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# *PandaDog & Friends*

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## Brief introduction about PandaDog

- Born in December 2006, Korea
- A dog looked like a panda
- Lives in an unknown island with another 7 dogs



## PandaDog & Friends' development

- Has **millions** of members on its website, with all age groups.
- Has got partnership with **more than 20 licensees** in Korea already.
- Has developed **various kinds of derivatives**, e.g. comic books have been published and reprinted several times.
- Has been licensed in **Asia** (Korea, Taiwan, Hong Kong, China, etc. total 7 nations), **Latin America** (13 nations), and **Europe** (Spain and Portugal).





## PandaDog's Ranking in Korea 2009

**Chart 1:** According to the data from Korea Licensing magazine, PandanDog rank 4, while Hello Kitty is 23th.

**Chart 2:** According to the data from Korea's character website, DAUM, PandaDog rank number 2.

### Korea Licensing magazine

캐릭터 분야

순위	등락	사이트명	점유율
01	-	비블세상	16.48 %
02	▲ 1	두두씨에스	10.79 %
03	▼ 1	Hyanstory	9.69 %
04	-	판다독 Pandadog	6.73 %
05	-	뿌까 Pucca	6.64 %
06	-	달기가 좋아	4.90 %
07	-	비비네 점빵	4.74 %
08	-	주키7닷컴	4.27 %
09	-	포켓몬 월드 Pokemon	3.82 %
10	-	큐리스토리	3.17 %
11	▲ 1	부즈	2.35 %
12	▼ 1	Pokmon World	2.27 %
13	▲ 2	팍리	2.17 %
14	-	씨툰	1.99 %
15	▼ 2	HAFY	1.94 %
16	▲ 1	사키루닷컴	1.73 %
17	▼ 1	달기	1.55 %
18	-	코스코이	0.99 %
19	▲ 2	고툰디자인	0.99 %
20	▲ 5	탐브레이드	0.98 %

Source: I♥Character Vol, August

Chart 1

### Chart 2

#### Daum Character Website Rank



판다독 전체 14,209위 (▲ 12,595) [지표보기](#) [히스토리](#)  
 퍼니미브 제작, 캐릭터 소개, 시놉시스, 플래시애니메이션, 월페이퍼 제공.  
<http://www.pandadog.co.kr/>  
 전체 14,209위 > 연예, 오락 260위 > 만화, 애니메이션 188위 **캐릭터 2위**

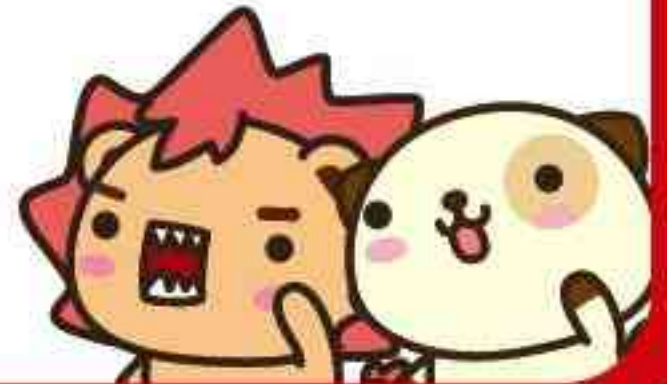
Rank 2<sup>nd</sup> of Character website

Source: daum

Korea Major Portal Site, August



# PandaDog Story



## FANTASY WORLD's characters



\*PandaDog\*

Panda  
50%

Dog 50%

### naughty boy

PandaDog is a naughty boy of Dog Island.

He has naive smile and sparkling eyes!

When he needs something, he becomes unmanly and sometimes becomes pathetic and even poor-looking. He loves to play with friends. He lives on bamboo leaves and DungDung is his natural enemy.





## FANTASY WORLD's characters



RabbitDog

Rabbit 50%

Dog 50%

### sexy queen

RabbitDog dreams to become the sexy queen of Dog Island.

She likes sexy lingerie such as thongs and mesh panties and tries to keep her shape sexy by watching yoga video.

She thinks herself quite attractive and sexy as well. She loves PandaDog one-sidedly.



## FANTASY WORLD's characters



**DochiDog**

**Hedgehoggy**  
50%

**Dog**  
50%

### **tough guy**

DochiDog is in love triangle with PandaDog and RabbitDog. In case he has to protect his one-sided love, RabbitDog.

He exhibits his latent instinct as a descendant of Ninja porcupines. He is a tough guy who keeps his love toward RabbitDog secret in his mind.





## FANTASY WORLD's characters



LeoDog

Lion 50%

Dog 50%

## weakling

He is a charismatic guy of Dog Island. He brags about classy manes, sharp teeth and dark eyelids but in fact, they are a wig and a false tooth. What's more, he brings all kinds of medicines from pain killers to vitamins always with him.

He pretends as if he were a vegetarian and gets along with Dog friends. But the truth is that he is watching for an opportunity to attack and eat Dog friends.



## FANTASY WORLD's characters



**PenguinDog**

Penguin 50%

Dog 50%

## wanderer

Due to her special look, which never makes her look like a girl, PenguinDog is seriously confused with her gender identity. She travels around the world to find out her definite gender identity.

A red basket, which she always carries, is full of various kinds of precious things she has got during her journey. She always put her snacks of the day on the head.



## FANTASY WORLD's characters

### outsider



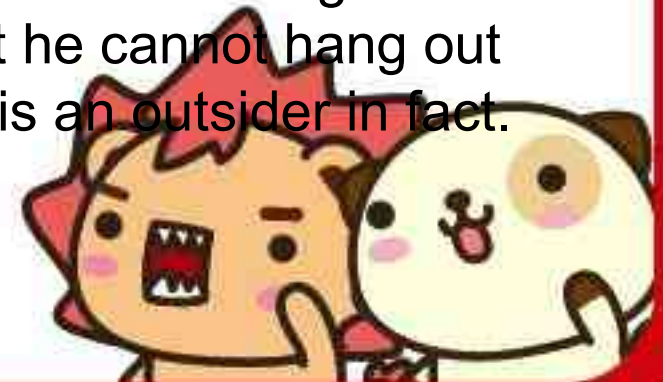
**GuriDog**

Raccoon 50%

Dog 50%

GuriDog is a millionaire of Dog Island. He has a farm and raises green tea in it. Well matching his fame as a millionaire, he hires a green caterpillar as a good judge of green tea in order to drink the best quality green tea.

He is such an elegant and stubborn guy that it is difficult to tell his exact age. Though he says that he cannot hang out with other Dogs, he is an outsider in fact.





## FANTASY WORLD's characters



HamsDog

Hamster 50%

Dog 50%

### charming

HamsDog is PandaDog's other self. She is such a charming girl. Though she is a baby of hamsters, HamsDog thinks PandaDog is her mom because she was in PandaDog's arm by accident as soon as she was born. She is lovely and charming.



## FANTASY WORLD's characters



**DungDung**

Human Being 100%

### hellion

DungDung is the only human being of Dog Island. She is too much pride of herself as being human and enjoys bullying Dog friends.

She always wanders around Dog Island riding her No.1 treasure, hopping. She is a hellion who never leaves Dog friends free from cares even a day.





## DOG FRIENDS SIZE



PANDADOG



RABBITDOG



DOCHIDOG



LEODOG



PENGUINDOG



GURIDOG



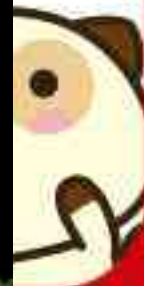
HAMSDOG



PIGDOG

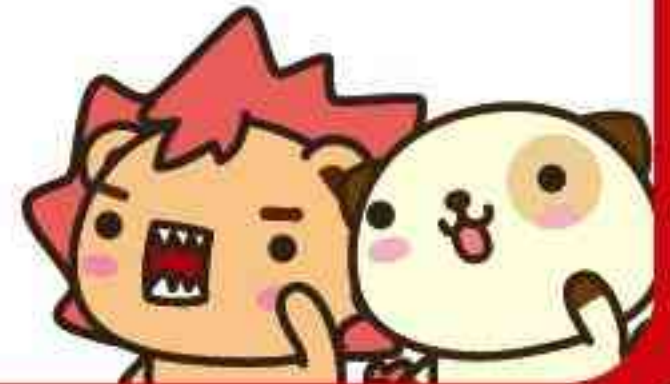


DUNGDUNG





# Style guide Showcase





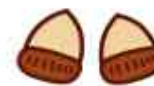




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# Products Showcase





## stationery





kitchen 

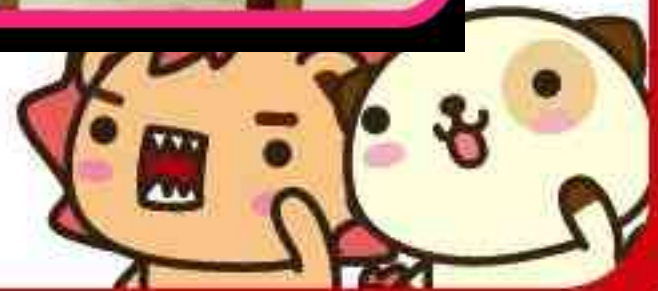


## stuffed toys





bath

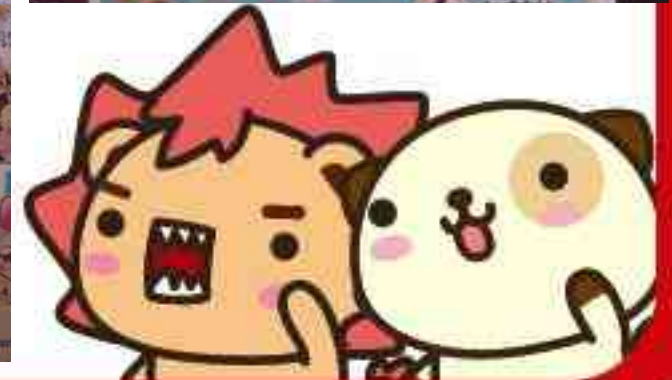


# Exhibition



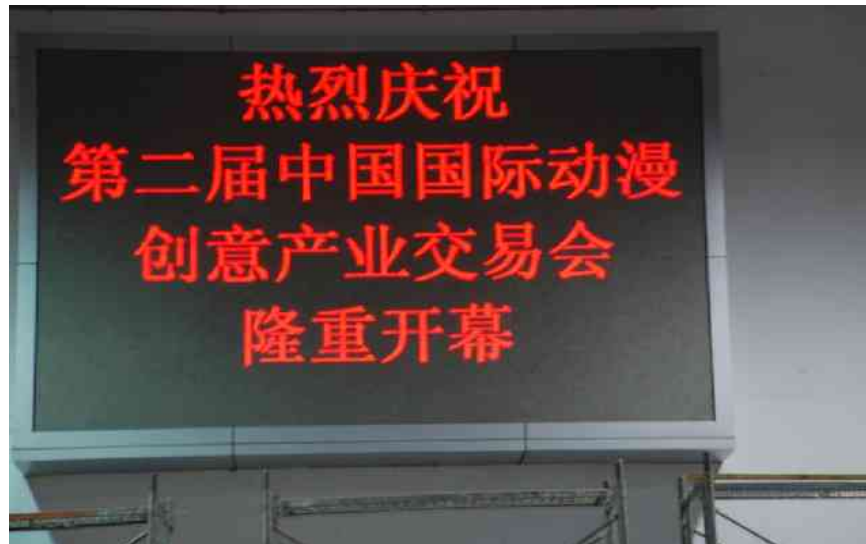


## Hong Kong International Licensing Show 11-13/1/2010





## The 2nd China International Cartoon Creative Industry Fair-Wuhu 23-26/10/2009





## Marketing Plan

1. Partnership with card company to promote a series of Panda Dog credit card



# Marketing Plan

2. Plan to have animation broadcast on TV and VCD/DVD sold in market.
3. Manufacture and retail Panda Dog products in Hong Kong and Mainland China
4. Conduct exhibition to promote the image of Panda Dog







Contact us

## Bubble Mon Licensing (Int'l) Company Limited

E-mail Address (Hong Kong): [info@bubblemon.com](mailto:info@bubblemon.com)

E-mail Address (China): [china@bubblemon.com](mailto:china@bubblemon.com)

Website: <http://www.bubblemon.com.cn>  
<http://www.bubblemon.com>

Address: Rm 221-222, Inno Center, No 72 Tat Chee Avenue,  
Kowloon Tong, Kowloon, Hong Kong

Telephone (Hong Kong): 852- 2344 3435 / 3107 0717

Contact Person: Licensing Department

