

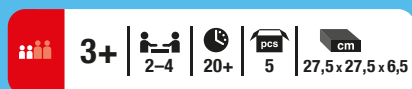
Peppa Pig™

TACTIC®



Mud Party

Drop Peppa into the puddle and try to splash mud on the other characters!



Baby Blanket

- Supersoft, comfortable and cute!
- Offer the best COMFORT AND SOFTNESS for your baby and toddler
- Passed extensive tests!
- A true cuddly friend for the whole childhood



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PEPPA PIG is a hugely successful, critically acclaimed pre-school animated series about a loveable, cheeky little piggy, Peppa, who lives with her younger brother George, Mummy Pig and Daddy Pig. Peppa's favourite things include playing games, dressing up, days out and jumping in muddy puddles. Her adventures always end happily with loud snorts of laughter.

TARGET GROUPS TV: Boys and girls 1-7

TARGET GROUPS MERCHANDISING:

Girls 2-6 (primary) • Boys 2-6 (secondary) • Girls 1 and 7 (secondary)

BRAND VALUES: Broad appeal • Family • Fun and humorous • Trust • Life experiences