



Bazooka Joe

Target market:

- Adults - classic 'retro' license

Bazooka was a leading brand in the 1970s with the small bubblegum packs sold in sweet shops throughout the country.

Apart from the bubble blowing qualities of Bazooka gum the brand was readily identified by its signature brand colours , its distinctive logo and its brand character Bazooka Joe.

In addition the brand was well known for the mini comic strips inserted into the packs featuring self contained stories about Bazooka Joe and his friends. Consumers collected the mini comic strips and redeemed them for a range of gifts including spy gear and watches.

This collectability built up a legacy of brand awareness that is now being used to drive a range of licensed products using the iconic Bazooka livery.

With the current demand for retro brands being high and its American roots Bazooka offers licensees an opportunity to tap into a rich heritage of material centred on the comic strips and Bazooka Joe character. A full style guide is available.

Existing licensees include Knitmania for T Shirts and outerwear.

Corgi recently launched a limited edition die cast Ford Transit van carrying Bazooka livery.

There are a number of licensees in the United States targeting the collectors , apparel and publishing markets.

Bazooka is still marketed by Topps today with a modern brand identity and is widely available at retail.

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