

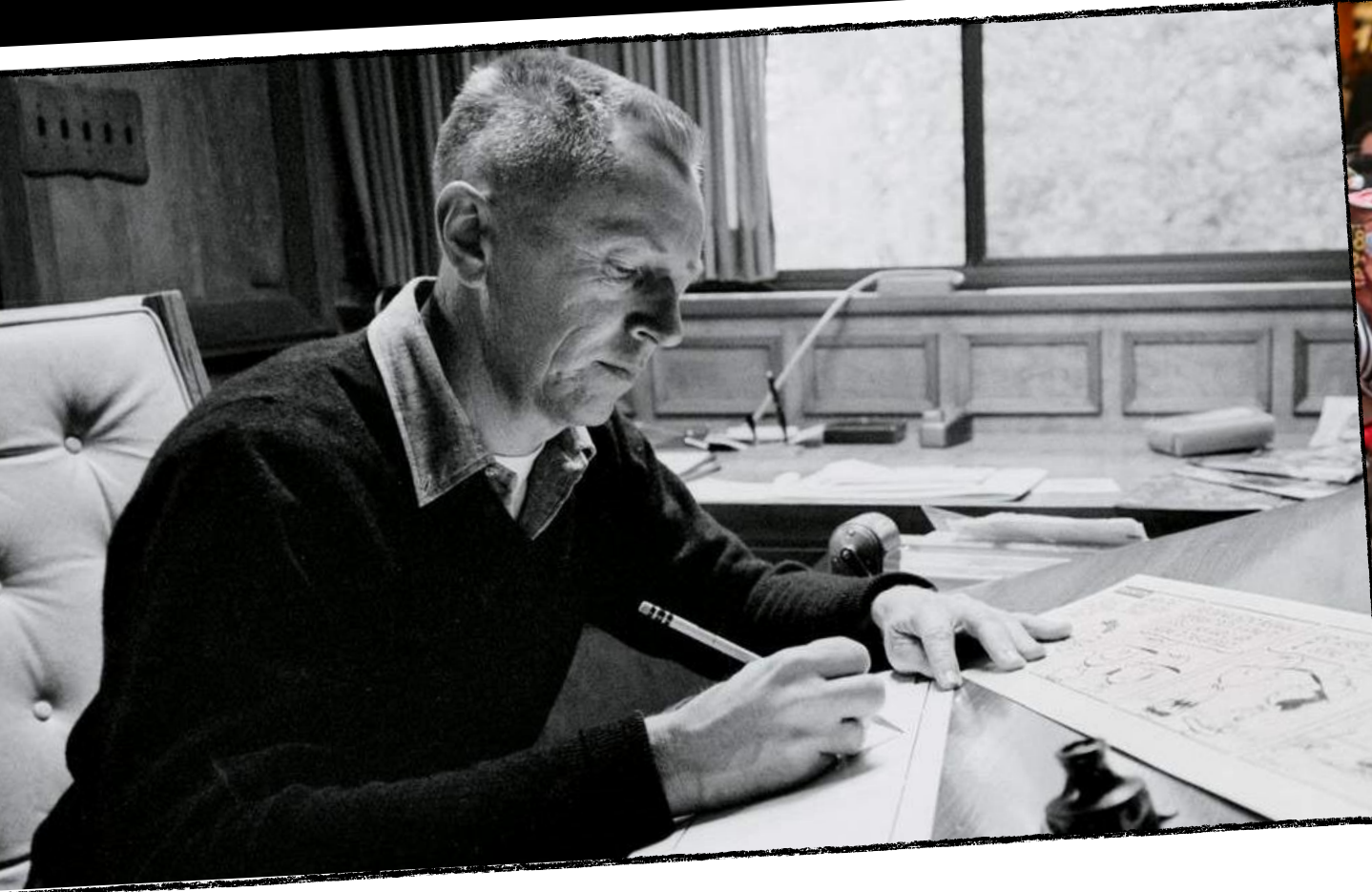
HAPPINESS IS...



OF PEANUTS

FROM A HUMBLE LINE ON PAPER...

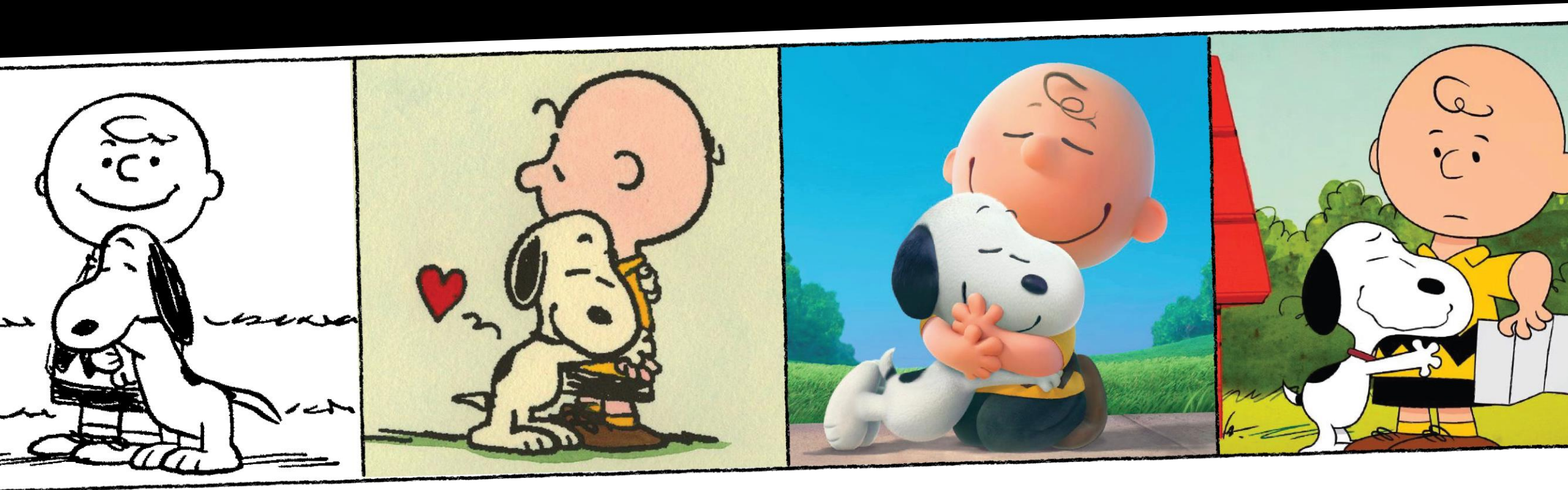
the HUMOR, HEART and HUMANITY of Peanuts continues to delight fans



A LOT HAS CHANGED in the past 75 years...



...but some things
ALWAYS STAY THE SAME



75

HAPPY MEMORABLE MOMENTS

A curation of **75 GLOBAL ACTIVATIONS**
and programs for **KIDS, FAMILIES & FANS** of all ages

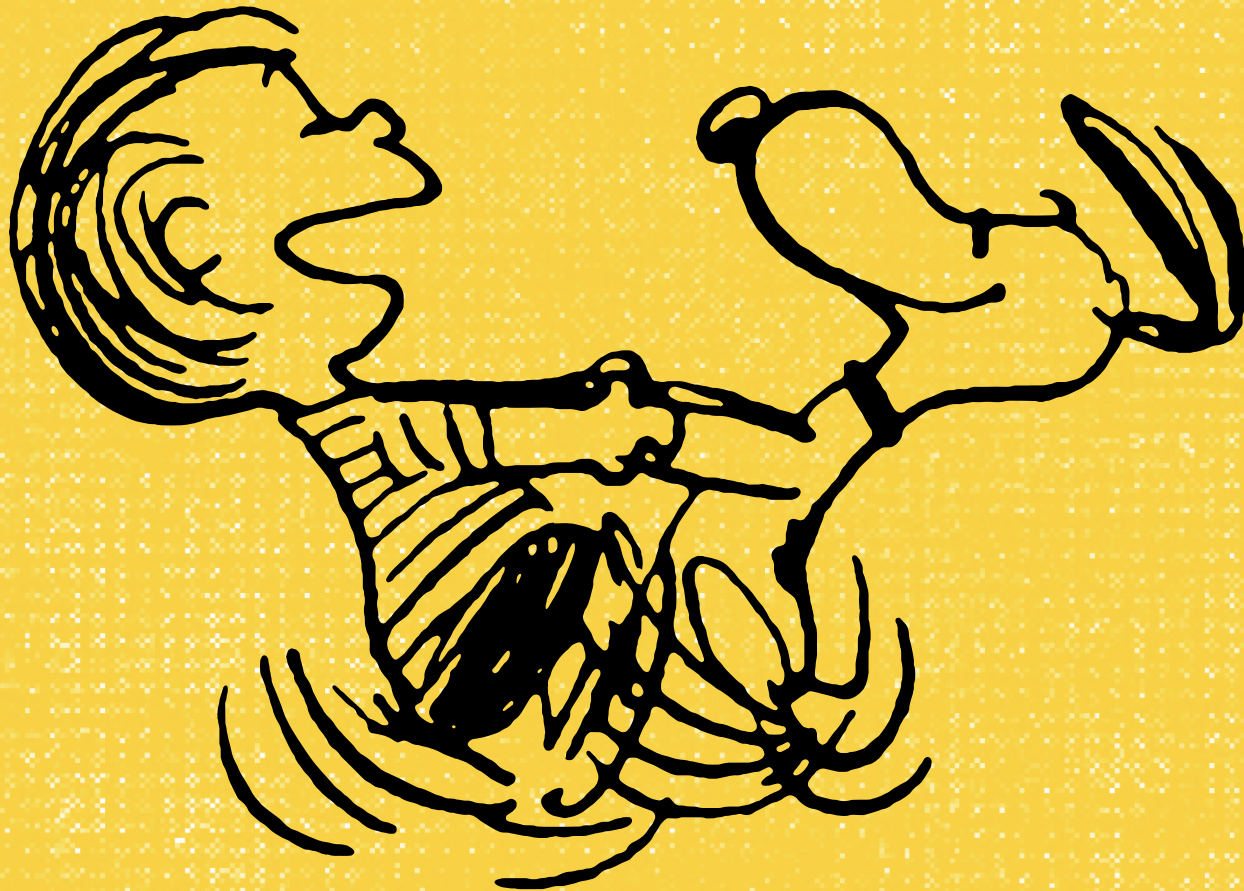
Celebrating the
ENTIRE
Peanuts gang!



HAPPINESS IS...

From exhibitions and digital experiences, to retail launches and iconic partnerships, the celebration will be filled with joyful Peanuts moments!

75



PARTNERSHIPS

ICONIC PRODUCTS

COLLABS

SEASONAL CELEBRATIONS

EVENTS & EXHIBITIONS

SOCIAL MEDIA MOMENTS

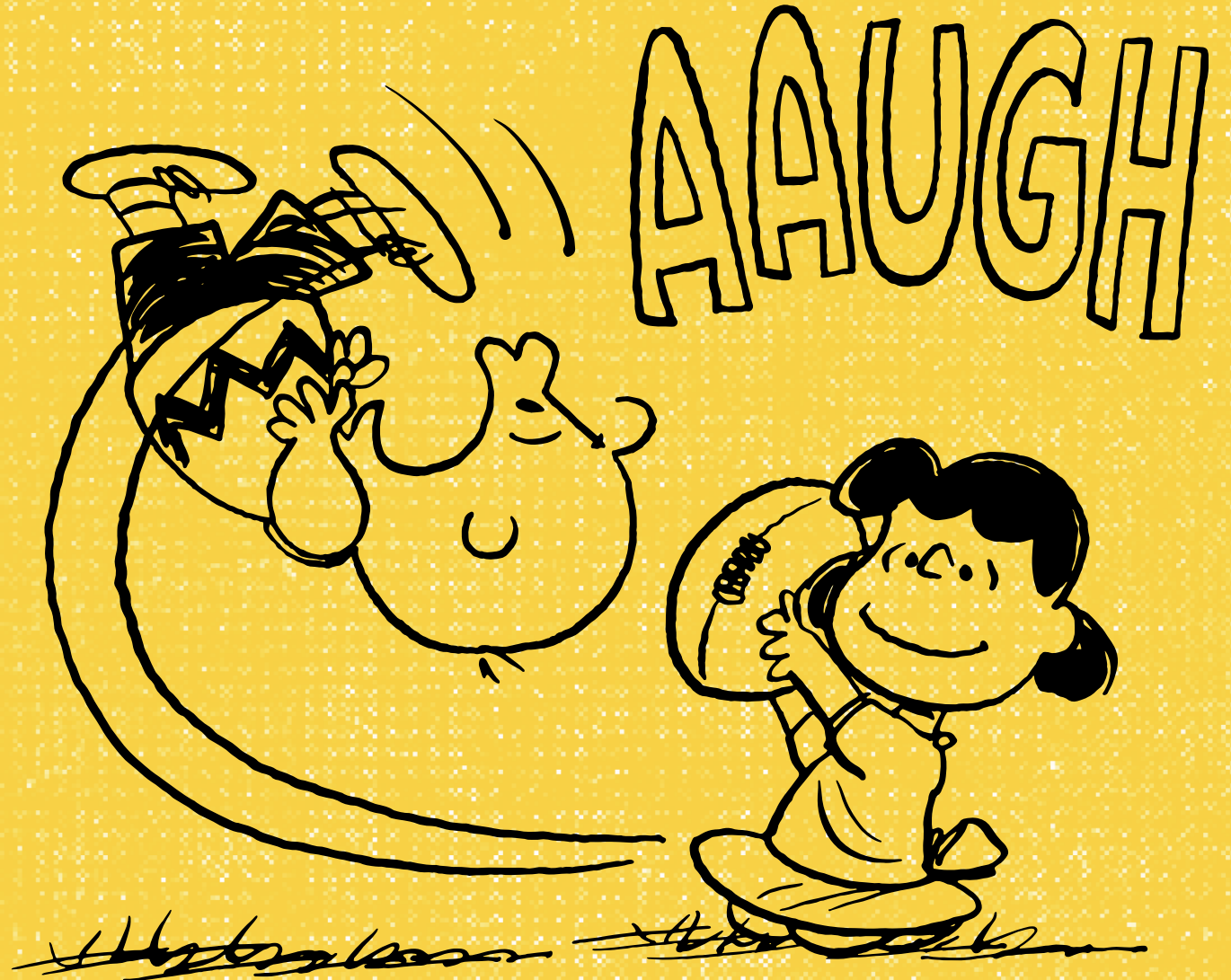
KICKS OFF...

Beginning in Q3 2024, there will be a

**YEAR-LONG
CELEBRATION**

**LEADING TO
OCT
2025 2**

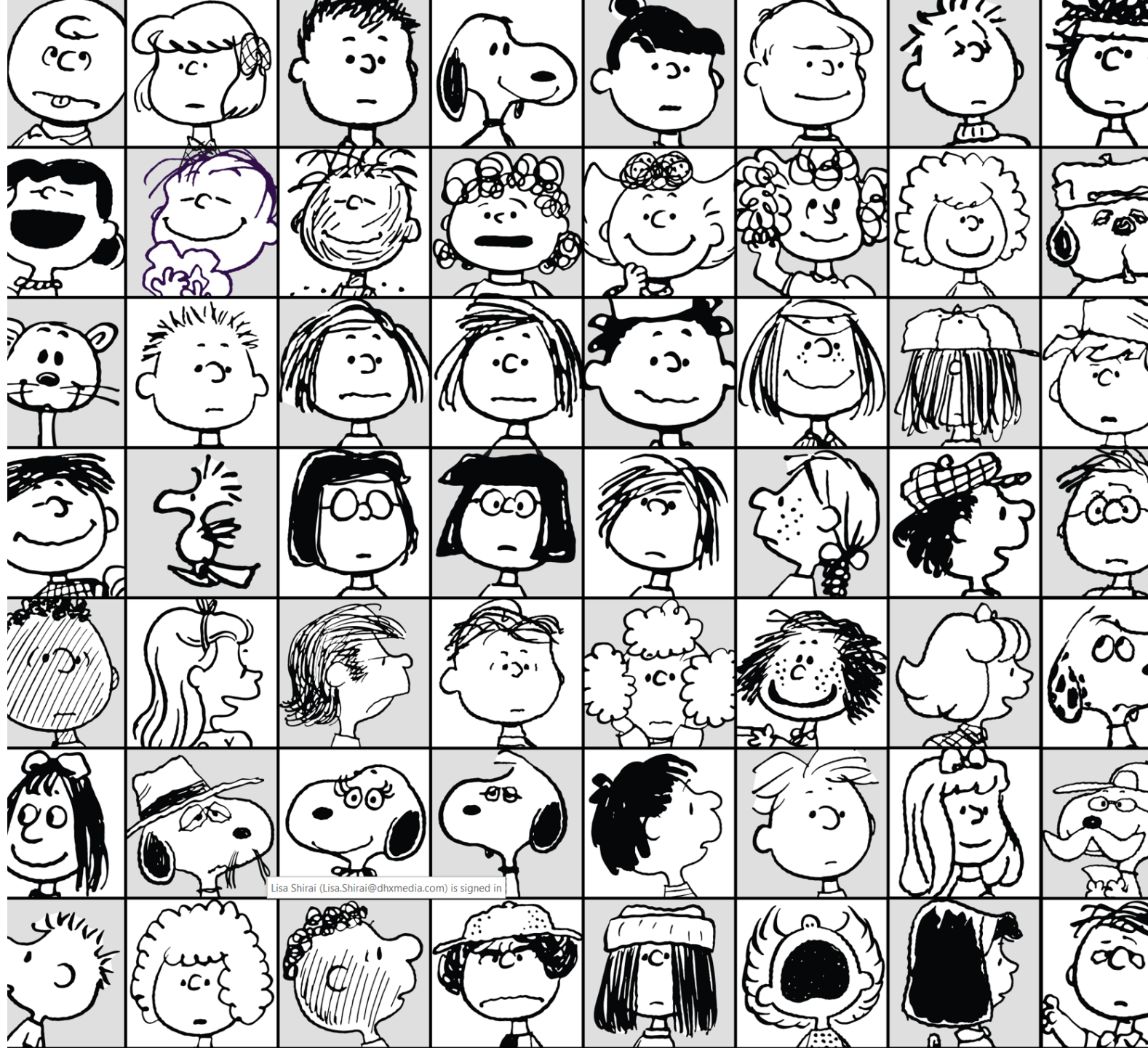
with activations continuing
into 2026



DIGITAL & SOCIAL

Innovative social media campaigns
will engage fans by embracing
authentic moments and sharing
CORE PEANUTS MEMORIES

75 **CHARACTER
PROFILES**
releasing throughout
2025



LOCATION BASED ENTERTAINMENT



NEW LOCATION-BASED INITIATIVES & MUSEUM EXHIBITIONS are in development for a wide range of audiences

STORYTELLING & EXPANSION CONTINUES:



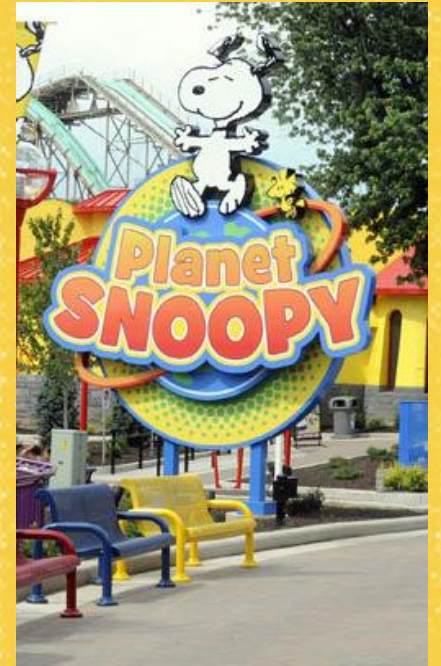
IMMERSIVE EXPERIENCES



TRAVELING EXHIBITIONS

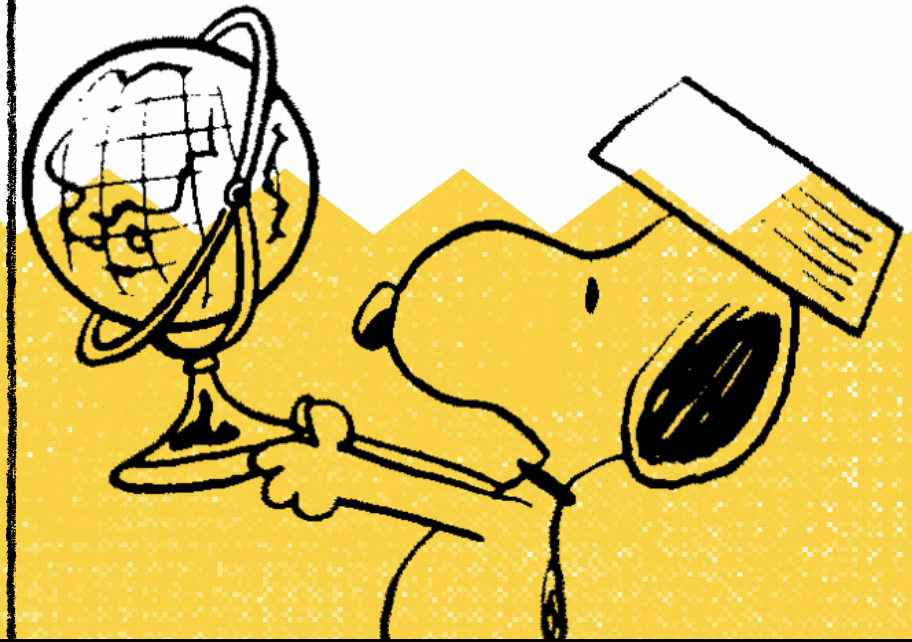


THEME PARKS & ATTRACTIONS



In-park enhancements and new merchandise rollouts

GLOBAL / US



PARTNERS ON BOARD



JAPAN



LATAM

**COMING
SOON**

EMEA



蔚龍藝術有限公司
Blue Dragon Art Company



SNOOPY
GARDEN



FAME HALL
GARDEN HOTEL

APAC

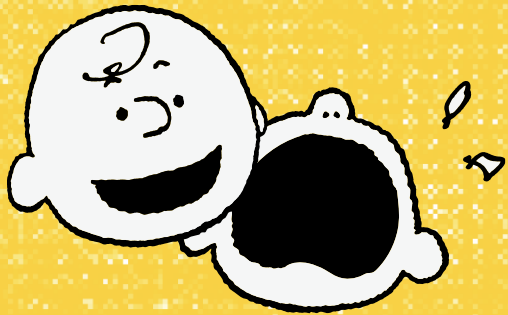
CREATIVE: 5 DISCTINCT GUIDES TARGET DEMOS

GOODNESS GRIEF

YOUTH

INTERNET CULTURE

Highlighting the emotional highs and lows of the strip, combined with meme irony



COMFORT SECURITY

BABY/PET

THE SWEET SIDE

Embracing the sweetest moments



PERSISTENCE

NOSTALGIA

CLASSIC PRODUCTS

New and unexpected takes on all-time fan favorites



FRIENDSHIP WISDOM

FAMILY

FOR EVERYONE

Full color, fun & bright new graphics for kids & adults



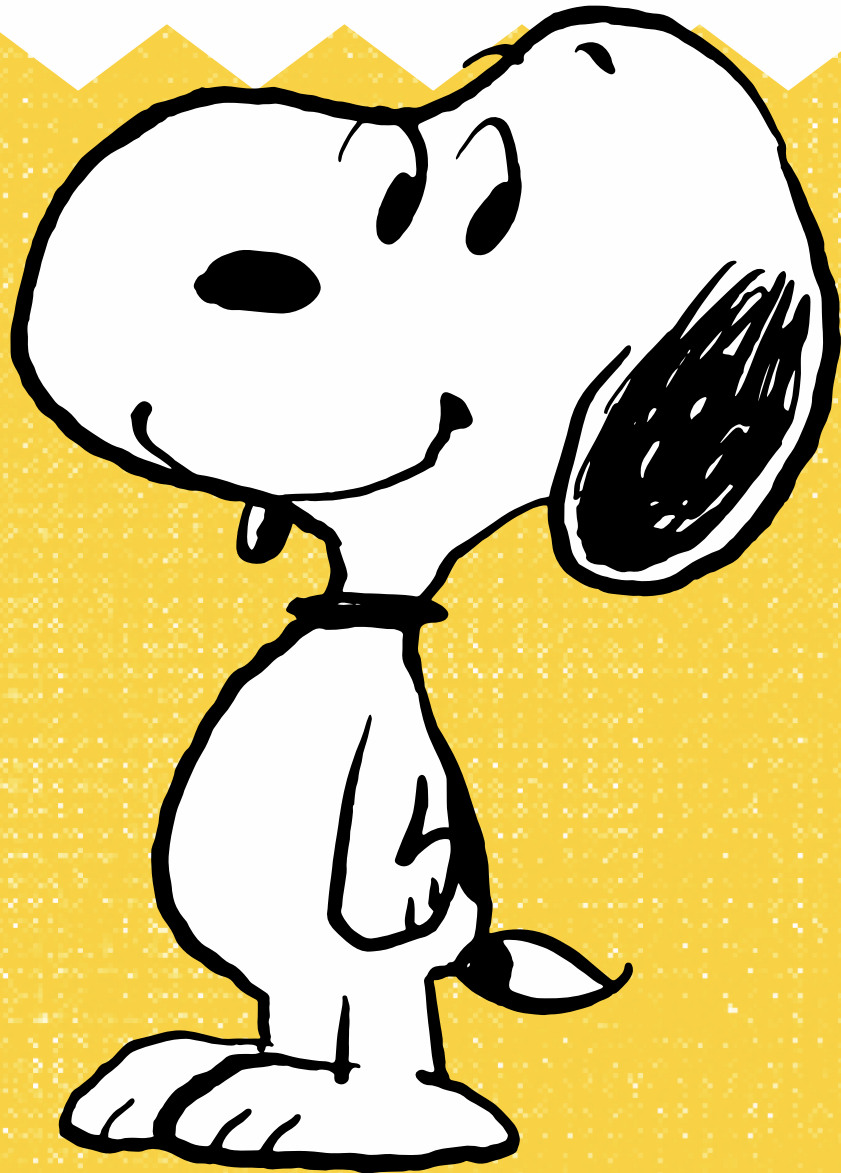
IMPERFECT PRECISION

FANS

SCHULZ LINE LOVE

Celebrating the iconic linework of the artist





MARKETING

Tool kit & support tactics





Marketing Support

Leverage the power of Peanuts to highlight programs and collaborations with celebratory 75th messaging.

Included Support

Organic Social Media

Digital Integration

Publicity

In-Store & POS

Additional Support*

Paid Media (Digital)

Influencers

Local Agency

Content

**Spend Required*

Promotional Tie-ins

75th Branding

Apple TV+



75th Branding

Ability to utilize Peanuts art assets including characters, icons, motion lines, etc. to amplify and create cohesive campaigns.



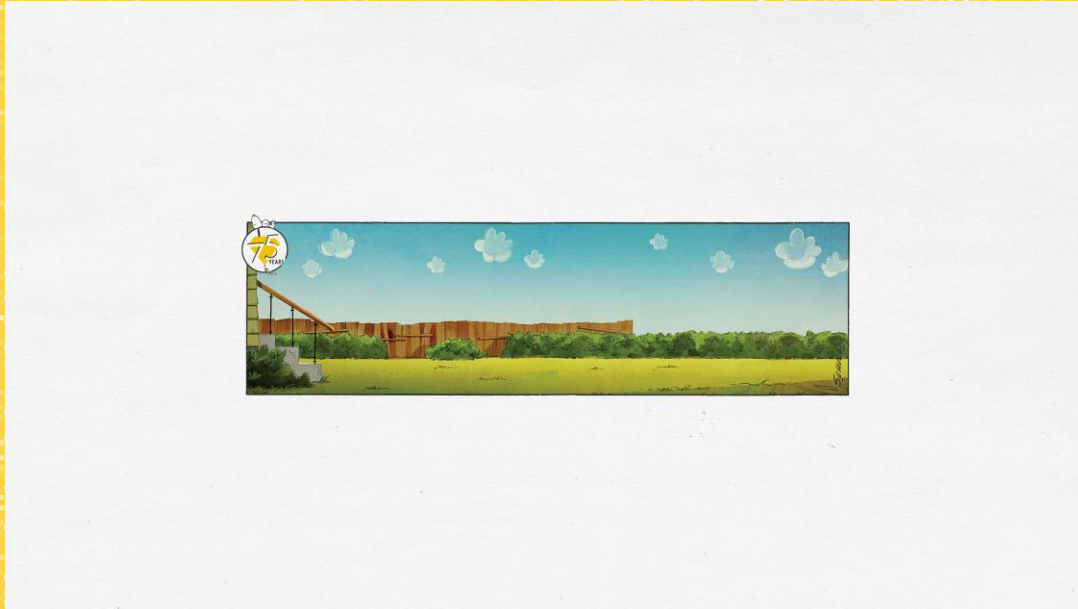
ORGANIC SOCIAL

- Utilize Peanuts 75th anniversary branding to amplify social media, including motion graphics and on-photo icons



DIGITAL INTEGRATION

- Ability to utilize Peanuts art assets, including characters, icons, motion lines, etc. to amplify cohesion between the two brands on web, email blast, and more





APPLE TV+ Opportunities

FREE TRIAL OFFERS

- Free trial of Apple TV+ with purchase

ON-PACK

- Apple TV+ messaging available for integration on packaging



TIMELINE



2024

2025

SNOOPY'S BIRTHDAY
AUG 10, 2025

75th ANNIVERSARY
OCT 2, 2025



Short
Form

Exhibits

LBE

Events

Pub

Q3

It's the Great Pumpkin,
Charlie Brown

Q4

Charlie Brown Christmas

Q1

Be My Valentine, Charlie
Brown

Q2

It's Arbor Day, Charlie
Brown

Q3

Q4

60th Anniversary Charlie
Brown Christmas

BEYOND

Market specific
celebrations
continue (Japan)

Meet the Gang Videos (Social)

"Happiness is..." Clips Rollout

75 HAPPY, MEMORABLE MOMENTS GLOBAL LAUNCHES



History of Peanuts
& Fashion Exhibition
(France)

Peanuts Traveling Exhibition (APAC)

Children's Museum
Opening (US)

Mitsukoshi & Hankyu

Great Pumpkin Corn
Mazes (US)



Here Comes the Beagle Scouts



Paperback Peanuts



75th Exhibition

THANK YOU
THANK YOU
THANK YOU
THANK YOU
THANK YOU
THANK YOU

