



## Honey Monster - Sugar Puffs (Honey Monster Foods)

### Target audience: Adults & Children

Iconic brand character that is now available for licensing. Used on pack and in all brand advertising including TV advertising the Honey Monster is an instantly recognisable character. First seen on TV in 1976 the brand has a long and successful history.

Licensing has been launched in the Apparel category with partnerships with Next and TruffleShuffle. These companies have developed Adult's fashion T Shirts and Children's products. Somerbond have developed T Shirts and underwear for Men and Women achieving good retail coverage including River Island , HMV and New look.

On pack promotions have included a very successful collector scheme to purchase a plush Honey Monster and in pack comics.

Limited edition packs of Sugar Puffs featured in a special promotion in Harrods including prominent window displays.

Honey Monster T Shirts have been worn by celebrities such as Justin Lee Collins and Rachel Stevens.

The brand has been extended into a number of product variants in the food area with more high profile launches planned.

Smiffy's have been licensed to develop a Honey Monster dress up costume for Adults.

Ethos Housewares are developing cereal bowls , mugs, moneyboxes and kitchenware.

Personalised greeting cards available from Funky Pigeon. C & S Collectables developing Collectable Ceramic Range.

See :<http://www.honeymonster.co.uk/>

This site allows you to replay classic TV ads , play games and download some special Honey Monster ringtones.