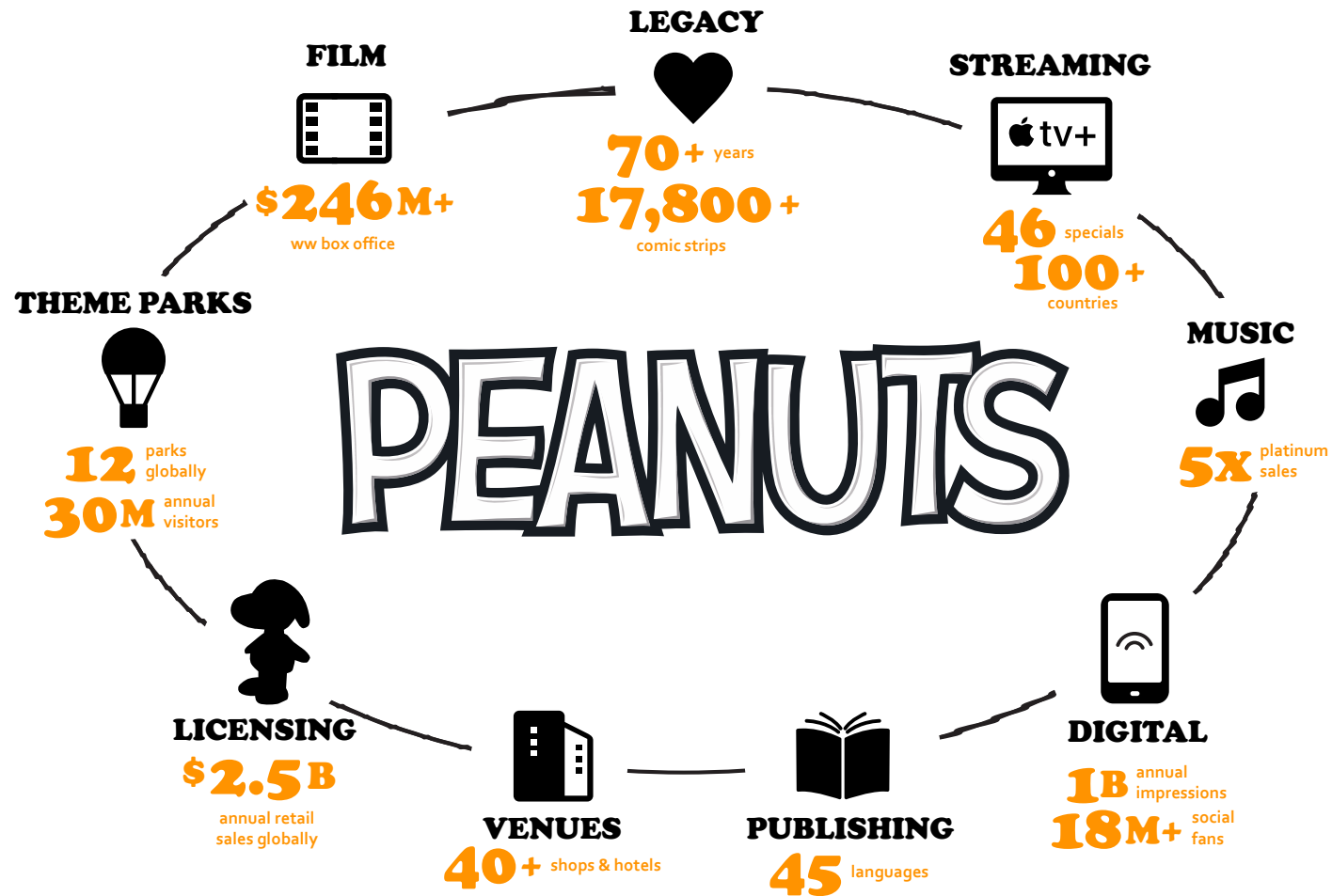
DIGITAL
IMPRESSIONS
ANNUALLY

18M+

FANS ON
SOCIAL MEDIA

*Peanuts Deloitte Research 2021

PEANUTS AT EVERY TOUCHPOINT



THANK YOU
AND WELCOME!



SNOOPY
Loves
NATURE

PEANUTS Seminar

2023 Spring



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