## Didi Bangbang





- Chinese-Korean co-production
- 104 episodes\* 11 minutes
- Haikun created and carried out the overall China marketing and licensing strategy for this brand
- Wrote the licensing handbook and trained and managed the licensing team
- Range of licensed products includes toys, stationary, books, promotional products and consumer products



- China's national broadcaster CCTV
- Provincial and municipal broadcasters in China
- Several VoD platforms including Tencent Video, Youku, iQIYI, LeTV and Sohu
- All China Southern Airlines domestic and international flights













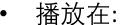


## 迪迪帮帮





- 《迪迪帮帮总动员》是一部104集的童话动画 片104 集(每集11分钟)
- 中国韩国合拍
- 海昆帮了迪迪帮帮制定并实施整个中国地区的品牌推广和授权方案
- 制作授权手册,培训和帮助他们的授权团队并 参与指导他们的授权工作
- 授权范围包括:玩具、文具、图书、促销品、日 用品



- 中央电视台
- 省市地方台
- 网络媒体包括优酷,爱奇艺,乐视,搜狐视频, 腾讯视频
- 南方航空国内外的所有飞机上















## Flower Spirits





- Haikun carried out the whole process for the development of this brand including concept, design and strategy
- Animated short film broadcast on:
  - Chinese national broadcaster CCTV
  - Provincial and municipal broadcasters in China
  - Several VoD platforms including Youku, iQIYI, LeTV, Mango TV and Sohu























## 花神大联盟





- 海昆做了全程策划设计创作并拥有知识产权
- 短片播放在:
  - 中央电视台
  - 省市地方台
  - · 网络媒体包括优酷,爱奇艺,乐视,搜狐视频,芒果TV



























 Wrote Tencent's game licensing hand book and designed merchandise for them.

 Created animation toys marketing strategies for Disney, Warner Brothers, DreamWorks, Hasbro, Mattel, Lego, Chicco, Silverlit Toys, Alpha Animation and Culture (Honk Kong) Company, among others.















• 写了腾讯的游戏授权手册和为他们设计了衍生产品。

 帮了以下公司做动漫玩具品牌的国内区域市场营销策划: 迪士尼、华纳、梦工厂、孩之宝、美泰、乐高、智高、香港龙昌、香港银辉、奥飞等国内外一线的动漫玩具服装文具品牌。









