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Just-Launched "Kreemy Snack Kids" Hope to Sweeten Appeal with New Licenses

With its large Asian population, San Francisco has become the epicenter for many of the cutesy cartoon imports coming from Japan. Perhaps motivated by their location, San Francisco-based art-licensing house PUFFY P has created their own Asian-inspired property, hoping to compete with the Sanrio and San-X's of the world. PUFFY P was at the recent Licensing International Show in NY showcasing their just-launched property, "The Kreemy Snack Kids." Each of these seven dessert-based characters is based on the look and feel of Japanese candy packaging, and is shaped like a popular treat. The characters in this line, which aim to "remind us that sometimes it's ok to eat dessert," include a banana split ("Triple Dip"), a chocolate bar ("Chocolate Love"), a milkshake ("Frappie Refresh"), a cream puff ("Kareem Puff"), an ice cream cone ("Twisty Tops a Lot"), a cupcake ("Cupcakes McKensie") and hot cocoa ("Coco"). Of course, like all successful licensed properties, they each come with their own character traits, with the common theme being their love for sugar. PUFFY P is hoping this property will appeal to teens, tweens, women and young children and are looking to license it out for apparel, mobile content, paper goods, novelty items and more.