



PROJECT BRIEF

Jan 25, 2022

Nintendo x Pusheen

Date:

Project Title

DESCRIPTION

A new collaboration between Nintendo and Pusheen. For this campaign, we will be looking into creating a select series of products that combine select IPs from both companies while staying on brand with the initial appeal of Pusheen.

GOALS + OBJECTIVES

1. Increase in conversions (mailing list, social media followers, etc)
2. Target new audiences.
3. Display of repeat customers/followers/brand loyalists.

AUDIENCE

With the rise of retro gaming collections (\$2m for sealed copy of the original Super Mario Bros.) and the recent announcement of new Nintendo properties (Super Mario animated movie by Illumination & new Pokemon Legends game for Nintendo Switch), it is in good timing to take advantage of these events and releases by absorbing Nintendo audiences who are unaware of Pusheen.

MESSAGING

We want our audiences, current and new, to appreciate the cute, fun, and playfulness of Pusheen. Our visuals will mostly remain consistent with Pusheen's branding, but we should look into designs that combine both properties to make it recognizable globally. Using notable properties, characters and icons should be included within design work.

ASSETS & DELIVERABLES

Advertisements:

1. Two animations with the capability to format for social, email, & landing pages.
2. Ensure that the "Nintendo x Pusheen" partnership is present in text form & display.

Artwork

1. Four animated comics to connect brands
2. Keep all illustrations formatted to adjust for apparel and accessories.



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ASSETS & DELIVERABLES CONT.

Merch

1. Source standard merch options: apparel, accessories: shirts, hats bags, etc.
2. Identify 1-2 gaming products (Nintendo specific) to introduce. Headphones, controllers, USB cords, console skins, etc...

STAKEHOLDERS

Creative team: Sarah (ad design), Adam & Zoe (comics + illustrations)
Marketing team: Jane (email + web), Terry (social media)
Product team: Rachel (licensing + merch), Mike (product sourcing + procurement)
Leadership: Briana (director of creative + marketing)

TIMELINE

Kickoff:	Jan 25	Ad launch +:	Mar 14
Final creative brief:	Jan 30	Comic launch:	Mar 21
Product Sourcing/ Ad Design Review:	Feb 14	Email/Social goes out:	Mar 28
Licensing Agreement + Art Review:	Feb 21	Shop launch:	Apr 1
Animation/Comics Review + merch orders placed:	Feb 28	Measure ad success:	Ongoing
		Wrap-up:	Nov 14
		Final Holliday Sale:	Nov 24

DISTRIBUTION & SERVICES

Email: In-house Marketing Team
Social Media: YouTube, Twitter, IG, FB, LinkedIn, Pinterest, Discord
Influencers: grin.co, twitch.com
3rd Party Reviews: japanla.com, ign.com, cbr.com, nintendolife.com, etc.

RISKS & DEPENDENCIES

1. Approval from Nintendo licensing and design uses
2. Sourcing of merch, potential delays in supply chain
3. Sales come out lower than forecast.
4. Unable to source proper influencers or reviews from third parties.