



THE ORIGINAL GIRL POWER BRAND.

**Globally recognized as the
female empowerment icon
in pop culture and
continues to inspire
generations of girls and
women of all ages.**



THE POWER OF THE POWERPUFF GIRLS



♥ **POSITIVELY POWERFUL**
Choosing Your Own
Path And Making Your
Mark

♥ **SISTERHOOD DRIVEN**
Fierce Advocate And
Builder Of Other Women

♥ **WORLD REFLECTING SOLIDARITY**
Standing Together And
Empowering All To Use Their

RELEVANT AND RIGHT FOR THE TIME

- ★ One of the most recognized brands:
79% awareness with girls
- ★ 85% of girls and women surveyed
say The Powerpuff Girls are a
great representation of female
empowerment
- ★ **150+** global licensees



PERFORMANCE ACROSS MULTIPLE PLATFORMS

408M

EPIISODES CONSUMED
Q1 2017 – Q1 2018



GLOBAL SOCIAL IMPACT



27m Likes



2m Likes



1.5m Followers



100k Followers



3.5mm Subs



200k Subs

xo, The Powerpuff Girls

Kendall Jenner

Justine Skye

Hailey Baldwin



Kylie Jenner



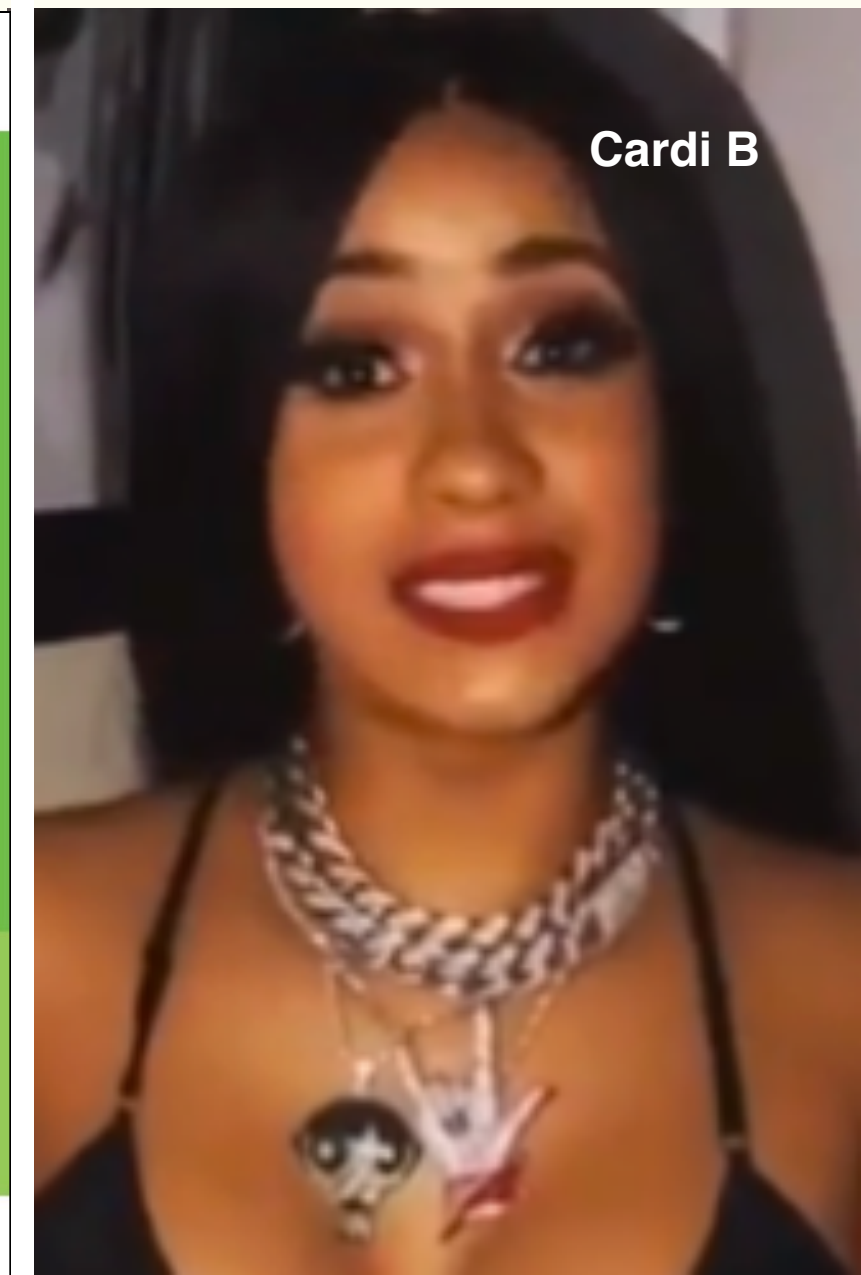
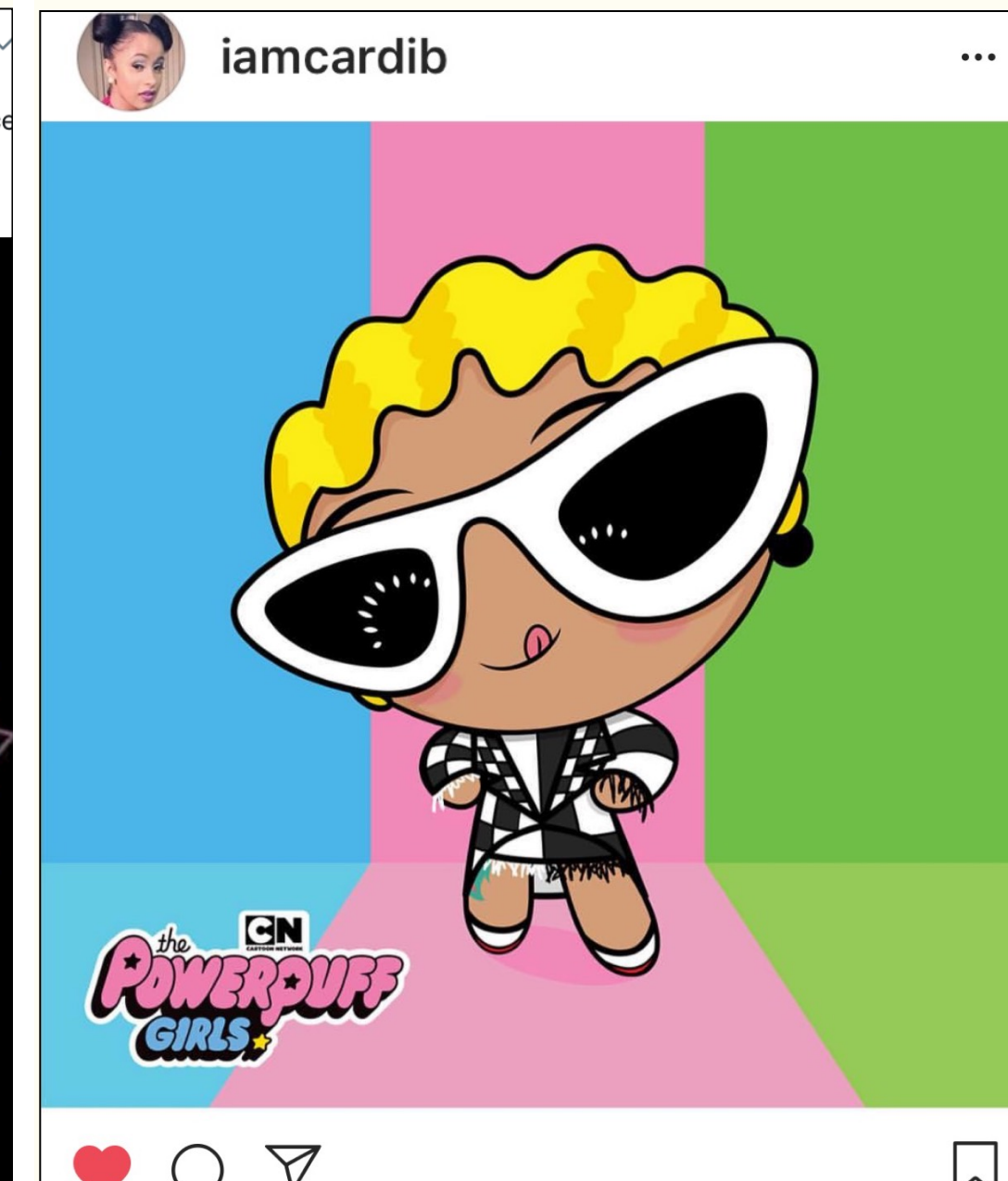
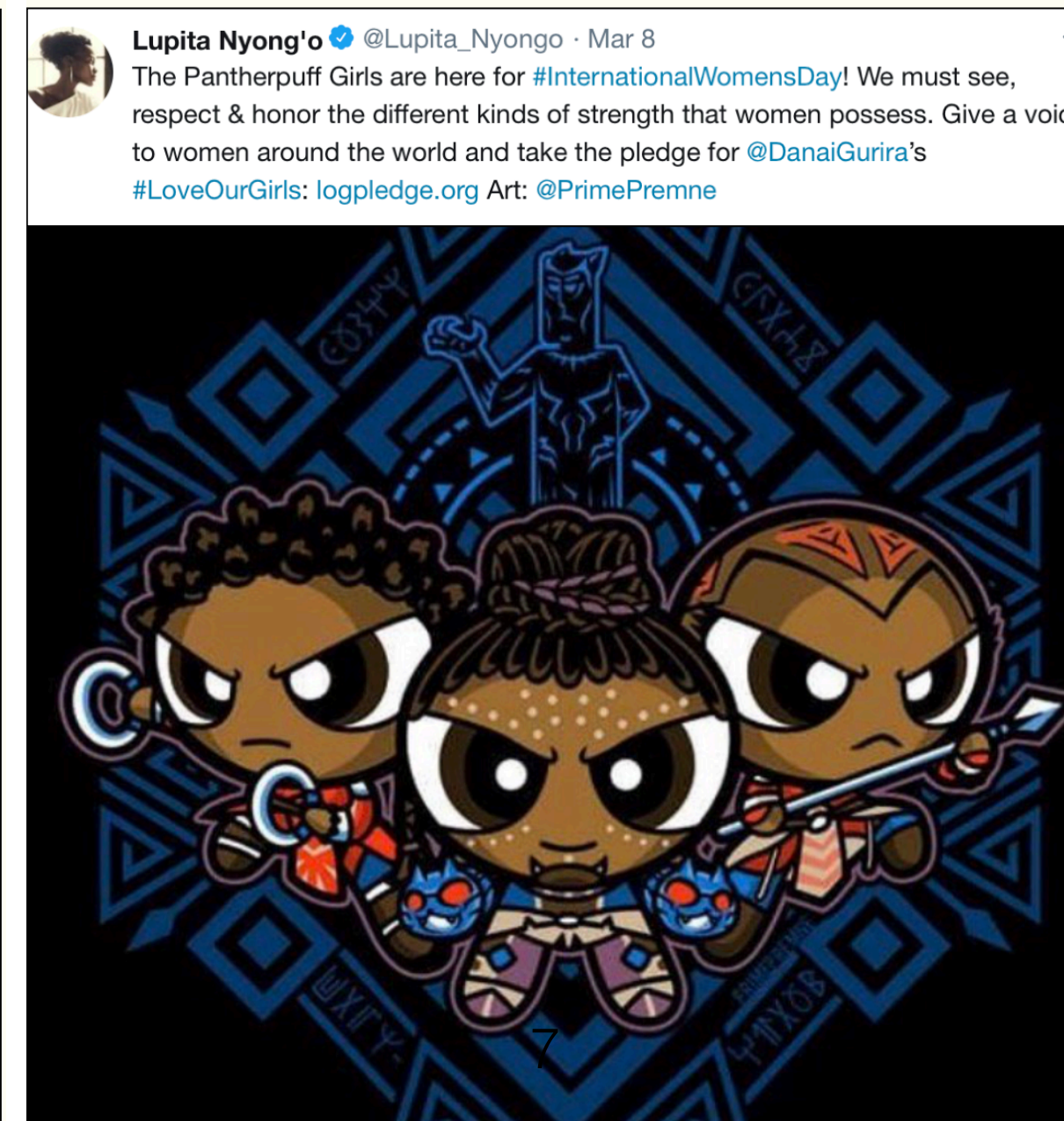
POP CULTURE PHENOMENON



Gwen Stefani



Paris Hilton



Cardi B



ICONIC AND EMPOWERING



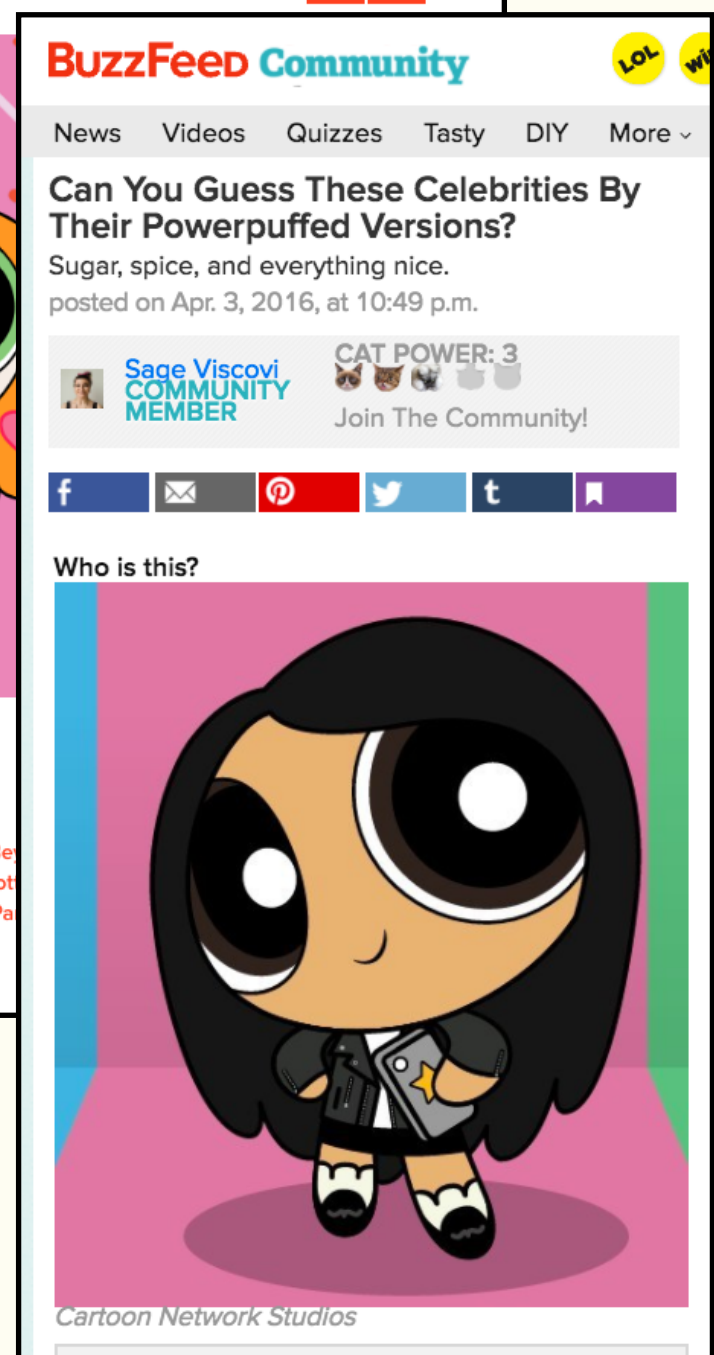
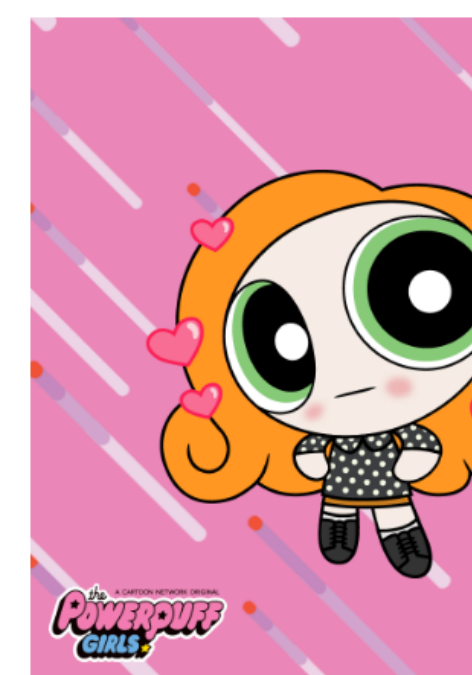
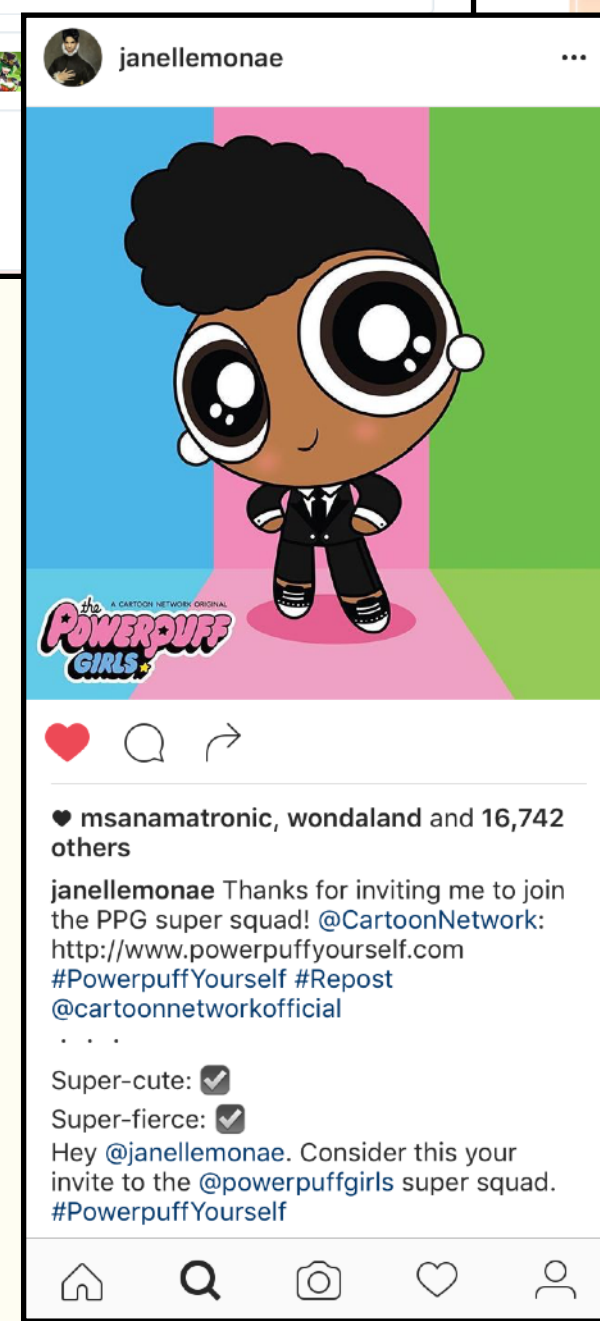
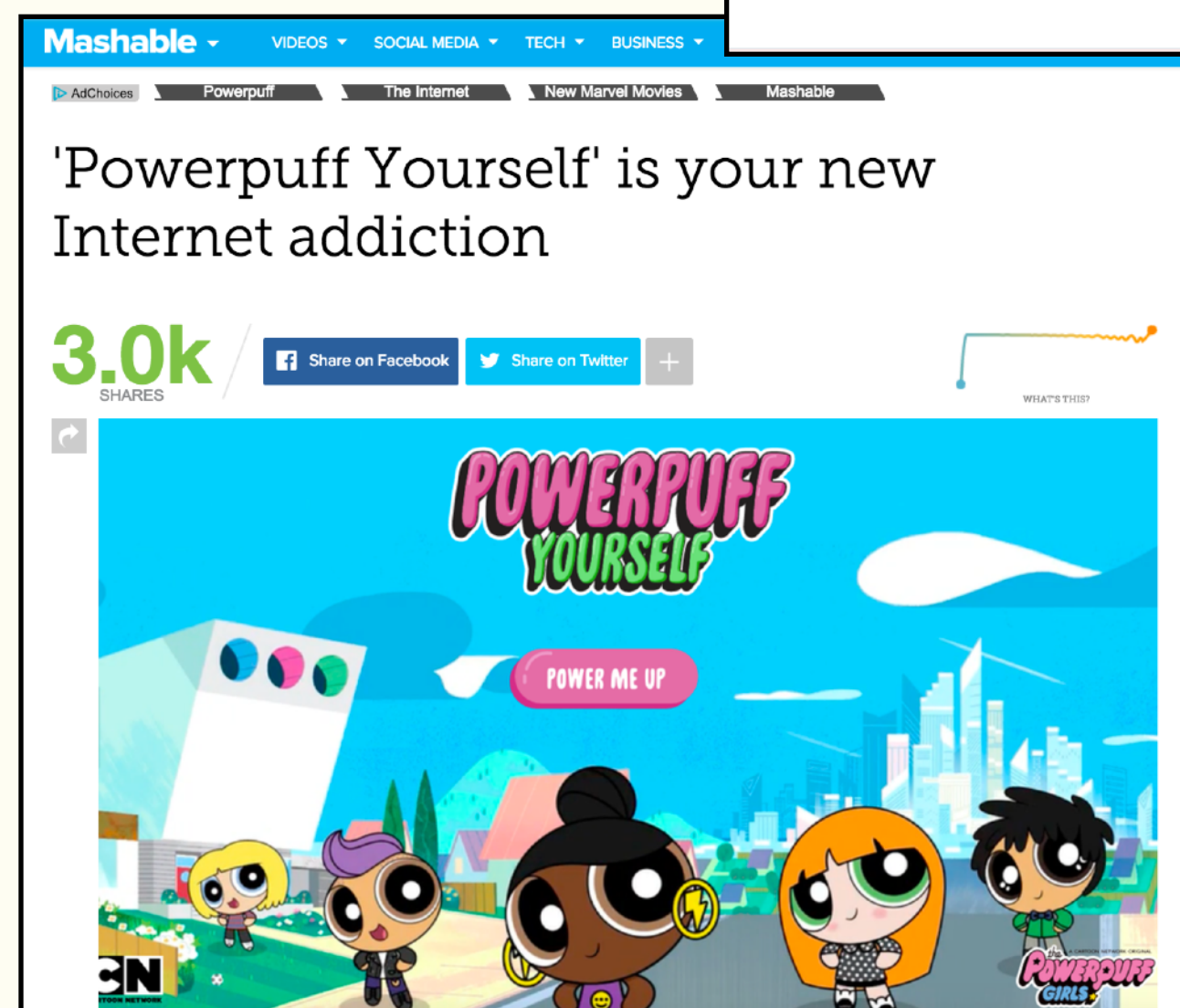
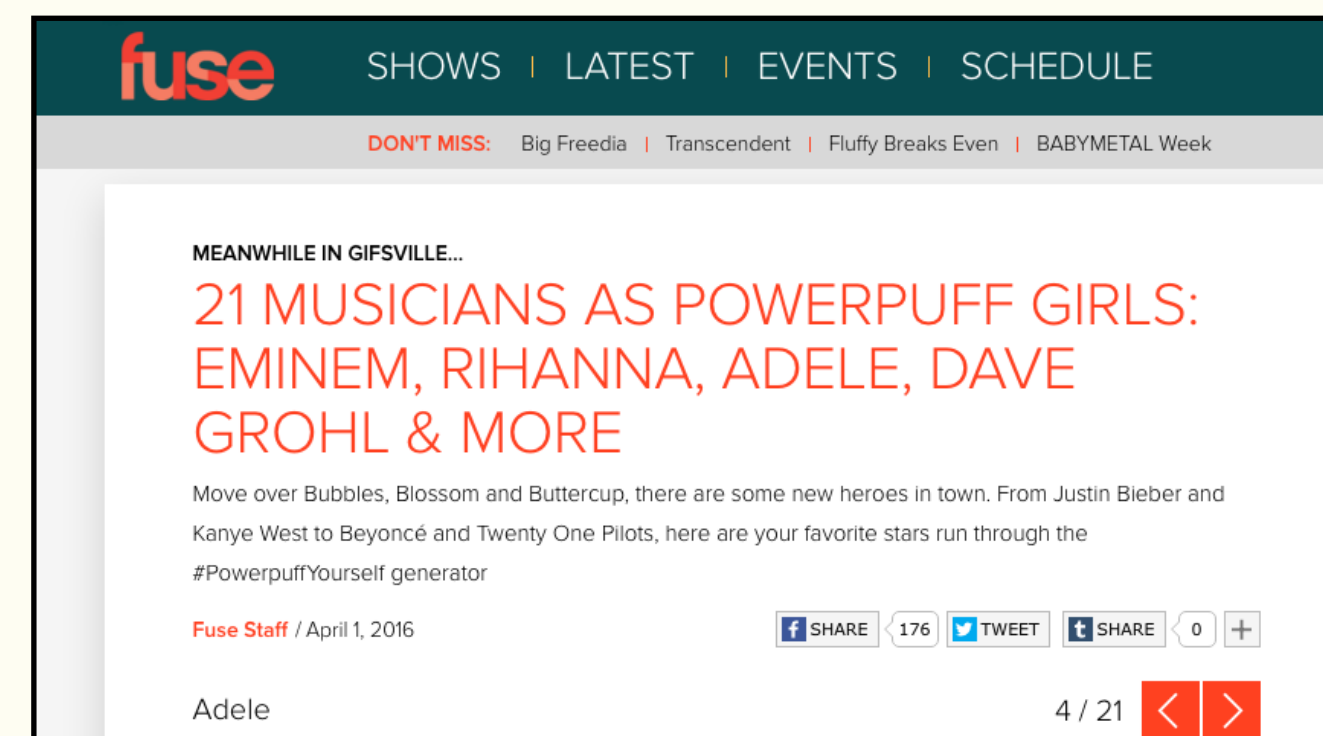
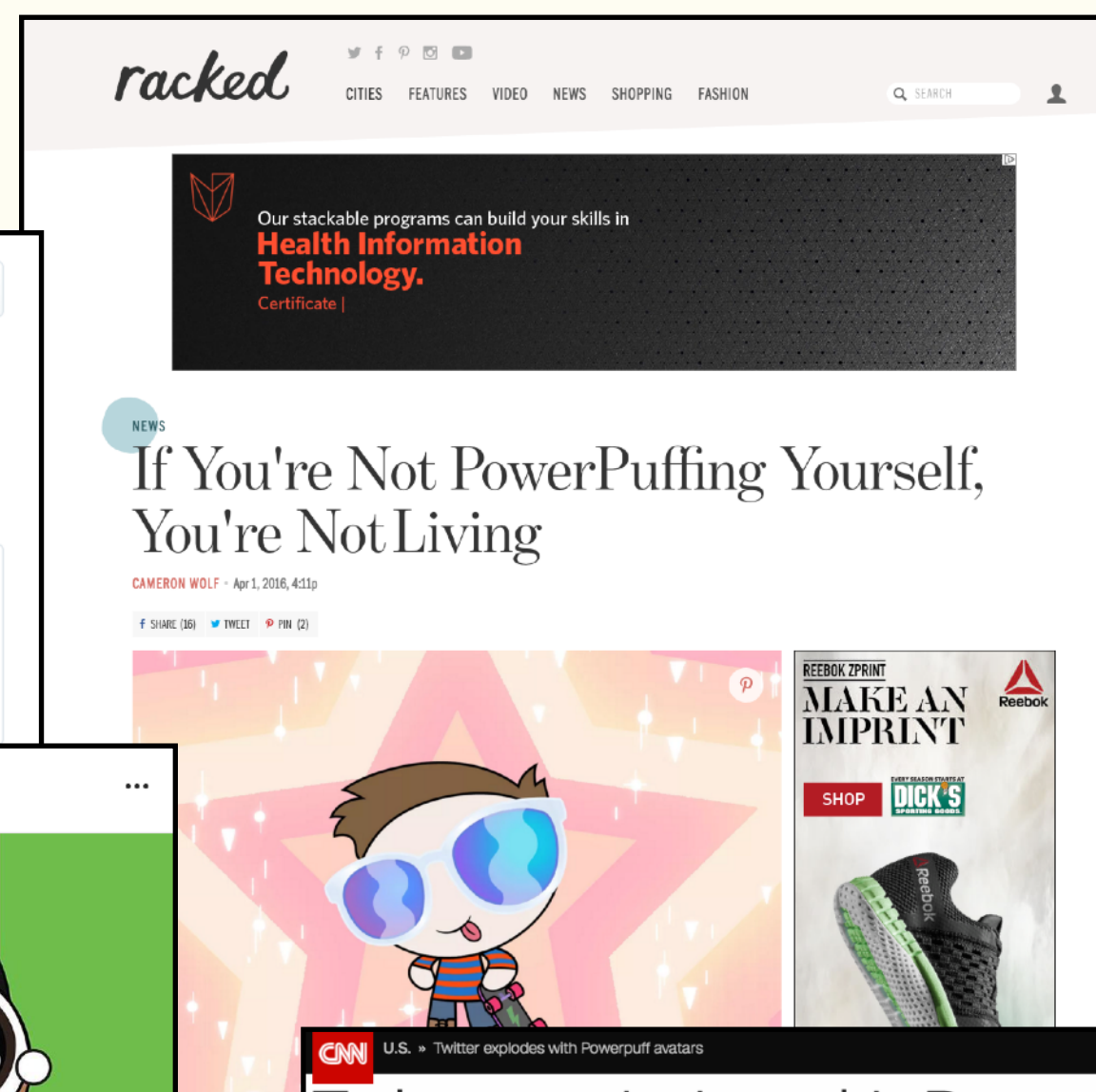
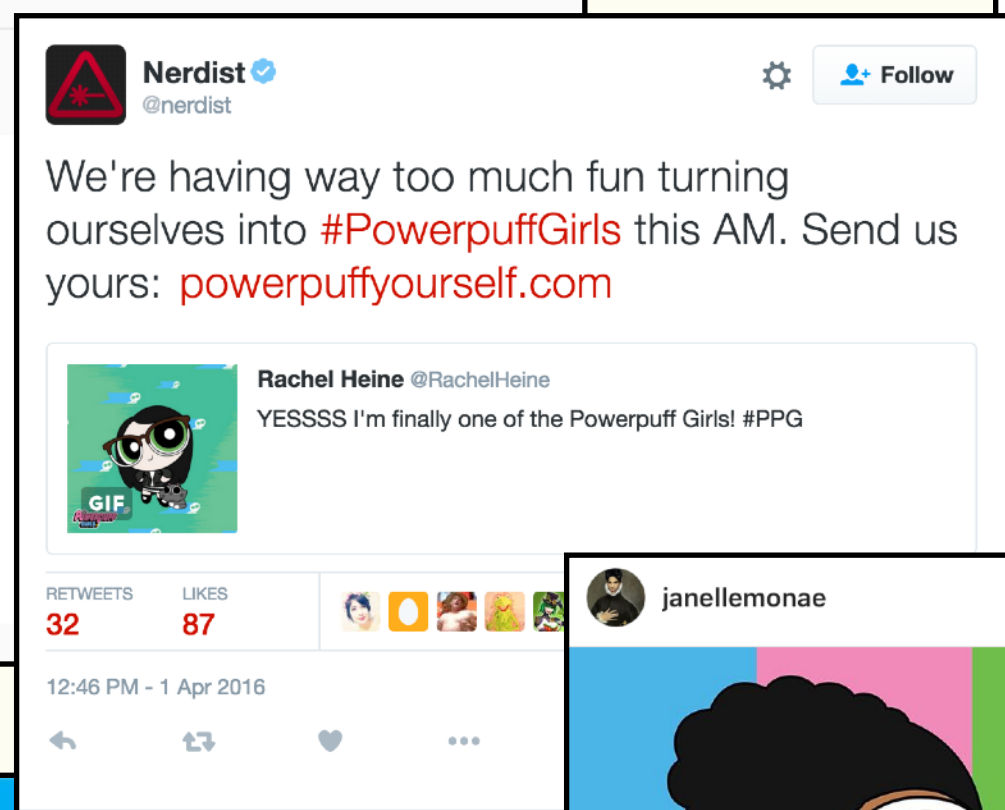
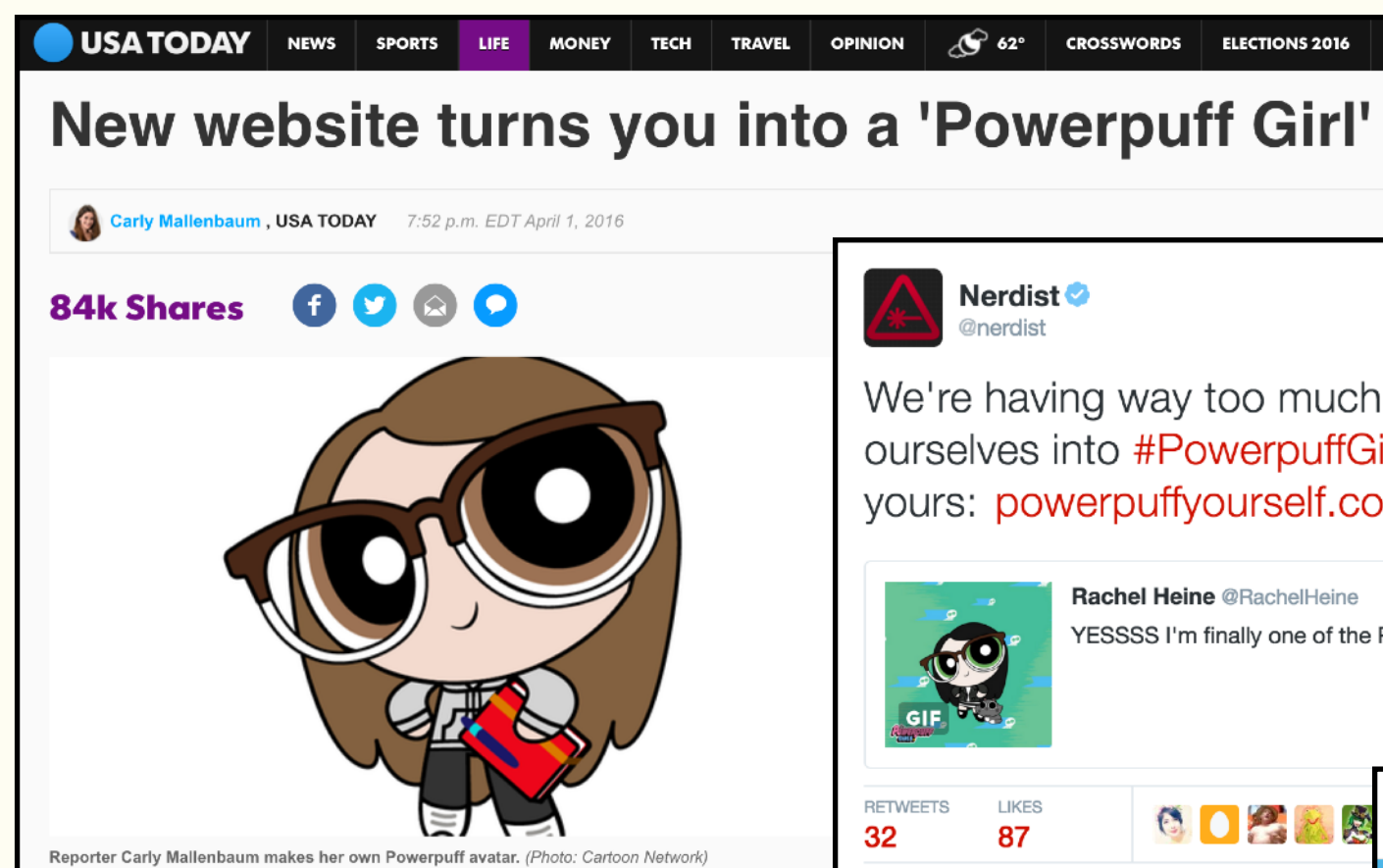


MARKETING TOUCHPOINTS

POWERPUFF AVATARS BREAK THE INTERNET!

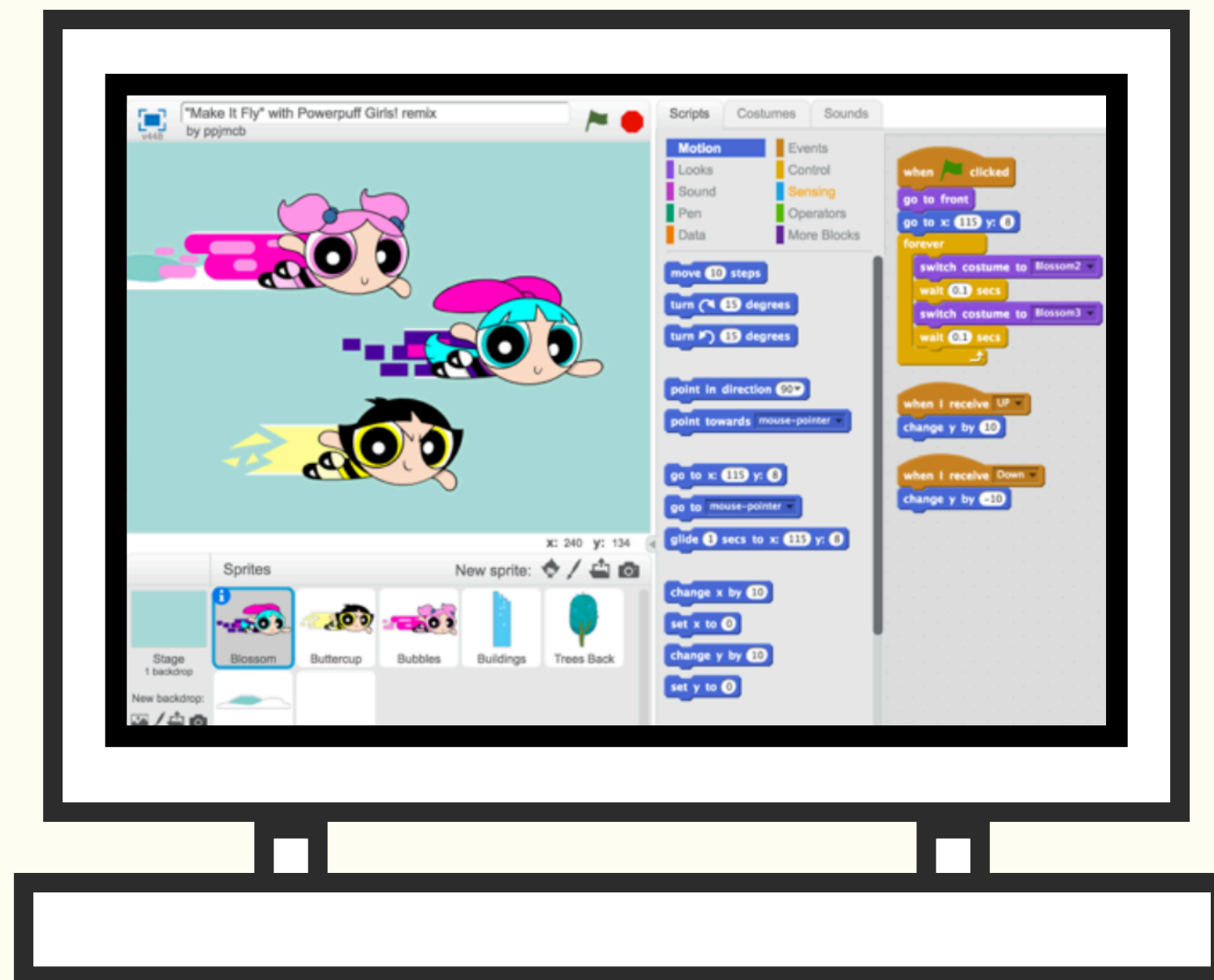
10 MILLION AVATARS CREATED IN A SINGLE WEEK

In April 2016, the Powerpuff Yourself avatar maker launched and was instantly a viral success.

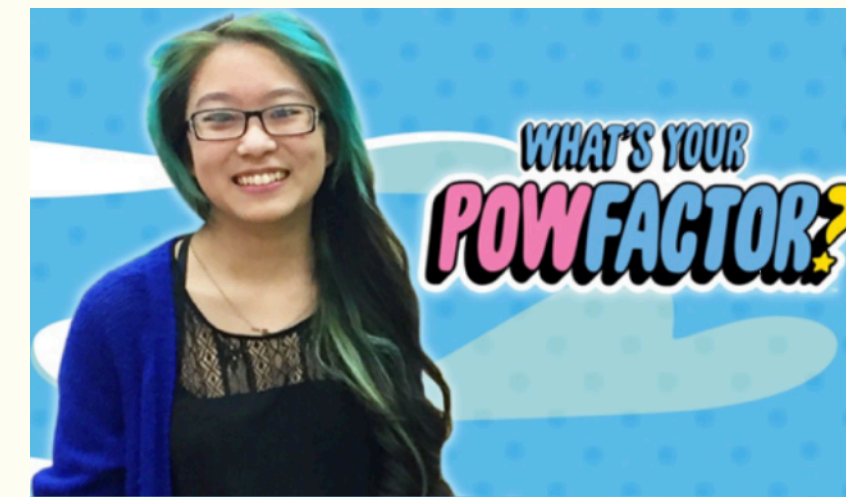


SCRATCH x MIT MEDIA LAB

AMY POEHLER'S SMART GIRLS x POWERPUFF GIRLS



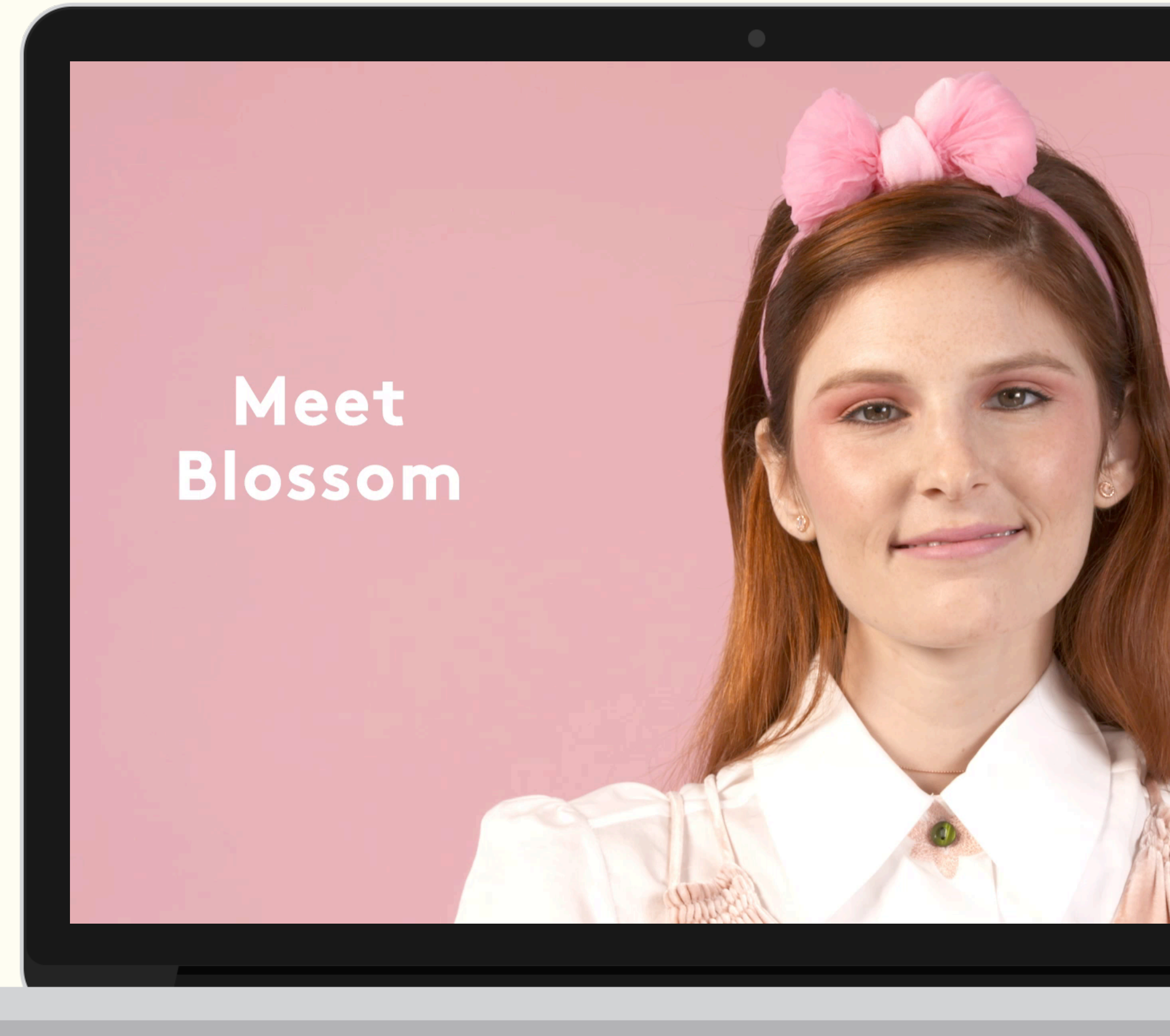
- ★ Launched a series of free coding tutorials with Scratch, a global visual programming language and online community, to inspire young people to code



- ★ Teamed up with Smart Girls to introduce Powfactor and those who embody its spirit, in an original mini docu-series

REFINERY29 x POWERPUFF GIRLS

- ♥ Short Cuts tutorials on how to achieve the Powerpuff Girls' looks on R29's beauty channel
- ♥ Powerpuff Girls took over R29's Snapchat Discover Channel
- ♥ Live broadcast of The Powerpuff Girls pop-up shop in NYC
- ♥ Custom Powerpuff Girls R29 Altmojis



POWERPUFF GIRLS ARTIST SERIES

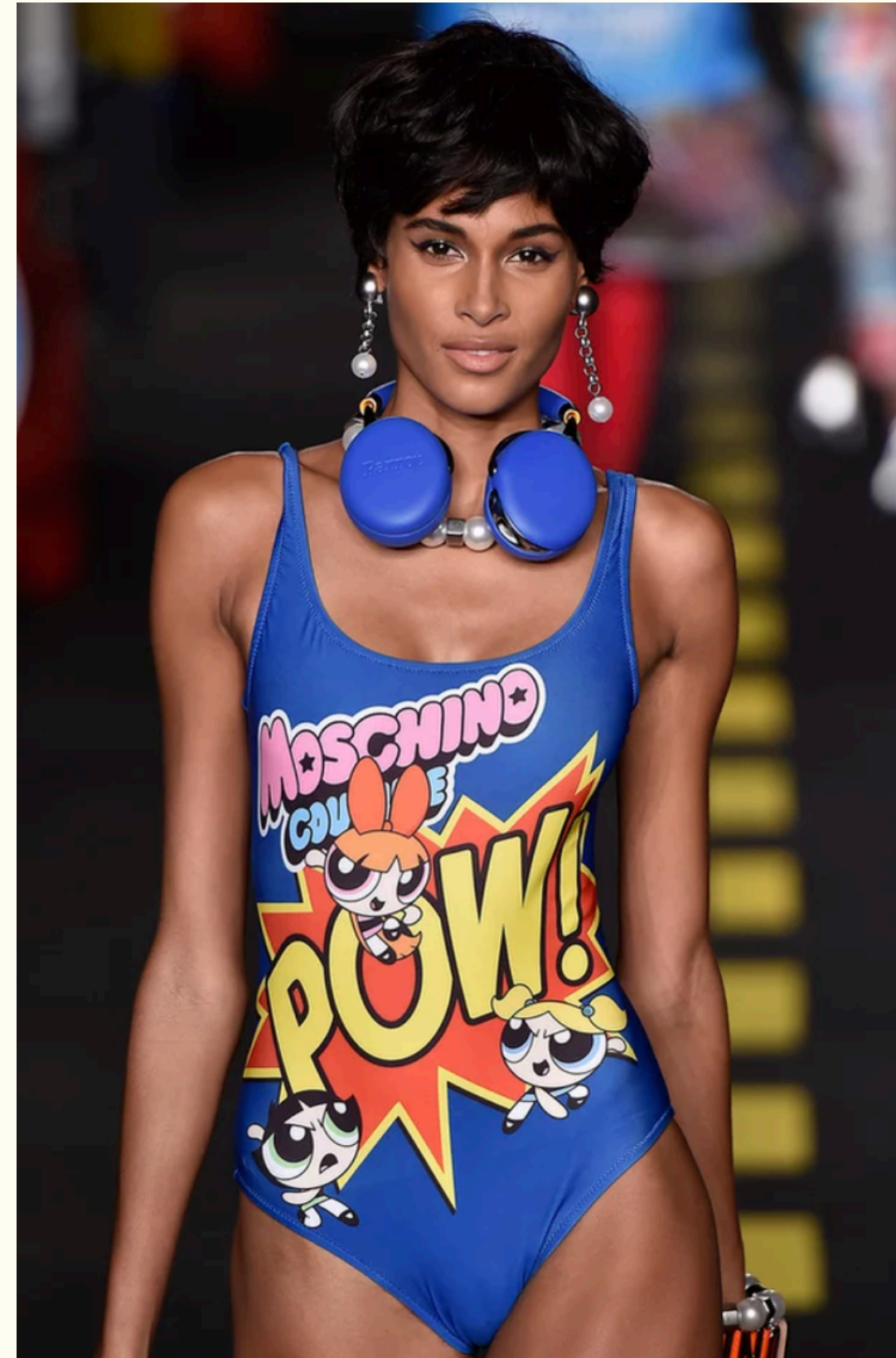


🏆 Collaborated with artists from around the world to express their interpretation of a modern day Powerpuff



GLOBAL COLLABORATIONS

MOSCHINO COLLECTION



★ Debuted at Fashion Week in Milan

FYODOR GOLAN COLLECTION



♥ **Fyodor Golan,
a London-based
fashion label**

♥ **Premiered during
London Fashion Week**

UPCOMING COLLABORATIONS



Barbie



**Fashions for Barbie
Dolls**



**Women's Capsule Collection of
Fleece and Heritage
Sportswear**

SAVING THE WORLD FOR 20 YEARS

PREPARED TO BE EMPOWERPUFFED!

THIS NOVEMBER, CN IS DELIVERING
THE ULTIMATE 20TH ANNIVERSARY
CELEBRATION FOR THE
GROUNDBREAKING GIRL GANG, THE
POWERPUFF GIRLS!



LOOKING AHEAD

2018 AND BEYOND:

- ★ In celebration of the 20th Anniversary, Cartoon Network is seeking female animators from across the globe to present their vision of The Powerpuff Girls in their own unique style
- ★ A retrospective film that focuses on the legacy and impact of The Powerpuff Girls over the last 20 years
- ★ Original content series that features inspirational change-makers who embody everything the Powerpuff Girls stand for
- ★ Powerpuff Girl mentorship program
- ★ Thought leadership panel at Teen Vogue Summit, BeautyCon, and more
- ★ Girl Power curated exhibition
- ★ Podcast series
- ★ Social content and visual toolkits (ie: downloadable posters, social assets, etc.) for pop cultural events such as International Women's Day, Women's March, etc.

THANK YOU!

