



rachaelhale[®]

[®] The world's most lovable animals





Twenty-seven years
of Magical moments,
Captured with love
To share with you.
Simply pawfect...



A dorable

Now celebrating 27 successful years, Rachael Hale® is synonymous with the world's most lovable animals.

Our brand's universal appeal is one of its greatest strengths, with global recognition across ages, languages, and cultures.

A \$900 million brand with 50+ licensees in 60 countries, Rachael Hale has been recognized as one of the top 125 Global Licensors by *License! Magazine* four years in a row.



GLOBAL

- Universal brand appeal
- 50+ licensees in 60 countries
- Top 125 Global Licensor

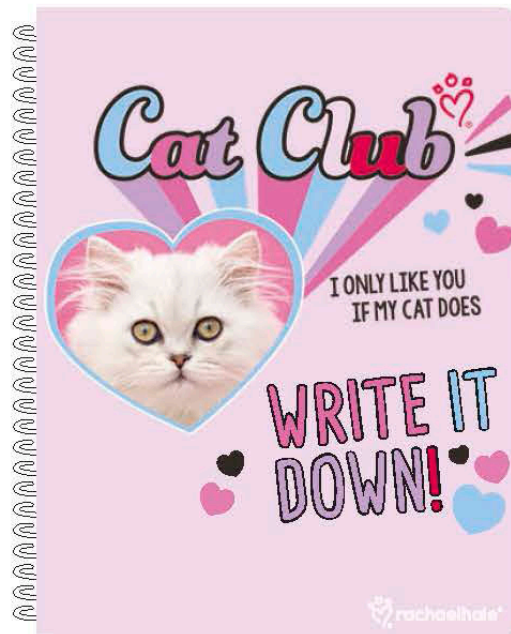
ENDURING

- Proven track record
- Evergreen brand
- Alternative to character-based licensing
- Consistently outsells other animal-based properties

SUPPORTED

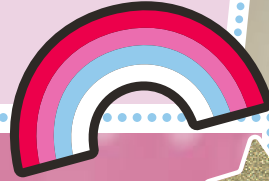
- Regular fresh concepts and artwork to licensees
- Exclusive web portal with ready-to-use assets for download
- Engaged, organically grown, and loyal social media audiences
- Ongoing brand marketing





Star

I ONLY LIKE YOU
IF MY CAT DOES



SHINE LIKE A

Star

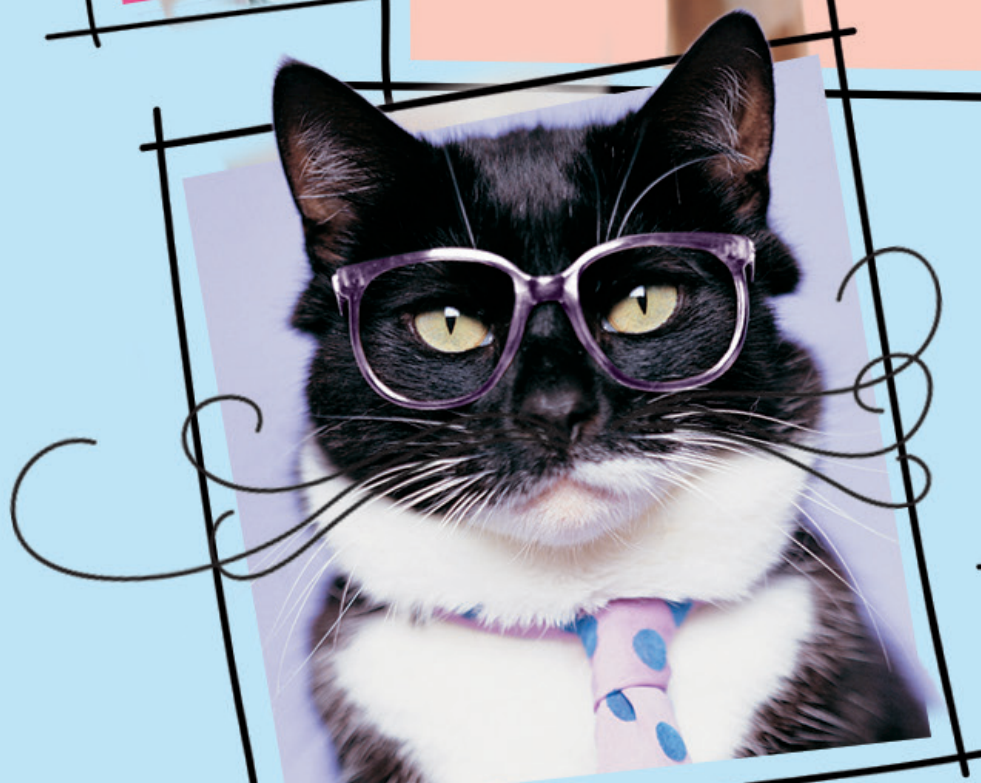
Cat Club

CUTE

SHINE LIKE A

CUTE







LICENSEE RESOURCES

Rachael Hale® has an extensive database of photographs and creative assets readily available.

Our brand endures long after other animal photography brands because we continue to provide beautiful, on-trend artwork.

- 3,000+ existing images ready for use
- 895+ design concepts to apply to product
- 200+ graphic elements for enhancing design concepts
- 75+ patterns for building out product collections
- Product mockups for reference and presentation
- Online database for licensing partners with 24/7 access to artwork files
- Bi-annual releases of fresh images and artwork
- Comprehensive style guide
- Assistance with product development and retail displays





THE BRAND AT RETAIL

Rachael Hale® branded products outsell other animal photography brands 2 to 1 because the images focus on that special emotional connection with our beloved pets.

Our dedicated, long-term relationships with licensees have a proven track record of success. Recent highlights include:

- Back to School stationery program with sales topping **\$2 million per year at Walmart**
- Backpack and lunch box programs are consistently strong with **91-97% sell-through at Target**
- 2 million + Rachael Hale adult and children's books sold worldwide

Walmart 

 **TARGET**

amazon 

KOHL'S

 **CVS**
pharmacy®

H&M

K
kmart

BED BATH &
BEYOND



JUST
CHILLIN'
TAKE NOTES



PRODUCT CATEGORIES

Rachael Hale® is capturing the imagination of customers across 60 countries in an ever-expanding range of products.

- STATIONERY
- CALENDARS
- BACK-TO-SCHOOL ACCESSORIES
- BEDDING
- TEXTILES
- PARTY WARE
- DRINK WARE
- APPAREL
- FASHION ACCESSORIES
- WALL ART
- DECORATIVE ACCESSORIES
- HOUSEWARES
- TOYS
- PUBLISHING
- MORE





NOSTALGIA

Nostalgia is trend that's here to stay as people continue to seek normality, familiarity, and comfort in their lives. It brings back memories of more carefree times, and what is more carefree and comforting than happy animals?!

With origins in New Zealand in the mid '90s, Rachael Hale quickly became a global sensation and has withstood the test of time. This evergreen brand has built a proven sales track record over the years and a loyal and engaged fanbase to this day.

Fans that grew up with the brand will now be happy to see it reemerge with its iconic classic images as well as on-trend designs that modernize these recognizable images for Millennials and beyond.

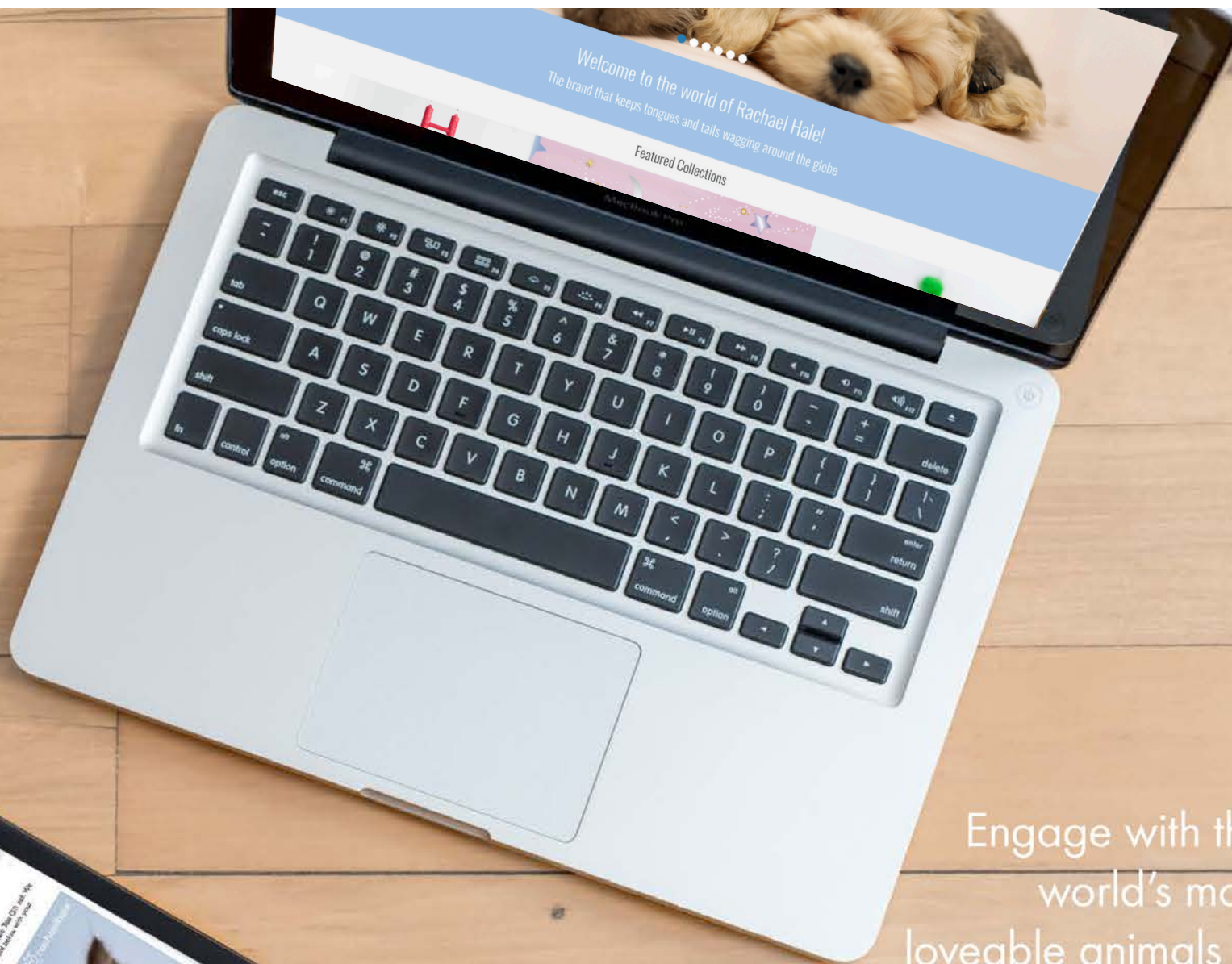
Over the years Rachael Hale has had many collaborations with top retailers and long standing licensees worldwide with partnerships lasting 20+ years.







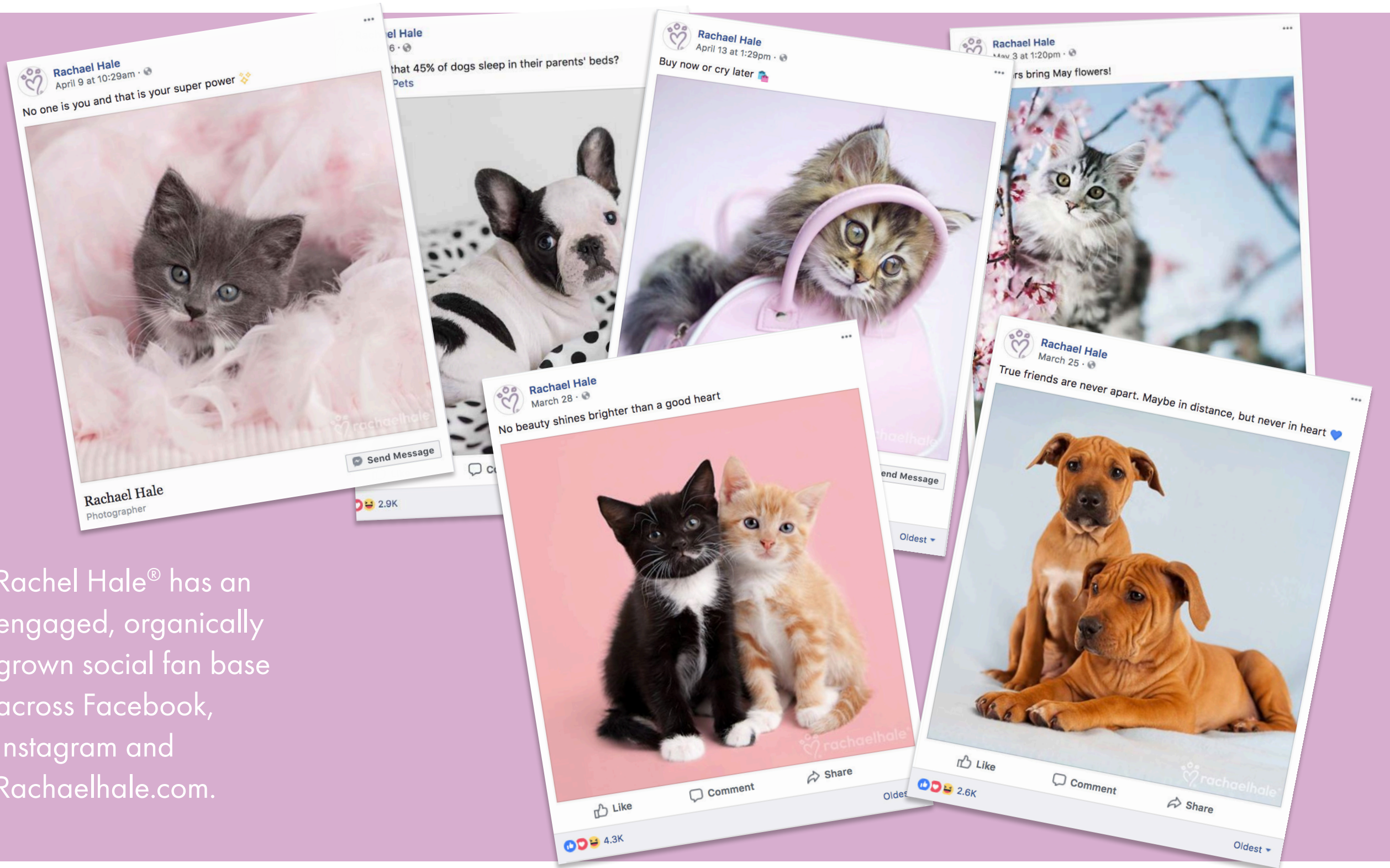




Engage with the
world's most
loveable animals at
home and on the
go to get your daily
cute fix.



Rachael Hale® has an engaged, organically grown social fan base across Facebook, Instagram and Rachaelhale.com.



MARKETING SUPPORT

Our strategic marketing initiatives keep the Rachael Hale® brand in front of the right customers at the right time.

EVENT SPONSORSHIPS

Zoo Paws 2019 (Atlanta, GA): Atlanta Humane Society Pet Adoption Event. New Rachael Hale® products on display with interactive promotion to more than 7,500 attendees.

Adoptapalooza 2019 (New York, NY): Major NYC pet adoption event with nonprofit Rock & Rawhide. New Rachael Hale® products on display with interactive promotion to more than 40,000 attendees.

RADIO PROMOTION

Elvis Duran and I Heart Radio: May 2019 Rachael Hale® mention (9.5 Million listeners) in NYC metro area

SOCIAL MEDIA PROMOTION

Stella & Chewy's Partnership: Instagram contest with natural pet food company, Stella & Chewy's offering new Rachael Hale® products available at Bed, Bath & Beyond.

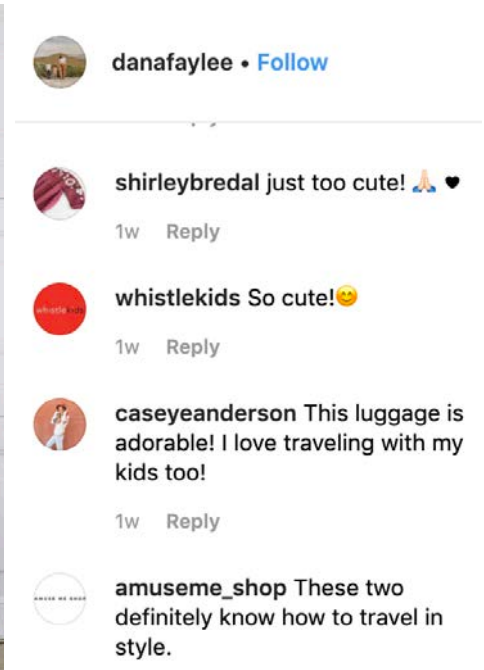
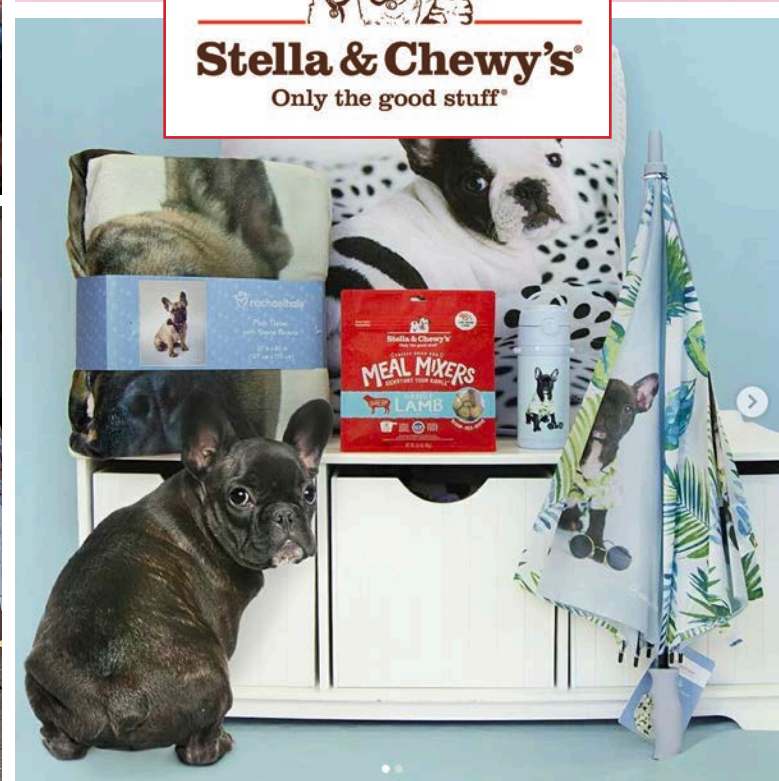
Sponsored Posts on Facebook and Instagram promoting new products

Adoptapalooza NYC Hashtag Promotion: Rachael Hale® donates \$1 for every selfie with the Rachael Hale® giant stuffed dog pillow tagged with #RachaelHaleGivesBack to nonprofit Rock & Rawhide.

Influencer Marketing @danafaylee (12.3k followers) Organic IG post and a story promoting new Rachael Hale® luggage.

WEB PROMOTION

Home page banners at rachaelhale.com



CURRENT LICENSEES

With sales of more than \$900 million at leading global retailers, the Rachael Hale® brand currently has more than 50 licensees.

Partners include:

NORTH AMERICA

- CSS/PAPER MAGIC GROUP
- ACCO BRANDS
- PAPYRUS/RECYCLED PAPER GREETINGS
- INKOLOGY
- CHECK'S IN THE MAIL
- RUBIE'S COSTUMES
- LEANIN' TREE
- FAST FORWARD
- SMILEMAKERS
- SMARTHEALTH
- BRITANNICA HOME FASHIONS

EUROPE

- GUT
- PASO
- PENGO
- POLYFLAME
- VIVAT
- BENJAMIN
- PYRAMID
- INTERSTAT
- KARTO OY

SOUTH AMERICA

- LIBESA

ASIA

- COSMO MERCHANDISING
- TODAN

AUSTRALIA

- HENDERSON GREETINGS
- ONTRACK
- SPERLING ENTERPRISES



MWAH!



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Call me

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