



# 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:

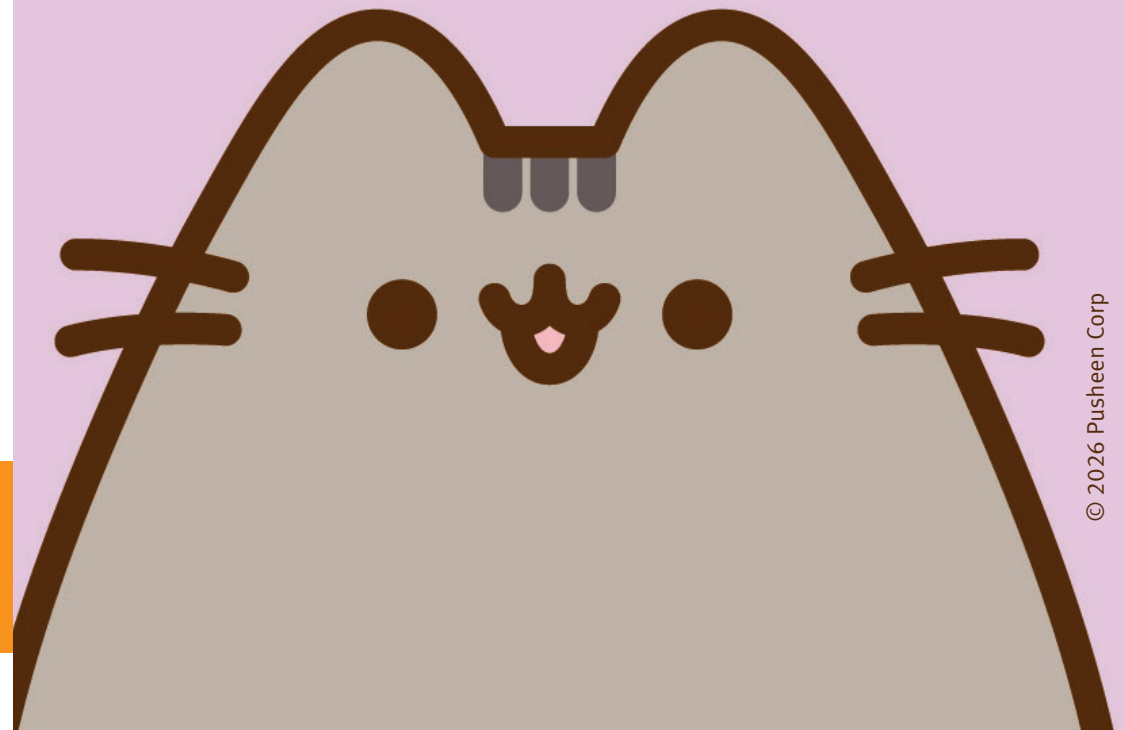
- Vielfältige Content Produkte: Bücher, Mode und Apps
- Kontinuierliches Marketing Engagement mit Fokus auf Social Media und Retail Events



## 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:

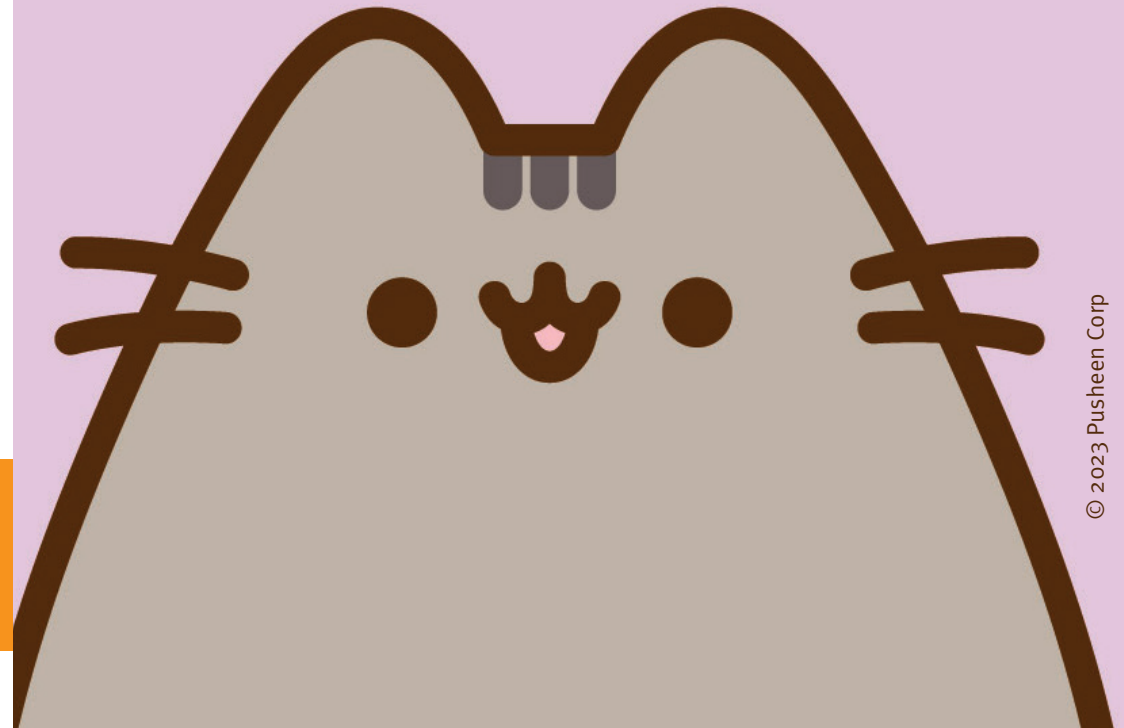
- Diverse content products: Books, fashion and apps
- Ongoing marketing engagement with a focus on social media and retail events



## TARGET GROUP:

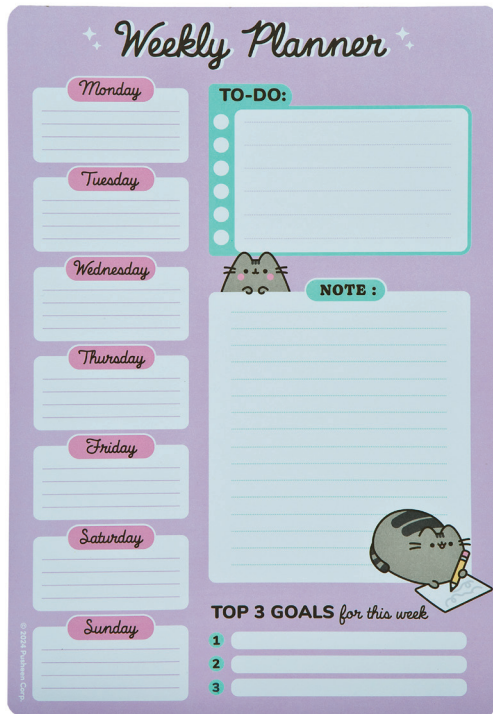
Young & Adult

# *Pusheen the Cat*



COLLEGE

# PUSHEEN



**Wochenplaner**  
Weekly planner  
PUSE0793  
inner 12 | outer 24



**Kugelschreiber mit Topper und Stiftehalter**  
Ballpen with topper and holder  
PUSE0468  
inner 6 | outer 24



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



**Spiralnotizbuch A5 mit Register**  
A5 spiral notebook with tabs  
PUSE0587  
inner 6 | outer 24



**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



**Plüsch Rucksack**  
Plush backpack  
**PUSE7591**  
inner 6 | outer 24



**Plüsch Schlamperetui**  
Plush pencil case  
**PUSE0692**  
inner 6 | outer 72



**Plüsch Notizbuch A5**  
Plush notebook A5  
**PUSE0594**  
inner 6 | outer 24



**Etui**  
Case  
**PUSE0684**  
inner 6 | outer 72



COLLEGE

PUSHEEN



**Schlüsselanhänger mit 3 Anhängern  
im Display, 12 Stück**

Keychain with 3 chains in display, 12 pcs.

**PUSE2991**

inner 12 | outer 48



**Regenschirm Ø 69 cm**

Umbrella

**PUSE7202**

inner 12 | outer 60



**Fashion Schreibset**

Fashion writing set

**PUSE6434**

inner 6 | outer 24



**Notizblockset mit Stift**

Notepad set with pen

**PUSE0778**

inner 6 | outer 24

COLLEGE

# PUSHEEN



**Rucksack**  
Backpack  
**PUSE7709**  
inner 4 | outer 24



**Shopping Bag**  
Shopping bag  
**PUSE7880**  
inner 6 | outer 72



**Isolierbecher 880 ml**  
Vacuum mug 880 ml  
**PUSE9802**  
inner 6 | outer 24



**Alu-Trinkflasche 600 ml**  
Aluminium bottle 600 ml  
**PUSE9897**  
inner 6 | outer 36



**Brotzeitdose**  
Sandwich box  
**PUSE9904**  
inner 10 | outer 30

