

HALO LICENSING SURVEY SUBSCRIPTIONS

The HALO LICENSING SURVEY by Brand Jam Lab is a market intelligence report distributed exclusively to subscribers. An abridged version summarising new campaigns (with links) is available monthly. So what's inside?

- **Insights:** 4 detailed profiles of the quarter's most noteworthy property x brand campaigns. Unpacking commercial/media performance
- **Monitoring:** links to 250+ property x brand campaigns every quarter. Organised by property type
- **Highlights:** 16 select campaigns demonstrating new creative concepts or innovative product/campaign design
- **Takeaways:** highlighting key trends in brand innovation and campaign management

Compiled by Brand Jam contributor, Gavin Brown.

ANNUAL SUBSCRIPTIONS

- **DELUXE** (four quarterly editions of Halo Licensing Survey): **€950***
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PEANUTS X STORY: HOW ORIGINAL!

Timing: Announced 6.9.18
Released 5.9.18

Coverage: Moderate coverage in young fashion & design media. Coverage amplified slightly by publicity work of participating brands & artists. Editorial struggled to present the concept's complexity.

Product: Exclusive products from artisans, customisers & 14 brands (mostly incumbent Peanuts licensees) including Champion, Herschel Supply, AWAY, Sugarfina, K-Way, Denik, HUF, Pirelli and Bamford Watch Department.

Other: NYC concept store installation from 5 September - 7 October featuring exhibition, live events and product corners based on themes created by the seven-strong Peanuts Global Artist Collective - including Andre Saraiva, Kenny Scharf, Friends With You, Rob Pruitt. No possibility to shop online except via participating brands.

Pricing: Notebooks \$16, Backpacks \$60, Skateboard Decks \$80. Other prices unknown.

MEDIA



SOCIAL



ASTRO BOY X DIAMOND SUPPLY



GENERAL MILLS X NIKE X KYRIE IRVING



HARRY POTTER X KANO



LAND ROVER X CLARKS



ANNEX: ALL CAMPAIGNS

ART

Andy Warhol x Uniqlo UT x Mickey
Basquiat x Diamond Supply
Basquiat x MeUndies
Ed Hardy x Rose in Good Faith
Frida Kahlo x Flamingo Candles
Frida Kahlo x Tementy Jones
Keith Haring x Dickies
Keith Haring x Element
Laura Ashley x Urban Outfitters
Laura Ashley x YQ
Andy Warhol x Mickey x Uniqlo
Morris & Co x H&M
Morris & Co x Penneials
Patrick Nagel x Pleasures
Sanderson x Radley London
Smiley x Antepima
Smiley x Boy Meets Girl
Smiley x Chinatown Market
Smiley x Chinatown Market x Urbanears
Tom of Finland x CDLP
Y&A x Philippa Craddock
Y&A x Sofa Workshop
Van Gogh Museum x Vans

BRANDS

Bugatti x Lego
Chupa Chups x Famous
Chupa Chups x L'Or
Coca-Cola x Desigual
Coca-Cola x KITH
Coca-Cola x KITH x Converse
Coca-Cola x USPS

Delta Airlines x Looptworks
Everlast x Oysto
Ford x Royal Australian Mint
General Mills x Prez x Funko
General Mills x Nike x Kyrie Irving
Glenfiddich x PS Soda
GoPro x Hot Wheels
Hang Ten x KAS Flugs
Heineken x Kappa
Holden x Royal Australian Mint
Kodak x Forever 21
Kraken x LAFF
Land Rover x Clarks
Lay's x Lee
Lufthansa x adidas
Mountain Dew x Lakai x Pawel Swanski
Nautica x New Era x Jimmy Jazz
Patron x Fever Tree
Pirelli x FILA
Playboy x Misguided
Reese's Cups x Krispy Kreme
Starbucks Roastery x Hetrosuperfuture
Swarovski x Gola
Umbro x Juun.J
Umbro x Sweet SKTB5
Wilson x BAPE
Wilson x Forever21
Zploc x Beams

CELEBRITIES

Martha Stewart x Bloomsy Box
Muhammad Ali x Reigning Champ

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