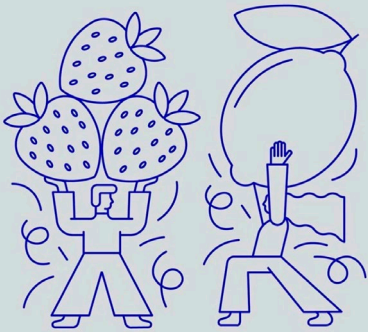


WHIMSICAL CHARACTERS



Have you noticed more fun and funny characters smiling at or entertaining you lately? We've seen an uptick in brands using niche or naïve style characters to bring their brand personality to life. These characters are often seen as one color line work that have a graphic feel...almost as if skater and modern sticker cultures collided. Bodies are exaggerated – elongated, blocky or condensed – or are anthropomorphic objects. Clearly meant for an adult audience, there is no trace of a classic or mainstream (i.e. Disney) character style. This trend has dovetailed nicely with the bold color trend, using it as a point of contrast to stand out and grab attention. We'll be watching how brands use this trend to create an ownable style of illustration and tell a meaningful story about their products.