

The Feelgood brand for 2009

We've got loads of cute ideas
For Pet Poet product galore!
Sure to get customers purring with pleasure...
And beating a path to your door!

🐾 Humour driven social expression and gift brand with a difference

🐾 Perennially popular cute animals with funny verse
and contemporary design

🐾 Initially an internet based brand – launched summer 06

🐾 Activity to date on line through www.petpoetsclub.com
myspace, youtube, consumer press and events,
plus UK retail in selected independents and Pets at Home.

🐾 Distinctive brand styling under “Pet Poet Club” umbrella.
Excellent blend of image and editorial

🐾 Fabulous state of the art online creative style guide and approvals procedure

🐾 Licensing appeal across 3 distinct consumer demographics:

- Girls 6-16: trend driven kitsch with a twist of topical humour
- Grown up girls 16-99: cute imagery and fun parody for every occasion
 - Student/Big boys: Parody fun for men/dads

🐾 USP: Cute animals and funny verse “A pet for all reasons”

🐾 Core initial categories: greetings, gifts, social & back to school stationery,
calendars, diaries, apparel, fashion accessories, gift publishing

UK Licensees:

• www.greetz.co.uk

- Online print on demand cards (Autumn 07)
 - Sharpcards Mobile (Spring 08)
 - Greetings cards -The Greetings Factory
- 2 x 2009 calendar deals with Avonside and Icarus (Fifi)
 - Books – Holland Publishing
 - Is It Art? – Wallet cards

US Licensees:

• Skyhigh – Stationery

International Licensing activity commenced 2008:

UK & Eire: Ignition Licensing
www.ignitionlicensing.com

North America: Jewel Licensing
www.jewelbranding.com

Australia and New Zealand: Stella Projects
www.stellaprojects.com



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