



The Powerpuff Girls brand to be globally recognized as a badge brand and a leading female empowerment icon in pop culture thereby expanding product and merchandising opportunities



OBJECTIVES

- Solidify The Powerpuff Girls as a positive representation of female empowerment among women 13-34
- Become a sought-after partner for female empowerment related brands and initiatives





WONDER WOMAN IS HEROISM AND FEMINISM

- 1941
- Comics, TV, animation, films, product
- Original female superhero icon, who overcame her origin story to become a feminist icon



WE ARE ALL WONDER WOMEN!

POSITIVELY POWERFUL

Choosing Your Own Path
And Making Your Mark



BRAND PROMISE



SISTERHOOD DRIVEN

Fierce Advocate And Builder
Of Other Women



WORLD REFLECTING SOLIDARITY

Standing Together And Giving
A Voice To All People

SWOT ANALYSIS

Strengths

- Heritage brand/characters with high affinity and nostalgia
- PPGs are not sexualized
- Powerpuff Yourself has proven there is an appetite for representation

Weakness

- Cluttered environment
- New series doesn't deliver on evolved positioning (lacks feminist values, diversity, and representation)
- Adult market not core competency of CN team

Threats

- Differentiation in marketplace as many other brands try to commodify Feminist ideals
- Could alienate audience segments with counter points of view
- Potential negative reaction to Bliss

Opportunities

- Capitalize on the Feminist movement
- Evolve the brand to align with core Feminist values
- Product and merchandising

educated

WOMEN

equal rights
progressive

HUMAN

Smart

choice

**forward
thinking**

*"I raise up my voice—not so I can shout, but so
that those without a voice can be heard...we
cannot succeed when half of us are held back."
-Malala Yousafzai*

HUMAN

different

ally

STRONG

REPRESENTATION

SISTERHOOD

CELEBRATE

GENDER

SOCIAL

OPPORTUNITY

STRATEGY

- Authentic representation will lead to credibility, affinity and badge brand status
- Leverage female empowerment cultural shift and key windows in pop culture
- Develop partnerships and influencer campaigns to elevate the brand and reach audiences outside of the CN ecosystem
- Seek out targeted monetization opportunities that align with the brand's qualities and position in the market



STRATEGY FUNDAMENTALS

- Don't Say It, Be It
- Celebrate female empowerment core values. Not political.
- Must be comfortable taking risks, which could mean alienating certain audiences
- Not contingent on the series. Blossom, Bubbles, and Buttercup are icons.
- Credibility is earned: 18-24 months to achieve (at minimum)



WHAT'S PLANNED FOR 2018?

Her Universe Fashion Show / Box Lunch Collab

- Fashion Show at **SDCC 2018** featuring junior designers' PPG-inspired looks
- Contest winners' designs in Box Lunch stores Q1-Q2 of 2019

THE
Her Universe™
FASHION SHOW

20th Anniversary Celebration

- Potential ATTN and GBS collab
- Collaboration Announcement

International Day of the Girl Child

- October, details TBD



MOVING FORWARD, 2018-2019

"In an era in which every brand is trying to do the politically correct thing, **consumers will perceive any short-term efforts as the short-term promotions they really are...**To make a real contribution to social causes, **brands must take the long view and build solutions into how they do business 365 days a year.**"

-Allen Adamson, Forbes

CONSISTENCY is key for the PPG brand to authentically and meaningfully deliver on its renewed commitment to the female empowerment space.

20th Anniversary and Beyond

- Kick off the 20th Anniversary Program with announcement of year-long initiative: **PPG will dedicate \$1M to partner with female-focused groups and non-profits over the course of twelve months**

Details

- **\$25-50K donated to each cause**, \$400-700K for production costs
- **Monthly TedTalk-style videos** with non-profit collaboration leaders
- Work directly with organization to determine best way to integrate brand, based on needs and events
 - Ex. PPG pins on Dress for Success outfits
- Drive exposure and ad funding

Concurrent Social Initiatives

- **Weekly** social posts emulating the #WCW (Woman Crush Wednesday) format
- Influencer content

2018 CALENDAR

Social and Digital Short Form-Content
Year-round Pulses, Trending Topics, Relevant Conversations
(ie: black history, asian heritage, international day of friendship, etc.)

Q1

- International Women's Day
- Women's History Month
- Fashion Week
- Winter Olympics

Influencer campaign (short-form social and digital content)

Q2

- LGBTQ+ Pride Month
- National Women's Health Week

Weeklong campaign focused on National Women's Health Week

Collaboration TBD

Q3

- Women's Equality Day
- Fashion Week

Equal Pay Day pop up

Election voting campaign (non-partisan)

Influencer campaign (short-form social and digital content)

Her Universe SDCC Fashion Show

Q4

- International Day of the Girl (10.11)
- 20th Anniversary (Nov.)
- Mid-term Elections (non-partisan - Nov.)

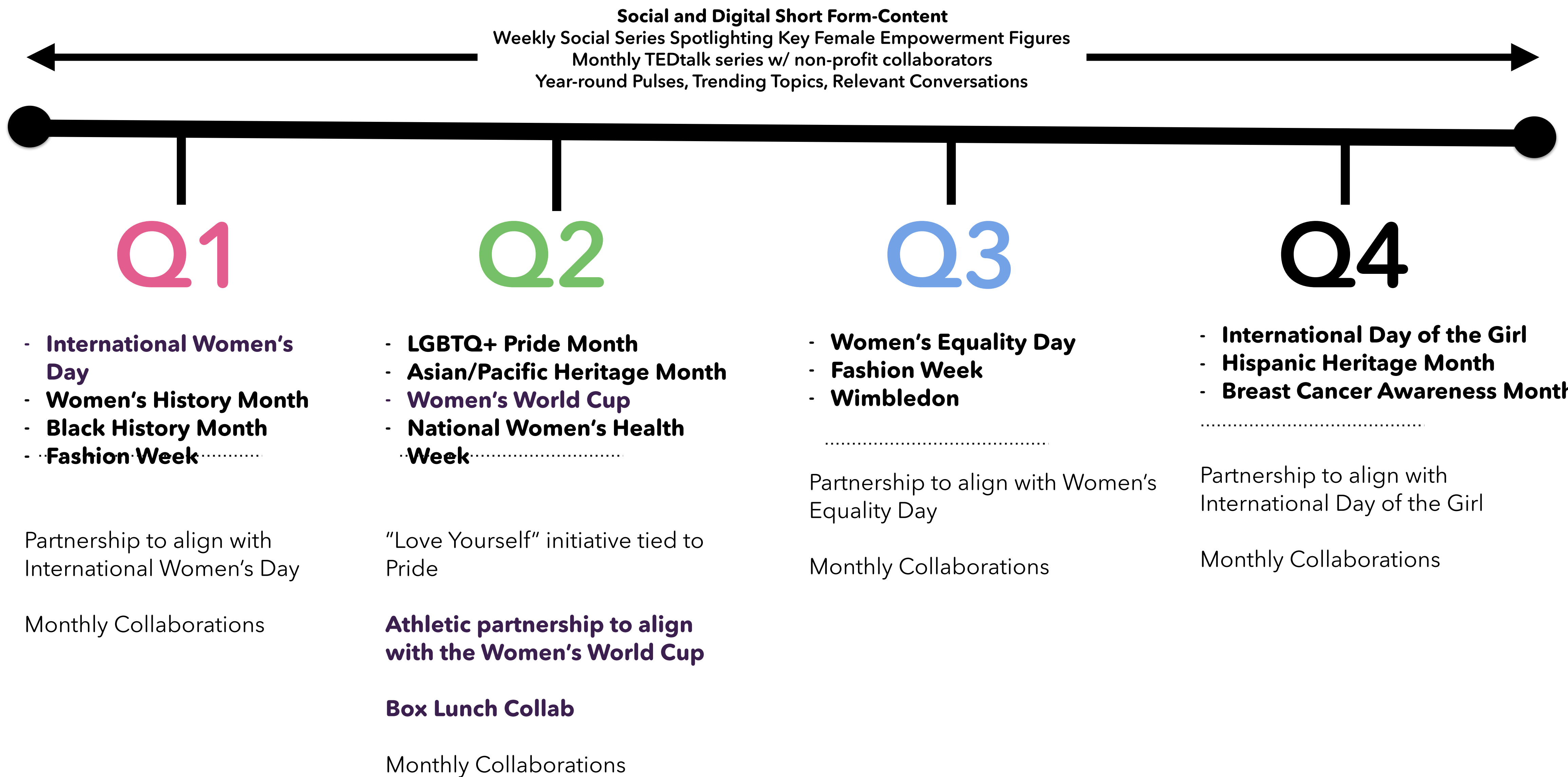
Election voting campaign (non-partisan)

**Champions Collab @ PacSun
Mattel/Barbie Collab**

ATTN + GBS Opportunities

**20th Anniversary Celebration/
Announcement**

2019 CALENDAR



2018-2019 CALENDAR

NOVEMBER	DECEMBER	JANUARY	FEBRUARY
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- Mid-term Elections



- Computer Science Education Week



- Black History Month
- Fashion Week



Social and Digital Short Form-Content

Monthly TEDtalk series w/ non-profit collaborators

Weekly Social Series Spotighting Key Female Empowerment Figures

Year-round Pulses, Trending Topics, Relevant Conversations

(ie: black history, asian heritage, international day of friendship, etc.)



2019 CALENDAR

MARCH

- International Women’s Day
- Women’s History Month

girls
inc.

APRIL



MAY

- National Women’s Health Week
- Asian/Pacific Heritage Month



JUNE

- LGBTQ+ Pride Month
- Women’s World Cup



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2019 CALENDAR

JULY	AUGUST	SEPTEMBER	OCTOBER
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- Wimbledon

- Women's Equality Day

- Hispanic Heritage Month

- International Day of the Girl
- Breast Cancer Awareness Month



Social and Digital Short Form-Content

Monthly TEDtalk series w/ non-profit collaborators

Weekly Social Series Spotlighting Key Female Empowerment Figures

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THE POWERPUFF GIRLS 20TH ANNIVERSARY



- **Timing:** January 2018 - December 2019
Official Anniversary November 18, 2018
- **Use 20th Anniversary timing as a global launch pad for female empowerment-focused strategy.**
 - Introduce 20th messaging January 2018 to rally consumers & partners around new Powerpuff Girl opportunities directed towards an empowered audience.
 - Maximize Powerpuff Girls brand activity in key windows, timing to relevant events and/or existing initiatives through added points of engagement including content, marketing and merchandise.
 - Complement millennial-focused initiatives already planned for Powerpuff Girls with 20th messaging, building foundation for added opportunities towards Q4 '18 and beyond.
 - Incorporate holistic PR plan around key initiatives.

Major League Soccer - U.S Women's National Team



Their Mission

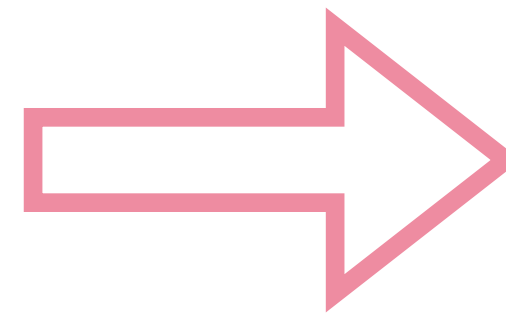
- To advance the sport of soccer within US and Canada
 - It's the #1 sport globally, but they are in fan acquisition mode in the US
- Players are eager to advance their individual and team reputations

Their Fans

- Audience driven by 18-29 year old millennials
 - MLS audience is much younger than any other league - digital native tastemakers
- Women's team resonates strongly with girls and moms
- Themes:
 - Empowerment
 - Healthy living
 - Patriotism (the U.S. on the world stage)

Additional Info

- World Cup takes place June-July 2019
- Nike is an on field partner



Brainstorm Ideas

- Give players PPG-themed ribbons or bows
- Wrap their bus/plane
- Pink/green/blue soccer balls with speedlines
- AYSO partnership
- Screening events for World Cup, sponsored by PPG
- PPY the players
- Highlight fair pay campaign
- Jumbotron/interviews with PPG apparel
- PPG "Power Pose" Cam (like the Kiss Cam)
- Costume character appearances
- PPG-themed headphones / product collab
- Fans in stands with PPG-themed signs/premiums
- On-site tailgating
- Nail polish

Media and Amplification



Commercial



Collaboration



Non-profit

