



PUSHEEN

Die Kultkatze Pusheen ist ein kleines, flauschiges und gemütliches Kätzchen. Pusheen liebt Kuchen, Eiscreme und Schokolade. Sie begeistert Katzen- und Comieliebhaber mit ihrer lustigen Art. Durch die ganzjährige digitale Mediapräsenz auf YouTube und Social Media Plattformen sowie verschiedener Content Produkte wie Bücher, Mode und Apps gewinnt die Brand an großer Beliebtheit.



FACTS:

- Bekannt seit 2010 – stetig wachsende Fangemeinde



CONTENT:

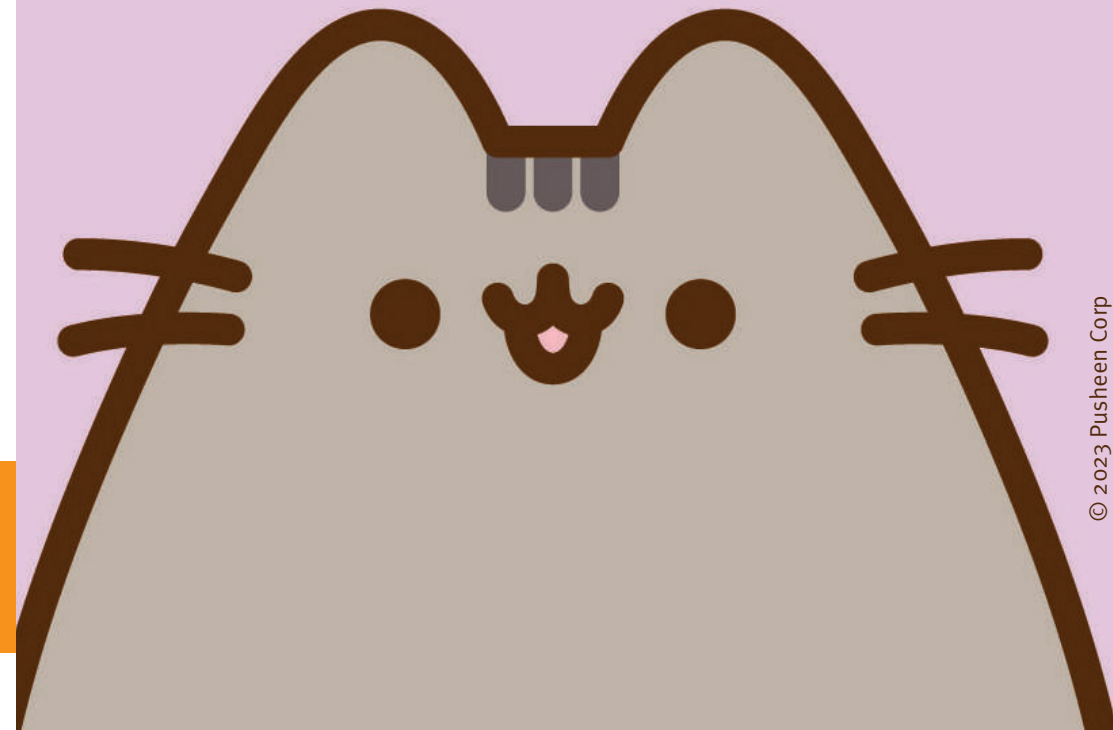
- Vielfältige Content Produkte: Bücher, Mode und Apps
- Kontinuierliches Marketing Engagement mit Fokus auf Social Media und Retail Events

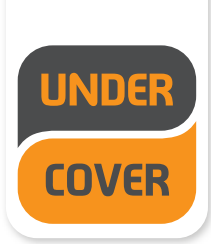


ZIELGRUPPE:

Jung & Alt

Pusheen the Cat





PUSHEEN

Cult cat Pusheen is a small, fluffy and cozy kitten. Pusheen loves cakes, ice cream and chocolate. She delights cat and cartoon lovers with her funny ways. The brand is gaining popularity through its year-round digital media presence on YouTube and social media platforms, as well as various content products such as books, fashion and apps.



FACTS:

- Well known since 2010 - steadily growing fan base



CONTENT:

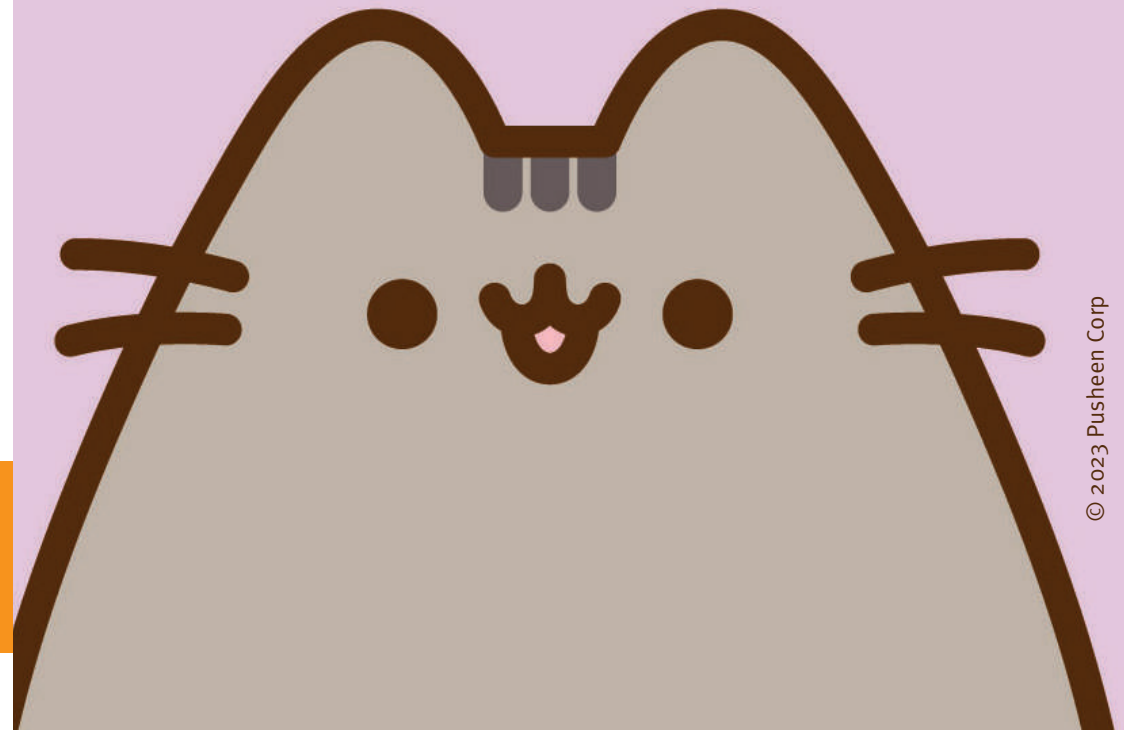
- Diverse content products: Books, fashion and apps
- Ongoing marketing engagement with a focus on social media and retail events



TARGET GROUP:

Young & Adult

Pusheen the Cat



COLLEGE

PUSHEEN



Wochenplaner
Weekly Planner
PUSE0793
inner 12 | outer 24



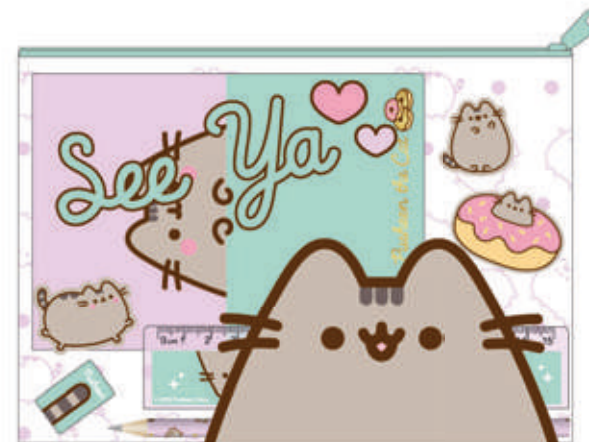
Stickerset
Sticker set
PUSE0084
inner 18 | outer 288



Spiralnotizbuch A5
Notebook A5
PUSE0587
inner 6 | outer 24



Kugelschreiber mit Pom-Pom Top
Ballpen with pom pom on top
PUSE2702
inner 18 | outer 108



Notizset
Softcover Notizbuch A6, 1 Bleistift,
kleiner Anspitzer, Lineal, 3 kleine
Radiergummis
Stationery Set
Softcover notebook A6, 1 pencil,
sharpener, ruler, 3 shaped eraser
PUSE6423
inner 12 | outer 48

COLLEGE

PUSHEEN



Etui

Case

PUSE0684

inner 6 | outer 72



Brotzeitdose

Sandwich Box

PUSE9904

inner 10 | outer 30



Alu-Trinkflasche (600ml)

Aluminium bottle (600ml)

PUSE9897

inner 6 | outer 36

COLLEGE

PUSHEEN



Rucksack
Backpack
PUSE7709
inner 4 | outer 24



Shopping Bag
Shopping Bag
PUSE7880
inner 6 | outer 72

