



# PRINGLES



**EAT PLAY  
PRINGLES**



BE **BRAVE**  
RESIST THE  
**SHAVE** 

# The Facts



- A global brand known and sold in 162 countries
- Owned by the Kellogg Company
- Kellogg's 2<sup>nd</sup> biggest single brand
- European licensees include Maped Helix, Somerbond & Gibson Games

# The Licensing Programme



- Pan-European
- Focus on things that are uniquely 'Pringles'
  - Mr P
  - The Pringles Can
  - Distinctive colours / flavours
  - Sharing and parties
- Programme Style
  - Quirky and original
  - Contemporary and Vintage



# Categories

Accessories

Apparel

Gadgets

Gifts

Housewares

On the go  
snacking

Stationery

Games

Partyware

# Current product





# Current product



Anything in or looks  
like a can



ALL CONTENT IS FOR PRINGLES LICENSING ONLY!

# Concepts

**PRINGLES T-SHIRT**



**CHEESY SOCKS**





# Concepts

**PRINGLES SAFE**



**PRINGLES SPEAKER**



# Concepts

**SHARING PLATTER**



**PRINGLES GAME**



# Concepts



\*ALL CONTENT IS FOR PRINGLES LICENSING ONLY!



# Concepts





# LICENSING GUIDE\*

JUNE 2015

**\*ALL CONTENT IS FOR PRINGLES  
LICENSING ONLY!**

**NO CONTENT IS TO BE USED OR CONSIDERED  
FOR ANY PRINGLES P.O.S. *EXCEPT* LICENSING.**

# TWO THEMES

Licensees are provided with two themes to choose from: Heritage and Contemporary. All assets were developed specifically for each theme. **There should be no crossover.** Approval is needed by the Pringles brand team for all final applications. See appropriate approval contact on page 72.

## HERITAGE THEME BOARD

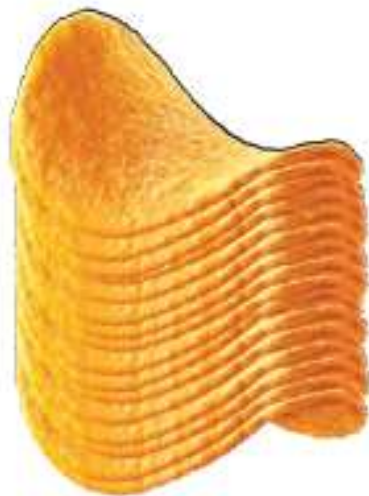


## CONTEMPORARY THEME BOARD





  
WORLD'S  
**FIRST**  
*newfangled*  
**POTATO  
CRISP**



**STILL**   
**STACKIN'**



STACKED  
SINCE  
1968

STACKED



OLD SCHOOL,  
newfangled.





you

JUST

singla®

EAT

...YOU LICENSE 'E