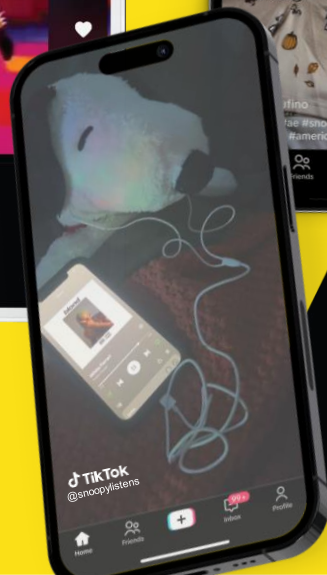
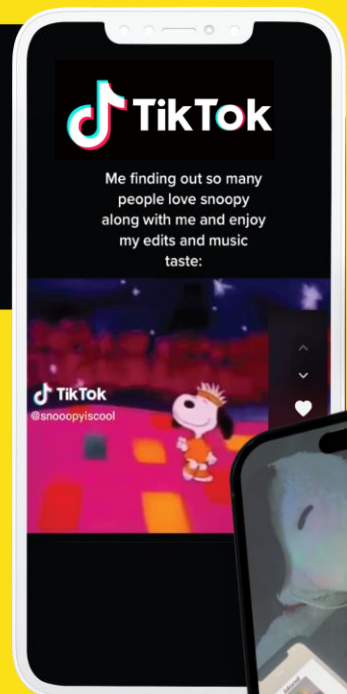


*PEANUTS*  
*PEANUTS*  
*PEANUTS*  
*PEANUTS*  
*PEANUTS*  
*PEANUTS*



# ***SNOOPY*** ***is top dog.***

FANS ARE TAPPING INTO THE CULTURAL “**language**” AND CONTINUED COOLNESS OF PEANUTS



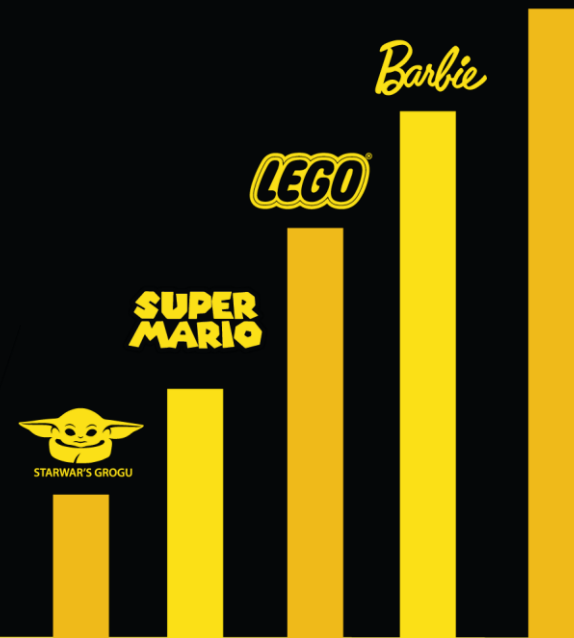
***SNOOPY***  
OUTRANKS TOP  
***Competitors***



SNOOPY, JOE COOL, CHARLIE BROWN,  
BEAGLE SCOUTS & PEANUTS

**RANK IN TOP 10**

(FALL 2022 CHARACTER Q SCORES)



# ***SNOOPY*** ***fuels fandom.***

## Videos



3-6  
Dinner according to Snoopy  
🍕 Catch this scene in the...  
🐶 snoopy ✓

▷ 2.5M



8-29  
a snoopy halloween is so  
nostalgic 🎃 wish i had...  
🐶 cinnamoclo...

▷ 387.3K

## NYLON

CULTURE

### WHY IS SNOOPY SUDDENLY EVERYWHERE?

How Snoopy took over the internet.

CONNORS

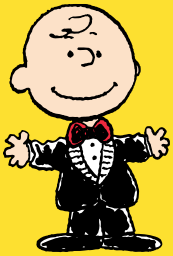




# SEASONAL powerhouse

**HAPPINESS IS...** a Charlie Brown special for every holiday. Whether it's Valentine's Day, Christmas, or even Arbor Day, the Peanuts gang is always ready to ring in the occasion with their own brand of humor, topped off with a little beagle-and-bird antics.

— **US Magazine**



**JANUARY**  
NEW YEAR'S EVE



**MARCH**  
ST. PATRICK'S DAY



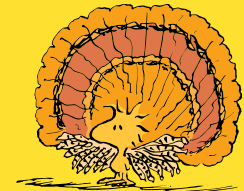
**MAY**  
BASEBALL



**JULY**  
4<sup>TH</sup> OF JULY



**SEPTEMBER**  
FOOTBALL



**NOVEMBER**  
THANKSGIVING

VALENTINE'S DAY  
**FEBRUARY**



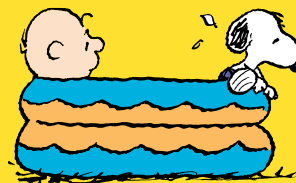
LUNAR NEW YEAR  
**FEBRUARY**



EASTER  
**APRIL**



SUMMER  
**JUNE**



BACK-TO-SCHOOL  
**AUGUST**



HALLOWEEN  
**OCTOBER**



CHRISTMAS  
**DECEMBER**



**PEANUTS**  
*is for everyone.*

**Trendsetters**



**Holiday  
Enthusiasts**



**Kids at Heart**



**Collectors**



**Furry  
Friends**



**Sports Buffs**



\*\*TOP ATTRIBUTES AMONG TEENS / ADULTS

CLASSIC • FOR THE ENTIRE FAMILY • FUN • TIMELESS • FUNNY

**THANK YOU**  
**THANK YOU**  
**THANK YOU**  
**THANK YOU**  
**THANK YOU**  
**THANK YOU**

