

# Dream Beams

HappyLine®



# Storytelling

## What is Dream Beams World?

Dream Beams World is a bright and shiny planet full of colorful light beams.

Dream Beams are cute and fun inhabitants of Dream Beams World. Young Dream Beams are called Dreamlings.

## What are Dream Beams?

Dream Beams are the cutest, cuddliest besties that kids will ever wish for!

Fun plush characters, that glow in the dark making them the perfect pal to squeezes and cuddle.

## What target audience?

Primary: girls 3-7  
Secondary: kids 3-7

Everyone loves to cuddle with the Dream Beams!

## What's special/unique?

Every Dream Beams shines bright when the lights are down. This is because each character has their own unique glow in the dark features.



**Glow  
in the  
Dark**



# Brand Recognition – 2022



**BEST  
SOFT TOY**

**BABY &  
PRE-SCHOOL**

**RECOMMENDED**

**HIGHLY  
COMMENDED**

**NOMINATED**



# SCALES

40 cm 15.5"  
X LARGE

30 cm 12"  
LARGE

18 cm 7.5"  
CORE



# Dream Beams

HappyLine

## Merchandising



FSDU 48 pcs.



Hang tag only



CDU 6 pcs.



Window box



CDU 12 pcs.





# Dreamscovery #2



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Pablo the Pegasus



Dana the Dinosaur



Basil the Bull



Lola the Ladybug



Kilian the Kangaroo



Nickie the Narwhal



Luna the Light Fairy Princess



Henry the Hippopotamus



Grace the Giraffe



George the Gorilla



Size: 7 inches / 18 cm.

Case Pack: 48 pcs.

INCH: 7 x 7.5 x 7

CM: 17.8 x 19 x 17.8

CFT: 4.94 / CBM: 0.14





# Dreamscovery #3



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Draco the Dragon



Tracy the Turtle



Charlotte the Chicken



Mia the Piggy



Freya the Parrot



Chris the Cocoon



Juliana the Jellyfish



Lucas the Walrus



Mona the Monkey



Roman the Raccoon





# Dreamscovey #5



# Dreamscovery #5



**Bernard the pigeon**



**Kelly the koala**



**Arthur the penguin**



**Robert the reindeer**



**Odile the owl**



**Mike the polar bear**



**Ellen the elephant**



**Shelly the sheep**



**Beatrice the butterfly**



**Dominic the dolphin**



# Marketing Actions



Macro + Mid + Micro Influencers



Influencers  
Consumer PR



Advertising - Ambassadors  
Earned Media - Posting - Holiday Guide  
Product reviews Press releases



## You Tube Video Ads



Pre-roll

Drive 3x as much purchase behavior  
than any other platform

AI Learning

Geo-Targeted

(Keywords, Competitors, Context,  
Culture, Emotional support)

Expected Views: 2 Millions



## TikTok Ads

Data Driven

Audience: Females 25-34 – Girls 13 – 17

Available Audience: 6M – 7.3M

Related Interest

Related Videos

Expected Views: 500 K



## Streaming TV Ads

Data Driven

Geo-Targeted (Genre, Location, Pixels)

TOP 2 Streaming TV Channels

Expected Views: 1.5 M



