

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
- Broadcast on:
 - 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
- 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，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.

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- 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.
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- 写了腾讯的游戏授权手册和为他们设计了衍生产品。

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- 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。
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