



Sonny Angel Store

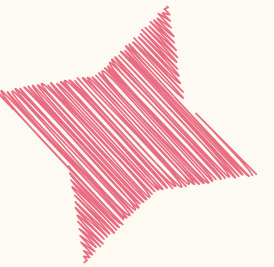
PR 524
NOLA RIVAS



Statement of Problem

- **Low awareness among new consumers**
- **High competition in the collectible space (SkullPanda, Labubu, Jellycat, blind box toys)**
- **Short-lived engagement (purchases are often impulse-driven, not brand-loyal)**

lee



Overview of Competitive Landscape



Pop Mart (Primary Competitor): Highly scaled global presence with IP-driven characters (Labubu, Molly)

- **Strong retail + experiential store strategy**
- **Gamifies collecting through rarity tiers and drops**

Mofusand, Tokidoki, Bearbrick (more design-forward, less emotional storytelling)

- **Heavy focus on product novelty vs. emotional connection**



Target Audience



lee

- **Gen Z (ages 16–26)**
- **Social media users (TikTok, Instagram, Pinterest)**
- **Interested in:**
 - **Aesthetic lifestyle**
 - **Collectibles**
 - **Self-expression through objects**
- **Values:**
 - **Individuality**
 - **Shareable experiences**



Communication Goal

Shift perception from collectible figurine to must-have lifestyle accessory to be shared

Build:

- **Stronger brand identity**
- **Ongoing engagement through community building**



Key Messages



Encourage:

- **Trading culture**
- **Emotional storytelling**



Core Ideas

- **Unity through shared experience**
- **Community over competition**
- **Turning disappointment into connection (“Trade it for one you love”)**

Tone

- **Social-first, warm, real interactions**

Strategies and Tactics



OOH in High-Density Cultural Hubs (NYC, DTLA)

Spectacular:

- Landmark + photo opportunity
- Directing consumers into store

Justification:

- Creates spectacle in a category driven by visual appeal

Encourages:

- Social sharing (UGC)
- Foot traffic from curiosity



Mall Directories in areas like: Little Tokyo (LA)

Highlights:

- Nearby retailers
- Suggested trading spots

Justification:

Targets high-intent audiences:
Tourists, Gift shoppers, Collectors

Meets consumers where they
already browse and explore

OOH ads:



Concept for Sonny Angel Spectacular on DTLA or NYC
official Sonny Angel Retailer



AI Rendered Sonny Angel Spectacular on DTLA or NYC
official Sonny Angel Retailer



Sonny Angel Ad Mall Directory in Little Tokyo

IG ads:



sonnyangel.usa
Sponsored

Sonny Angel
He may bring you happiness

Make a New Friend



Learn More >

1,234 Like

sonnyangel.usa Make a friend wherever you go 🍷
Keep your Sonny Angel close and let it spark new connections along the way.

sonnyangel.usa
Sponsored

Better Together



Sonny Angel
He may bring you happiness

Learn More >

1,234 Like

sonnyangel.usa Better together 🍷 Bring your Sonny Angels along, swap favorites, and turn every second in...See More

sonnyangel.usa
Sponsored

Sonny Angel
He may bring you happiness



Share with a Friend

Learn More >

1,234 Like

sonnyangel.usa Share with a friend and double the joy. 🍷 Collect together, trade your favorites, and grow your Sonny Angel world side by side!

sonnyangel.usa
Sponsored

Find Your Favorite



Sonny Angel
He may bring you happiness

Learn More >

1,234 Like

sonnyangel.usa Find your favorite and join a community that makes every moment sweeter.
🍷 Collect, share, and discover the joy of Sonny Angel!

Webpage:



Sonny Angel

He may bring you happiness

Build Your Collection. Create lasting friendships.

Collecting is just the beginning. The real magic happens when you connect with others who see it the same way. Trade pieces to find the ones that truly feel like you. Discover new favorites through other people's collections. Share your own and inspire someone else. Every interaction adds meaning, turning a single figure into part of a bigger experience.



Share a Sonny Angel

Sonny Angel is more than something you collect. It is something you live with, style, and share. Each figure becomes part of your everyday world, adding personality to your space and reflecting your mood, your taste, and your story.

[Find an Official Retailer Near You](#)



Trade with Your Friends

Trading Sonny Angels adds a whole new layer to collecting. It is not just about what you get, but how you get it. Every trade has a story behind it, a moment of connection between people who are searching for something specific or ready to pass on something special.

[Explore Regular Series](#)

[Explore Limited Series](#)

Meet your new friend

Your Sonny Angel is not just a display item. It is a detail that makes your world feel more personal and more expressive. Styled your way, it becomes something worth showing, something worth sharing with someone else.



Cactus Series



Creature Series



Circus Series



Fruit Series



Thank You

