

ALL YOU NEED IS
~~LOVE~~
GOOD LUCK PUPPY

JUST
GIVE ME
A HUG



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www.goodluckpuppy.com

WWW.GOODLUCKPUPPY.COM

GOOD LUCK PUPPY™



THE ART OF GOOD LUCK:

Luck is that special ingredient that makes dreams come true for those who work hard and believe.

For ages people have been mystified by the ways of good and bad fortune, which in reality is the perpetual fight of good and evil. Nowadays we need more than ever to have faith in our future.

WE ALL NEED GOOD LUCK!



THREE REASONS WHY I AM A SUCCESS!

- ① I BRING GOOD LUCK
- ② I AM A PUPPY
- ③ I AM CUTE!

Inspirational merchandising is no passing fancy. The history of lucky charms goes back thousands of years in time. According to Gallup, in 1996 **72% of the population in US owned at least one lucky charm.**

Woof! According to the American Pet Association there are **61.5 million dogs owned** as pets in the USA. Dog owners are a huge market segment and the pet product merchandise sales are booming every year! **PUPPIES RULE!**

Well, simply put - cute works!

Good Luck Puppy is loved by kids, teenagers and adults who all think it is **one cool character!**

CUTE + FUNNY = LUCKY

GOOD LUCK PUPPY™ is the cute little puppy that brings us hope with a smile. A little shy, a little smart mouthed, a bit lazy...It is the true symbol of "Just my luck" philosophy...Not always things go the way they should, but the funny part is, everyone around it gets blessed with luck (if you can believe it).

GOOD LUCK PUPPY™ serves an **unmet need**: a cute character with a timely mission of encouragement, teaching everyone to believe and work hard in order to achieve their own good luck! Parents are looking for characters that the kids will like but that also teach a **positive message**.

TARGET AUDIENCE:

* All Family with emphasis on: From tweens to 30s

WHAT IS GOOD LUCK PUPPY™ DOING?

- * A series of GOOD LUCK PUPPY™ **books**.
- * A line of **toys, gifts, greeting cards, good luck charms** and apparel.
- * March 1st is to be introduced as **International Good Luck Day**.
- * Hand drawn **animation** of Good Luck Puppy™ in development.



*Do not miss your GOOD LUCK PUPPY™ opportunity!
Your products will do well while you "bring good luck" to your customers!*



CONTACT US

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GIVE ME
A CALL



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