

KING FEATURES
A UNIT OF HEARST

POPEYE®



STRONG TO THE FINISH

Primary Consumer Target: Men 18+

Secondary Consumer Target: Active Women 18+

Popeye is tough, he's fit, and he's got grit. He yam what he yam – a rugged sailor who is always up to the challenge and never backs down. Popeye is the embodiment of strength, and inspires us all to work hard, be persistent, and be “strong to the finish”... with the help of a hefty amount of spinach.

- 📍 **200+ Licensees** around the world.
- 📍 **New comic strips released weekly.**
- 📍 Video content available globally through **Amazon Prime Video.**
- 📍 Supported by a highly engaged audience of **9.8M+ followers** across **Twitter, Instagram** and **Facebook** and **300K+ subscribers** on the **Popeye and Friends Official YouTube channel!**
- 📍 **First ever Print-on-Demand** shop, Popeyestore.com, is open.

Licensing

- 📍 Successful **collaborations with high-end fashion brands** including Gap, À La Garçonne, HUF, Scotch & Soda, A Bathing Ape, Filson, Cabeen, ZARA, Starter, Nautica, Moschino, Moncler, Iceberg, United Colors of Benetton, Original Marines, Tyakasha, Monnalisa, Bamford Watches, Undone Watches, Vario Watches & more!
- 📍 **Groundbreaking apparel and accessories collection** from augmented reality fashion brand, de Kryptic
- 📍 **Popeye Barbershop & Grooming** presents men's grooming collections featuring Popeye and Bluto.
- 📍 A robust portfolio of **high-end toys and collectibles** with partners including Funko, Mezco Toyz, Boss Fight, Toy Qube and Artovision.
- 📍 Popeye-inspired figurines designed by artists **Luaiso Lopez & Eric So**
- 📍 **Popeye Retrospective Book:** 200+ page art book from Hermes Press
- 📍 **Consumables program** includes long term partnerships with fresh and canned spinach partners in the U.S., energy drinks, a new vitamin partner in Brazil, and a new supplements partner for adults in Russia.
- 📍 **Largest supplements franchise in Canada** with over 140 locations!

Marketing

- 📍 Worldwide charitable alignment with and spokes character for **The SeaCleaners**
- 📍 **90th anniversary Yoho! art exhibit in China** featuring 60 artists
- 📍 **Spokescharacter** for Ajinomoto Olive Oil advertising campaign (Japan) including print ads and tv commercials
- 📍 **Public mural** of Popeyeit (“female Popeye”) in Israel
- 📍 **Limited-edition Popeye and Friends postage stamps** from the Australian Postal Corporation and limited-edition **postcards** in Italy.
- 📍 **New supplemental art:** trend guides releasing throughout the year.

Feeling #PopeyeStrong? Contact us today!

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