

CONFIDENTIAL

SNOOPY
Loves
NATURE

ヴァネッサ・ヘルモーセン
Vanessa Germosen

Peanuts Worldwide LLC
バイス・プレジデント クリエイティブ担当



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CREATIVE

PEANUTS™
WORLDWIDE LLC



SCHULZ
STUDIO



DESIGN & MARKETING

PEANUTS™
WORLDWIDE LLC



SCHULZ
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DESIGN & MARKETING

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BRAND STANDARDS & APPROVALS



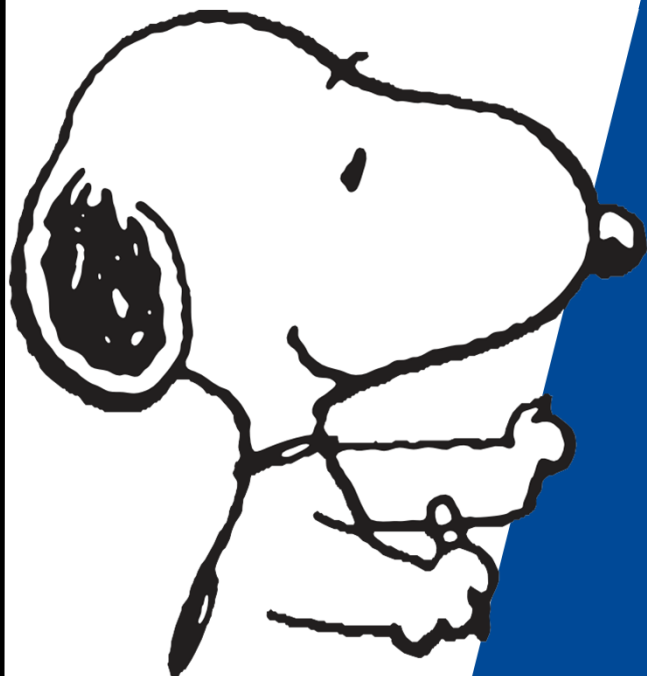
**NEW
CREATIVE**

CREATIVE CALENDAR

Year-long releases of **75th Guides**

New quick to market trend kits

Continuous development
serving all categories



Q2 2023

75th COLLECTION
2 Main Style Guides

S/S24 TRENDS
4 QTM Trend Kits

HOLIDAY GUIDES
Winter Holidays
Halloween

SPECIAL COLLECTION
Music T's

BEAGLE SCOUTS
Packaging

Q3 2023

75th COLLECTION
2 Secondary Guides

F/W24 TRENDS
6 QTM Trend Kits

HOLIDAY GUIDES
Easter
Valentines

SPECIAL COLLECTION
Vintage Trend

TAKE CARE
Updates

Q4 2023

75th COLLECTION
1 Secondary Guide

S/S25 TRENDS
6 QTM Trend Kits

HOLIDAY GUIDES
Secondary Holidays
Regional Holidays

SPECIAL COLLECTION
TBD

Trend Packs

Only 4-6 spot graphics or patterns

Curated collections of fashion focused graphics that can be used for quick to market partners.

Themes are collected from timely trend reports and partner requests.



Style Guides

Minimum 6 spot graphics and 4 patterns

More robust collection of assets, focusing on a variety of products needs, not just fashion.

Style guides will be reserves for yearly evergreen themes like the various holidays as well as campaigns like the 75th.



Trend Packs

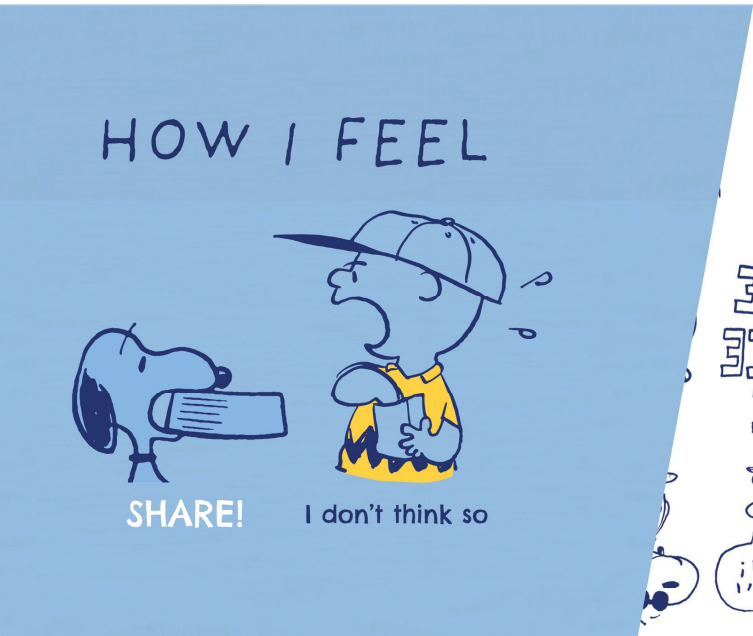
For these quick to market packs, we work closely with our licensing partners, our salespeople, agents, and doing our own independent research to identify the fashion trends that could work well with our brand.

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PEANUTS[®]

TREND PACK

wwwfreehandwww



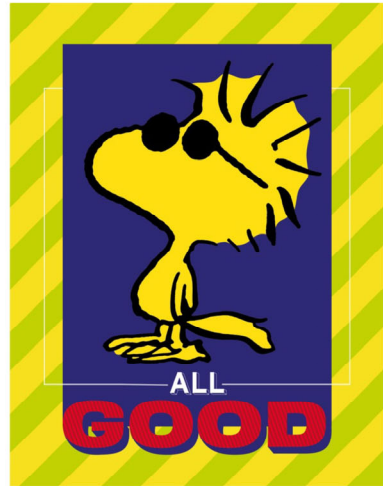
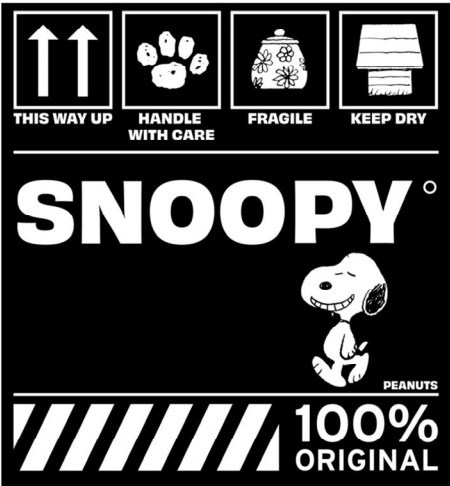


PEANUTS[®]

TREND PACK

STREET

EDITION





PEANUTS[®]

TREND PACK

THROWBACK





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TREND PACK

PARTY ANIMAL





PEANUTS[®]

TREND PACK



(OK TO BE)





**THE WORLD NEEDS
MESSY PEOPLE!**



**YOU SAY
LAZY
DOG**
like it's bad



**I'M
PROUD
OF
ME!**



**NOT EVERY DAY
CAN BE A GOOD DAY.**



**FEELING
BLUE...**
IS OKAY TOO.

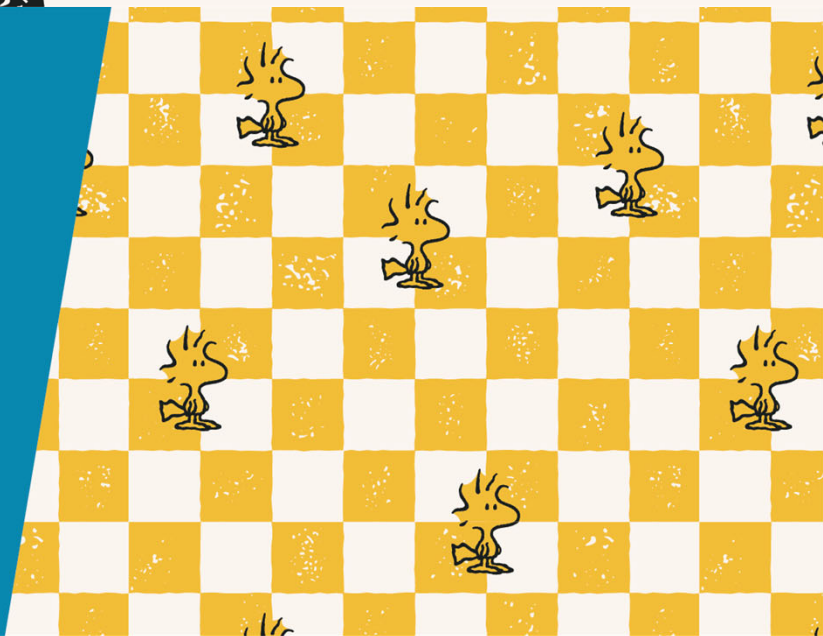
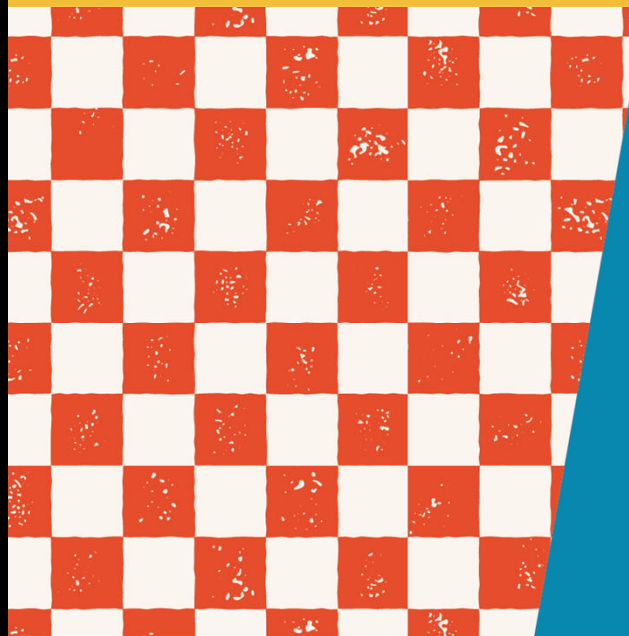
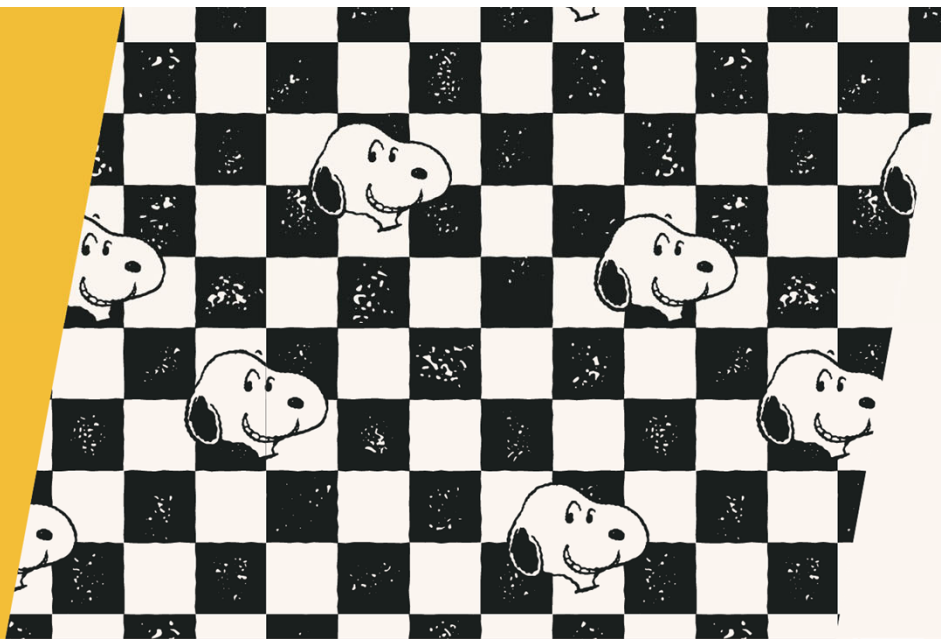


**NOT THE BEST
BUT STILL
GOOD!**



PEANUTS®
TREND PACK

 **SNOOPY'S SPEED BUMPS** 



SOON ON PAL: TREND PACK | BUMP



Style Guides

We will continue to develop evergreen style guides for yearly themes like major holidays and campaigns. We're also leaving room to develop style guides for the trends that extend beyond Quick to Market use if they prove popular.

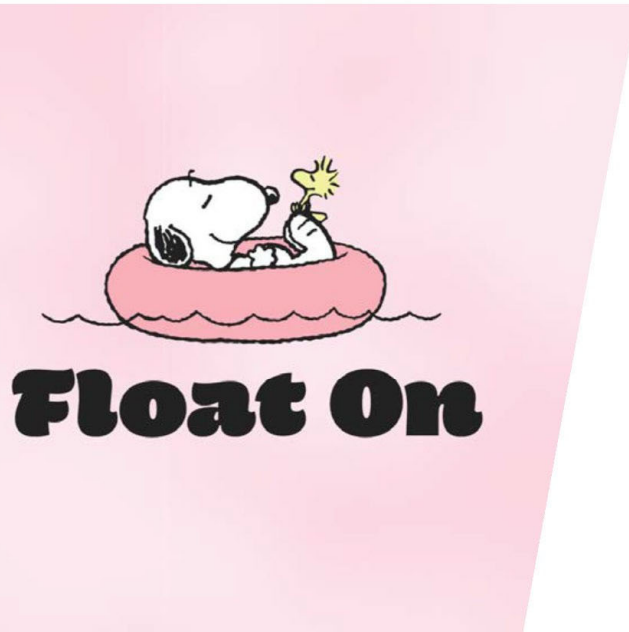
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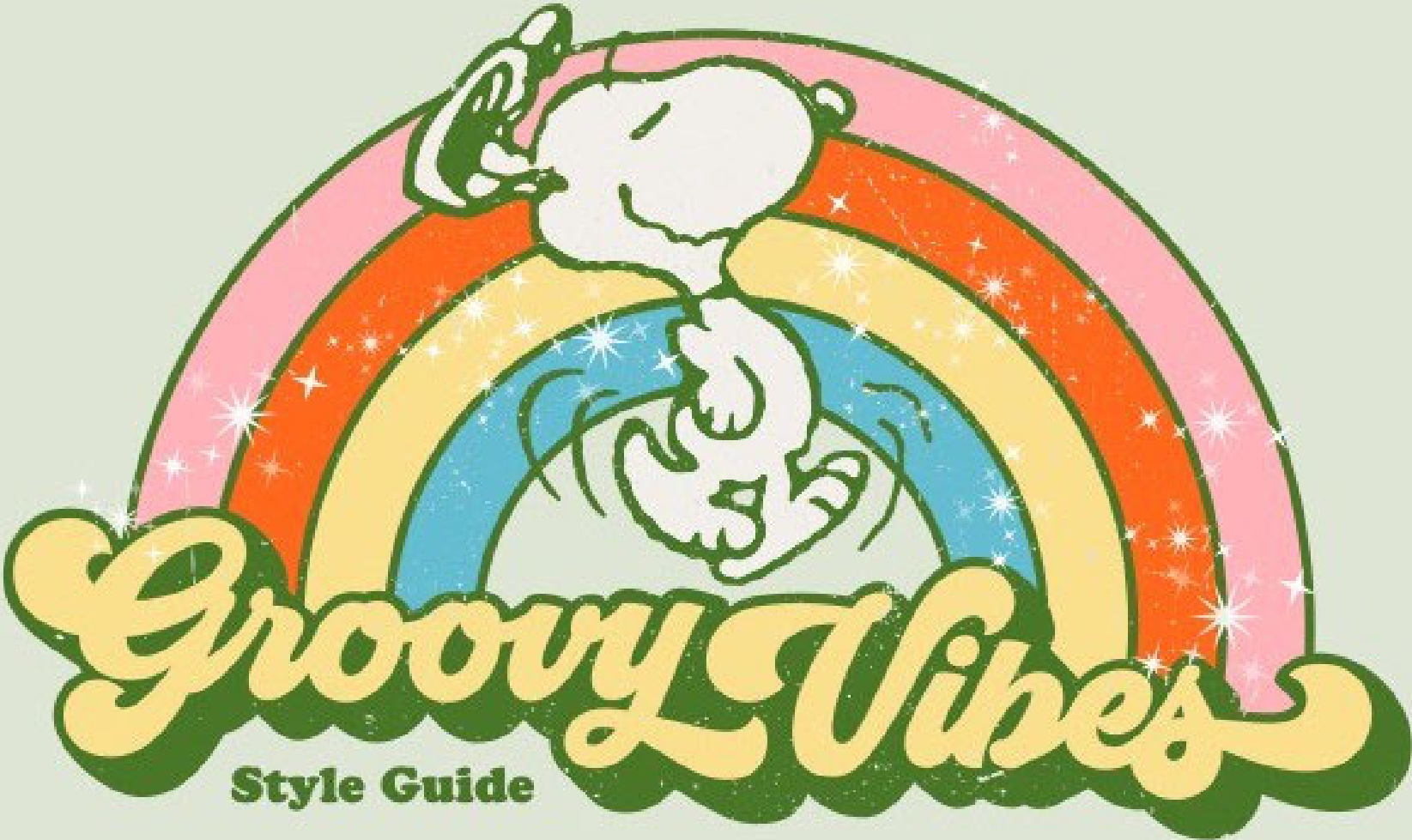


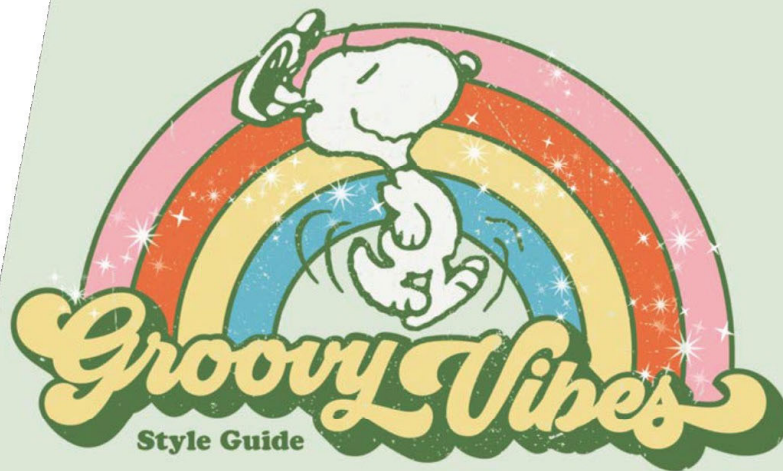
BEACH VIBES

STYLE GUIDE







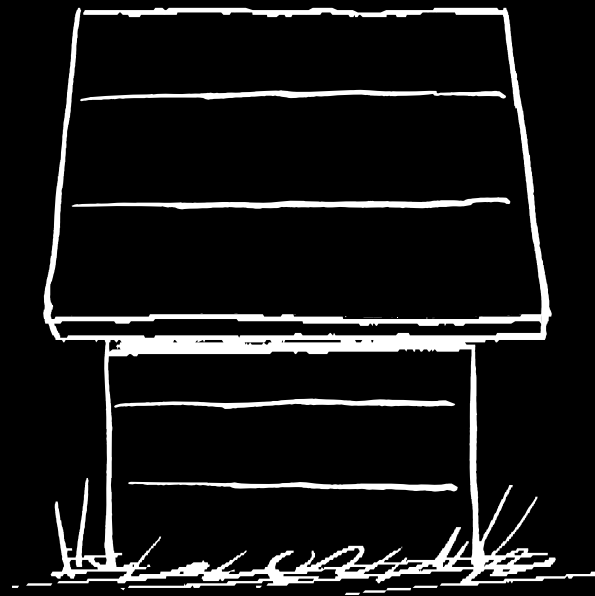




BEAGLE SCOUTS 50th







TAKE (MORE) CARE
WITH PEANUTS





AAUGH

HEE HEE

AWAKE

THANK YOU

SNOOPY
Loves
NATURE

PEANUTS Seminar

2023 Spring



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