



80 years and only one grey hare
Bringing Bugs Bunny to the next generation

Josh Hackbarth
ANA Influencer Marketing Conference
Dec 2020

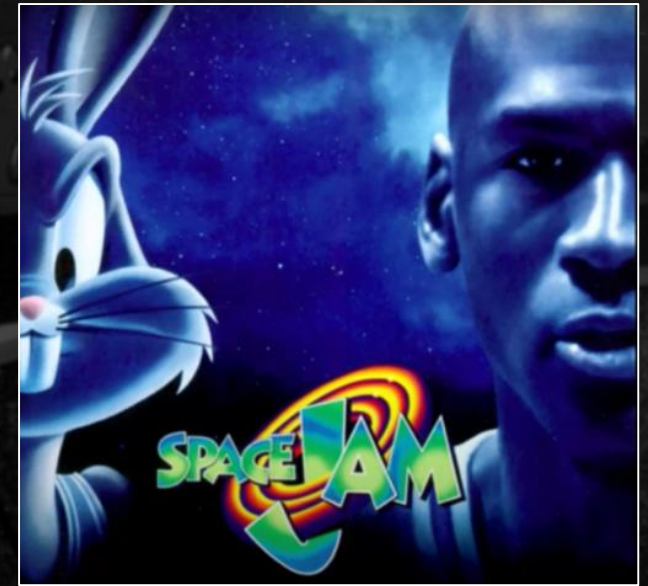




1940s



1960s



1990s

A classic cartoon scene featuring Bugs Bunny on the left and Elmer Fudd on the right. Bugs is holding a rifle and looking towards Elmer. Elmer is wearing a brown outfit and a black hat, looking slightly surprised or nervous. The background shows a simple outdoor setting with a tree and some foliage.

TRADITION

content

marketing

product

**lack of
ACTIVATION**



content

marketing

product

**lack of
AWARENESS**



content

marketing

product



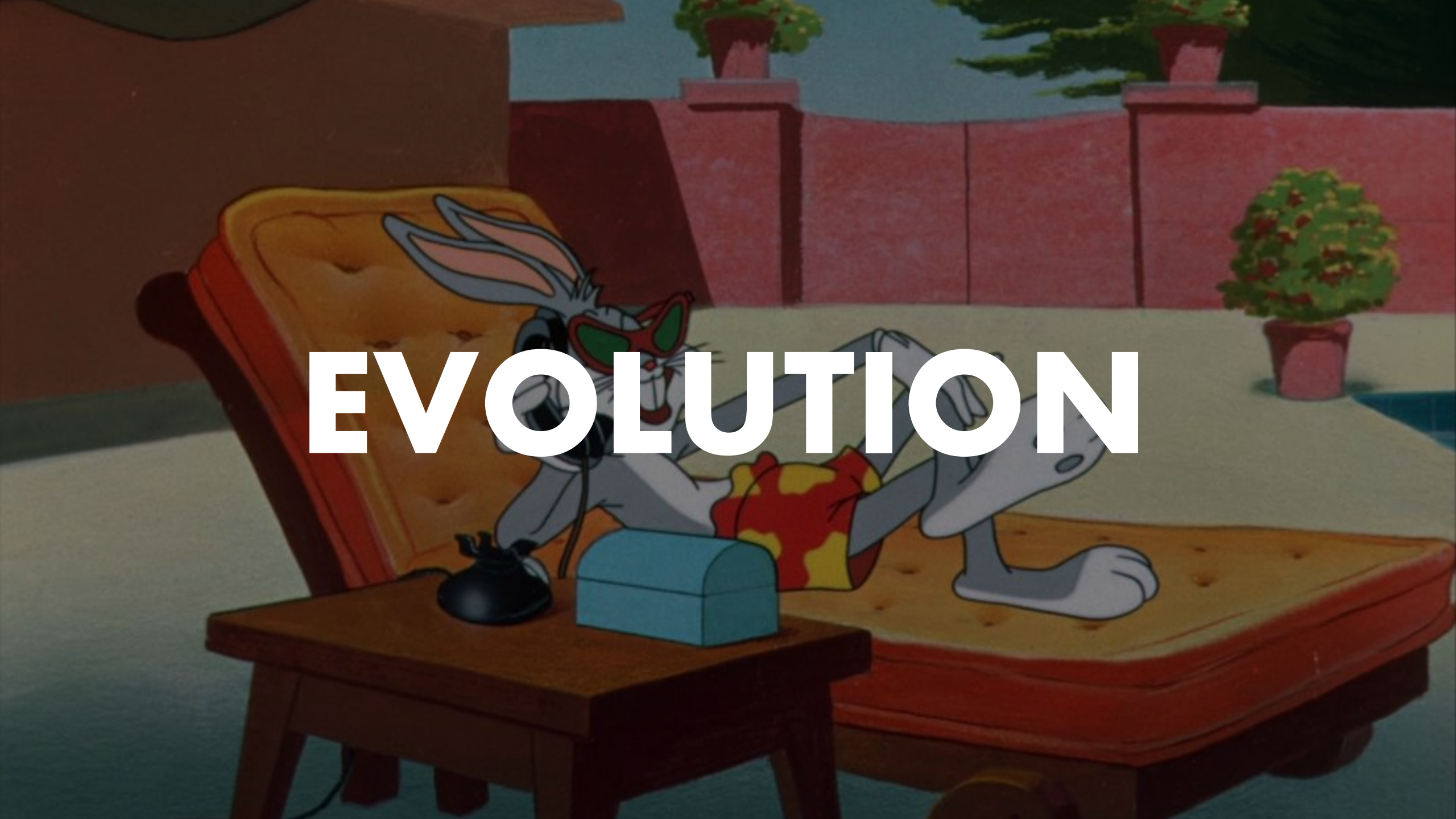
content

**lack of
AUTHENTICITY**

marketing

product

EVOLUTION

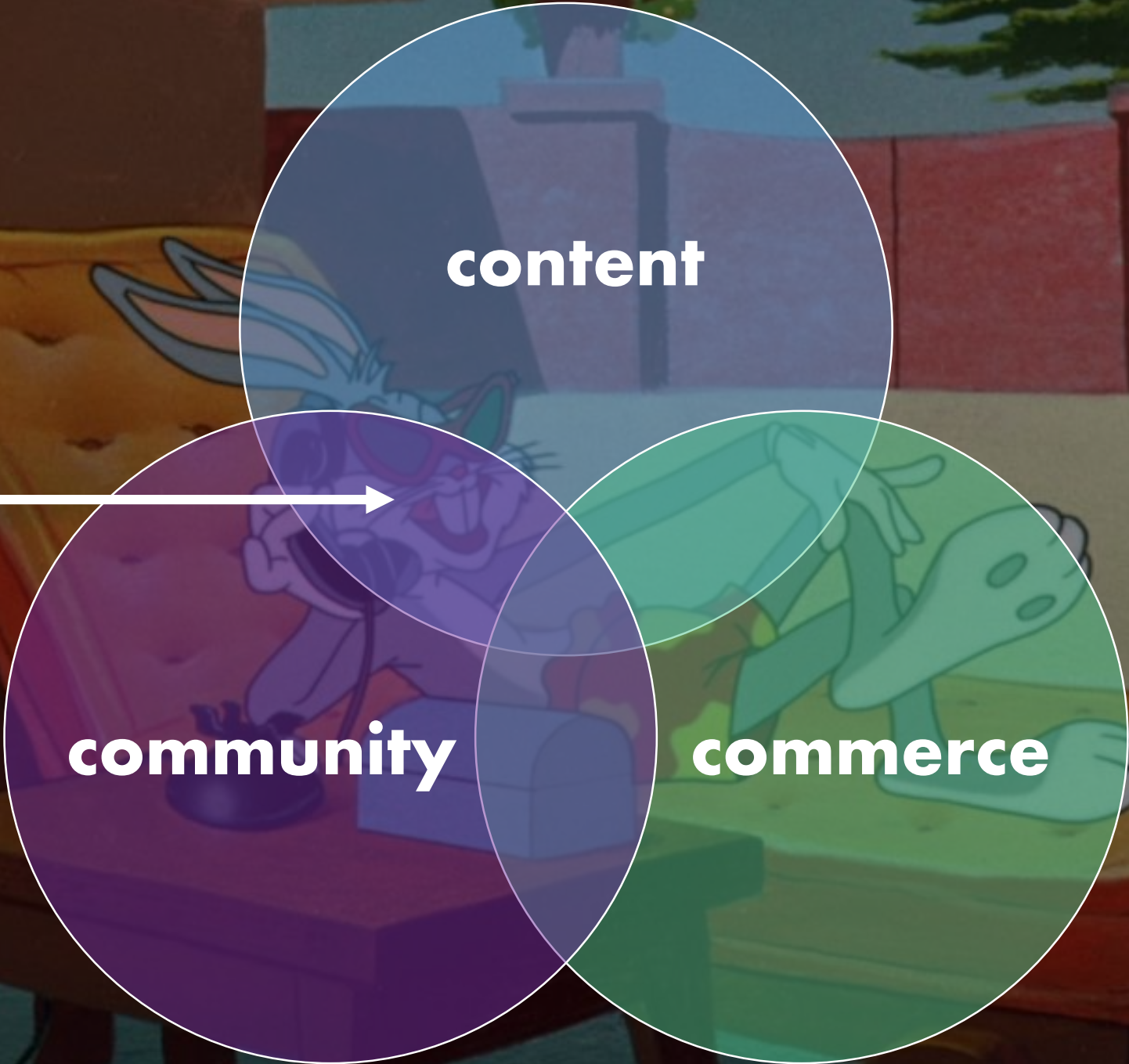


content

community

commerce

**lack of
REVENUE**

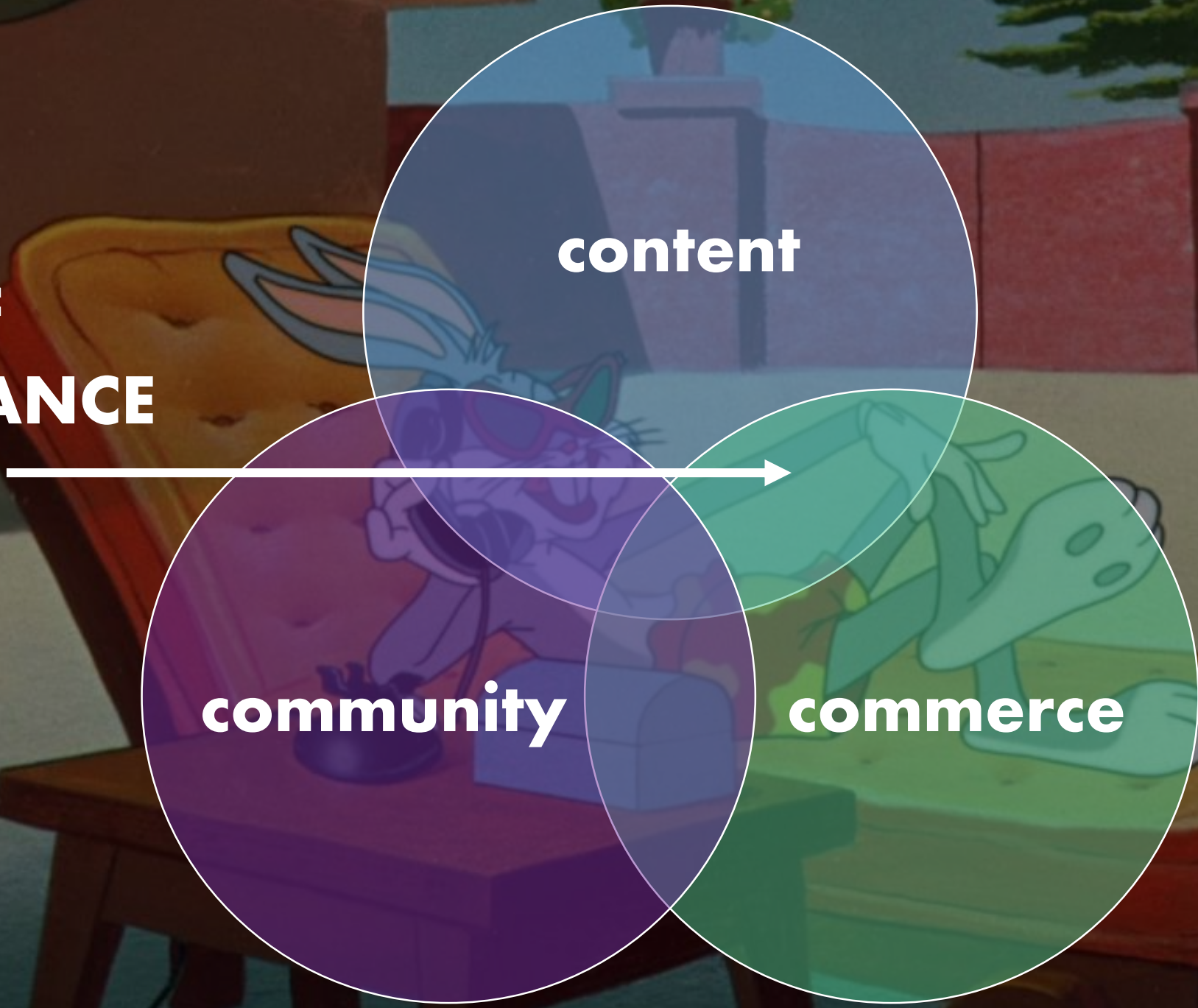


content

community

commerce

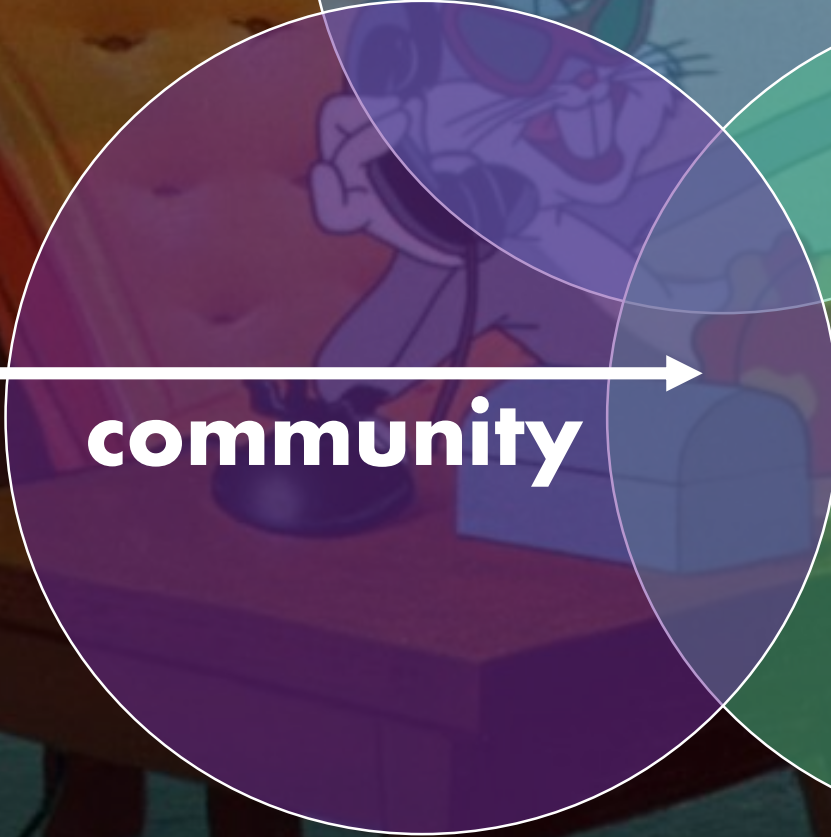
**lack of
RELEVANCE**



content

community

commerce



**lack of
RESPECT**



A cartoon illustration of Bugs Bunny from the Looney Tunes. He is depicted from the chest up, wearing his signature grey suit and yellow gloves. He is holding a modern, silver smartphone in his right hand, looking at it with a wide, open-mouthed smile. The background is a simple, stylized desert landscape with brown hills and green bushes under a muted green sky. The overall image has a dark, semi-transparent overlay.

ADAPTATION

HBOMAX

content

community

commerce

brand

culture

callout

collabs

product

ugc

service

conversation

experience

brand

drive the story

culture

callout

product

service

exp

convo

ugc

collabs



HBOmax

brand

drive the story

culture

callout

product

drive the purpose

service

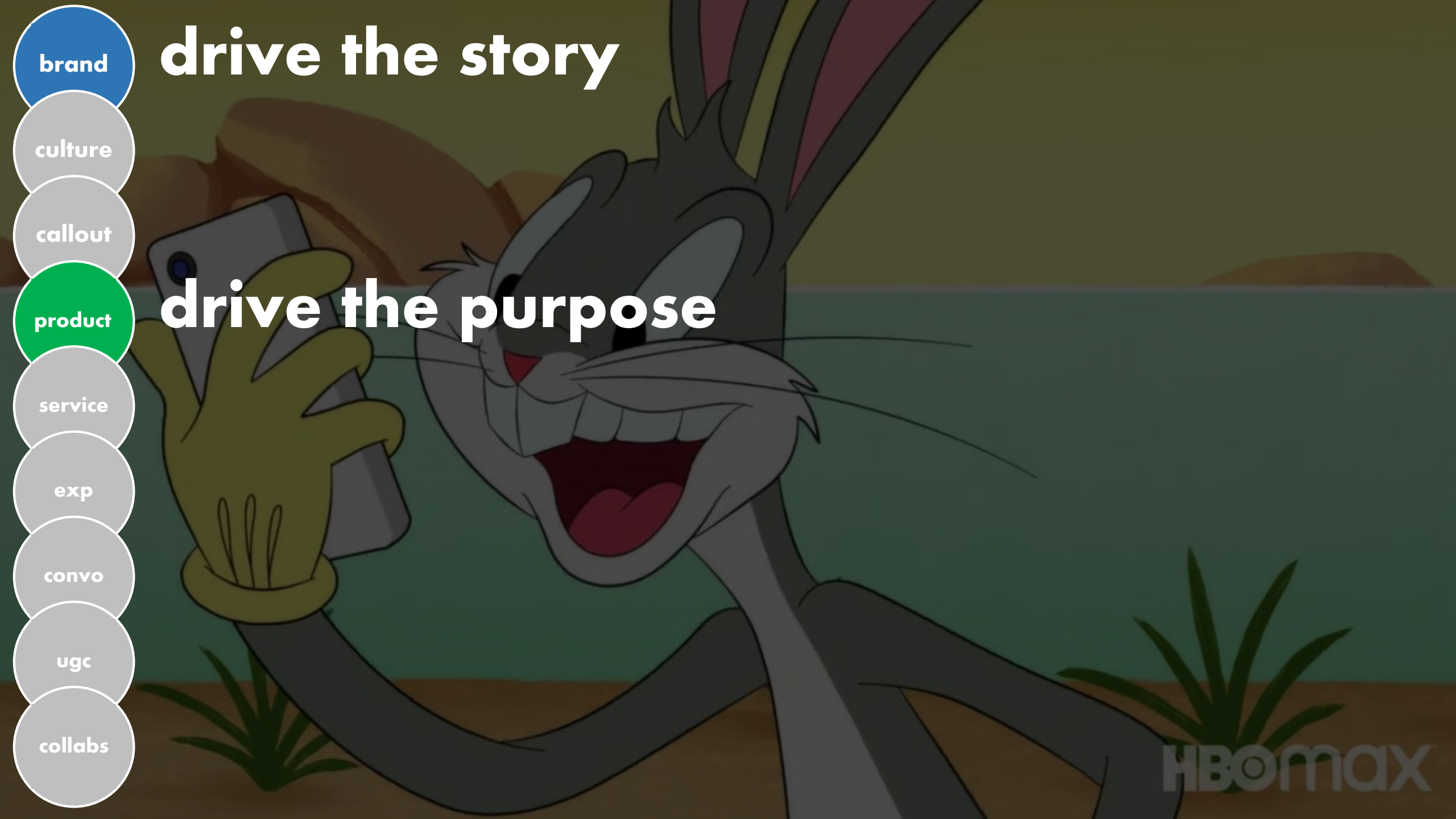
exp

convo

ugc

collabs

HBOmax



brand

drive the story

culture

callout

product

drive the purpose

service

exp

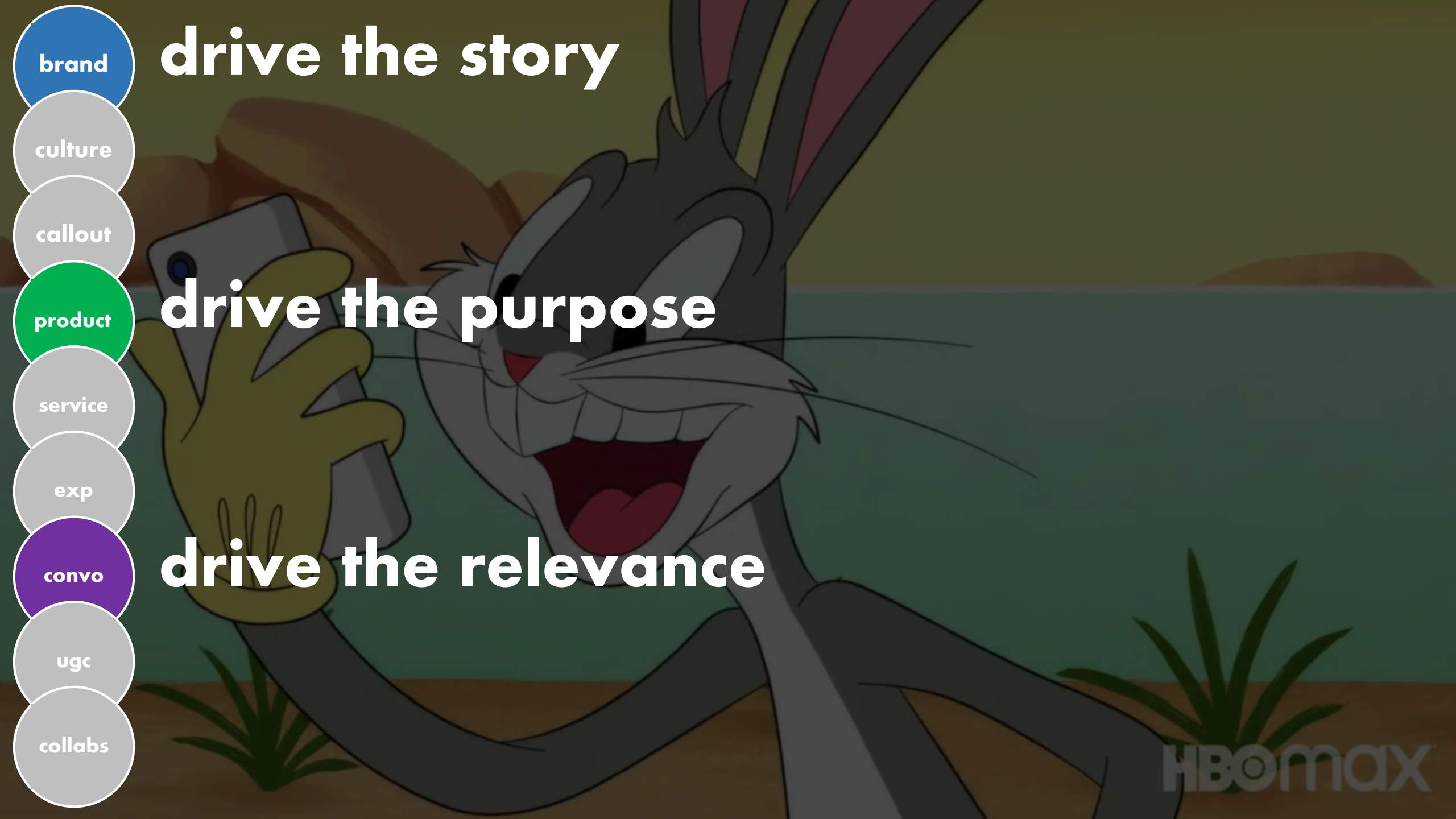
convo

drive the relevance

ugc

collabs

HBOmax



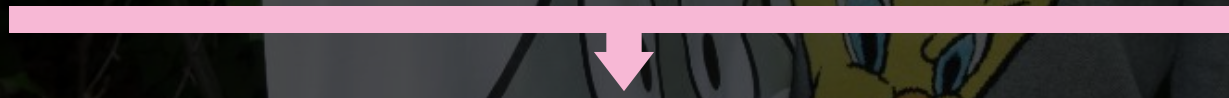
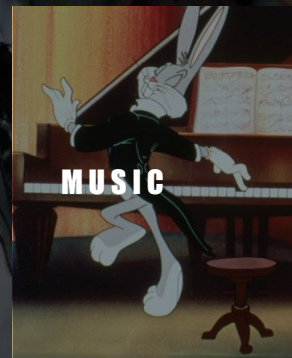
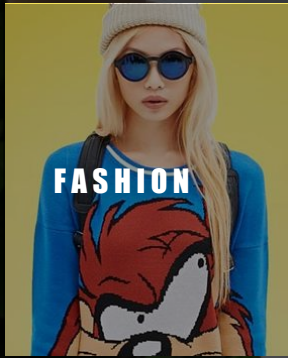


CASE STUDY

“phase I”



CHARACTERS



NEW GENERATIONS



GET ANIMATED



brand

culture

callout

product

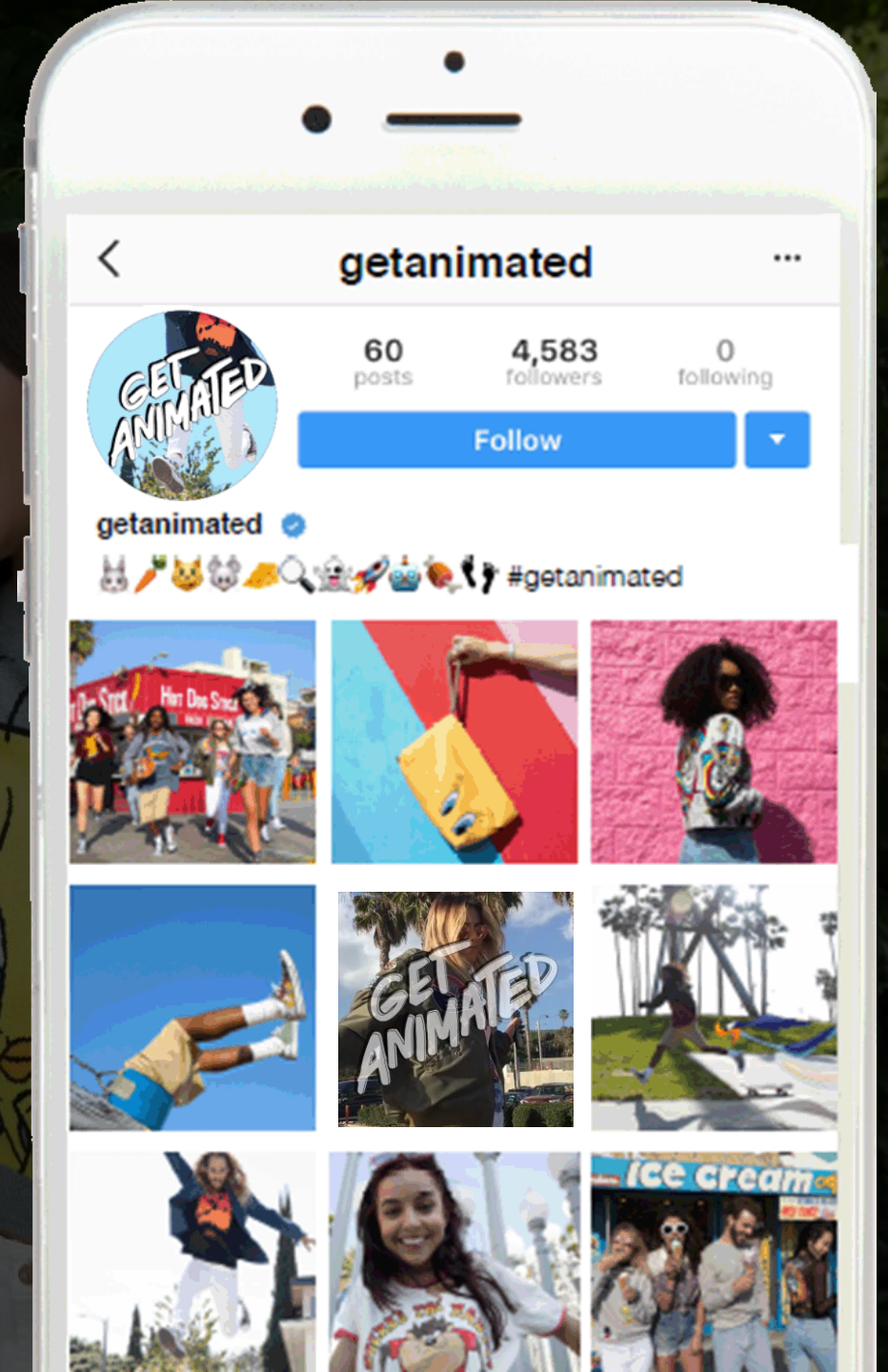
service

exp

convo

ugc

collabs



brand

culture

callout

product

service

exp

convo

ugc

collabs

phase I

callout + **product**

good intentions



CASE STUDY

“phase II”

brand

culture

callout

product

service

exp

convo

ugc

collabs



brand

culture

callout

product

service

exp

convo

ugc

collabs



brand

culture

callout

product

service

exp

convo

ugc

collabs



- brand
- culture
- callout
- product
- service
- exp
- convo
- ugc
- collabs

phase II

callout
+
product
experience

+
convo
collabs

test and learn

A cartoon illustration of a king with a crown and a spotted cape, standing next to a golden lamp post in a forest at night. The king is wearing a large, ornate golden crown and a grey cape with dark spots. He has a red tongue sticking out of his mouth. The background shows a dark forest with trees and a night sky. A golden lamp post with a glowing light is on the left side of the image.

CASE STUDY

“phase III”

A cartoon illustration of a rabbit king wearing a golden crown and holding a golden lantern. The rabbit is white with a red mouth and is looking slightly to the right. The background is a dark, stylized forest with trees and a blue sky. The text "CASE STUDY" is overlaid in large, bold, white letters.

CASE STUDY

“return of the rabbit”



brand

culture

callout

product

service

exp

convo

ugc

collabs

brand content | drive the story



Bugs Bunny Is Back, and So Is the 'Looney Tunes' Mayhem

The New York Times

'Looney Tunes Cartoons' Review: A Timeless Classic Returns Without Missing a Beat

COLLIDER

HBO Max's New 'Looney Tunes Cartoons' Capture the Comedic Spirit and Style of the Classic Animated Shorts



Posted on Thursday, May 21st, 2020 by [Ethan Anderton](#)



HBO MAX'S 'LOONEY TUNES' IS THE BEST REBOOT OF 2020

SCREEN CRUSH

brand

culture

callout

product

service

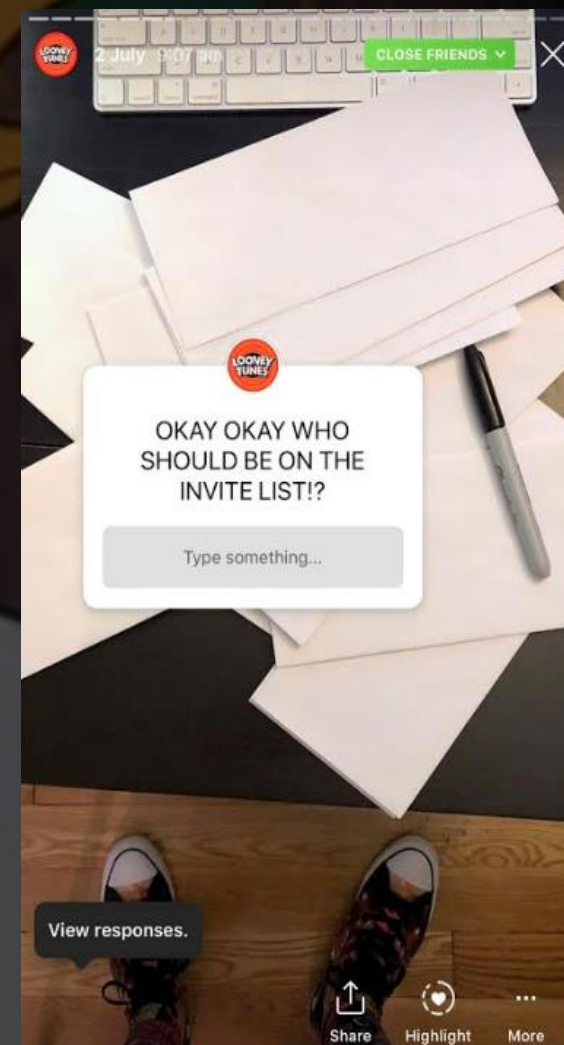
exp

convo

ugc

collabs

cultural content | feed the buzz



callout content | create demand

brand

culture

callout

product

service

exp

convo

ugc

collabs



looneytunes 🟦 the good people at @KITH came through!!! look at this sick plush they sent over, only 1/300 🤪🤪🤪



looneytunes 🟦 hold up, did y'all know about this game @looneytuneswom where all the toons battle each other? WELL NOW YOU DO! And they just dropped a Super Bugs character for Bugs' 80th bday 🤪 someone can't get enough of it...



brand

culture

callout

product

service

exp

convo

ugc

collabs

products | drive the purpose



brand

culture

callout

product

service

exp

convo

ugc

collabs

services | build a relationship

The screenshot shows the HBO Max interface for Looney Tunes. At the top left is the HBO MAX logo. Below it, the text "LOONEY TUNES" is displayed in a stylized font. Underneath, there are navigation options: "Featured" (underlined) and "A-Z". The main content area features a large promotional image for "Bugs Bunny's 24 Carrot Holiday Special". The image shows Bugs Bunny in a red Santa hat, holding a large carrot, with a basket of gifts and other Looney Tunes characters in the background. Below the main image, the text reads "NEW EPISODE Bugs Bunny's 24 Carrot Holiday Special" and "Tis the season to get Looney". To the right of the main image, there is a smaller section with the text "Looney Tunes More episodes added". At the bottom of the interface, there is a section titled "Looney Tunes: Wacky Holidays" which contains a horizontal row of five smaller promotional images for different holiday specials.

brand

culture

callout

product

service

exp

convo

ugc

collabs

experiences | connect direct





culture

brand

callout

collabs

product

ugc

service

conversation

experience

conversation | drive the relevance

brand

culture

callout

product

service

exp

convo

ugc

collabs



KYLE
13m Followers



**DIXIE
D'AMELIO**
12.9 Followers



**TORY
LANEZ**
10.1m Followers



**PAUL
GEORGE**
8.9m Followers



**THE REAL
TARZAN**
6.2m Followers



**KYLE
KUZMA**
4.7m Followers



**A\$AP
FERG**
3.9m Followers



**JUJU
SCHUSTER**
3.1m Followers



**GRIFFIN
JOHNSON**
2.9m Followers



**BROTHER
NATURE**
2.5m Followers



**TRISTAN
JASS**
2m Followers



**LE'VEON
BELL**
1.9m Followers



RIFF RAFF
1.4m Followers



**JAY
ELLIS**
734k Followers



**FRED
VANFLEET**
689k Followers



**JAY
PHAROAH**
565k Followers



**NEW
YORK
NICO**
400k Followers



**BOBBY
HUNDREDS**
231k Followers



**MATT
GONDEK**
211k Followers



**ELLIE
SCHNITT**
205k Followers



**TWAY
DA BAE**
200k Followers



**CAMERON
PAYNE**
120k Followers



**JOE
FRESH
GOODS**
110k Followers



**BASIC
IGGY**
81.1k Followers

collaborations | align to amplify

brand

culture

callout

product

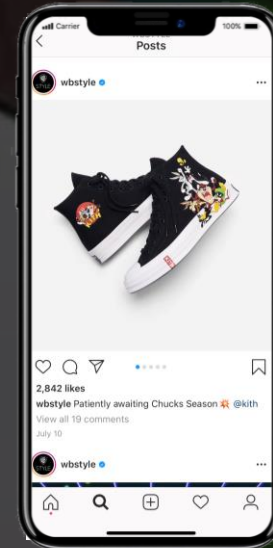
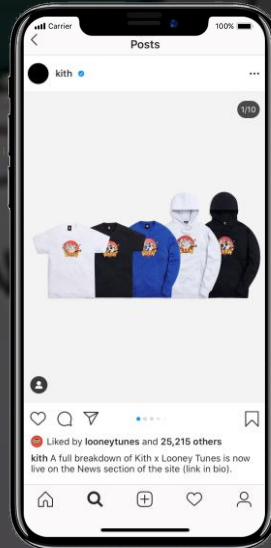
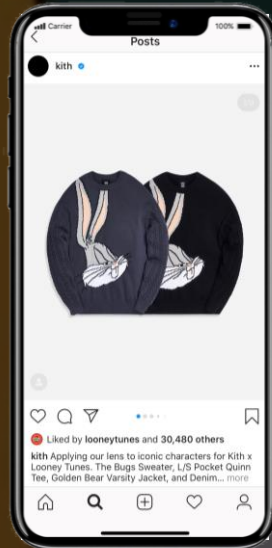
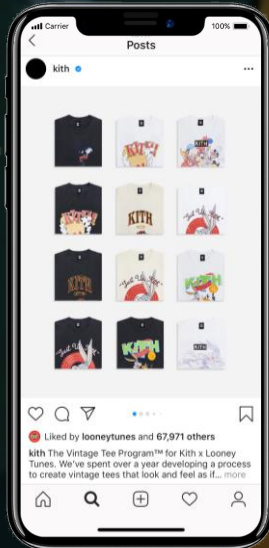
service

exp

convo

ugc

collabs



PRIDE

Bugs Bunny Serves High Drag in 80th Anniversary USPS Stamps

usa usa

What's up, Doc?

SURPRISE DELIVERY FROM @kith



People

What's Up, Doc? Bugs Bunny Turns 80 as Warner Bros. Prepares Exciting Birthday Takeover

Bugs Bunny is celebrating his milestone 80th birthday through exclusive fan experiences and limited-edition releases

ADWEEK

Don't Look Now, Doc, but America's Original Influencer Bugs Bunny Just Turned 80

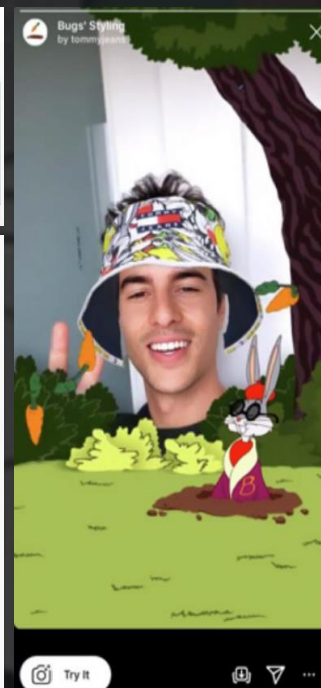
Merch and new opportunities keep popping up for the trickster rabbit

THE FUR
While nearly all rabbits are light brown, Bugs' fur (styled here into Clark Kent's hairdo) has always been gray.

THE PERSONA
Famous for playing himself, Bugs has also played everything from a cowboy to a genie to Super-Rabbit.

THE TEETH
Early sketches of Bugs barely showed any teeth, but his choppers have since evolved into his signature trait.

Happy 80th birthday, Bugs Bunny.



abc NEWS RADIO

Happy 80th Birthday, Bugs Bunny!

NA QUARENTENA

Pernalonga completa 80 anos

PERNALONGA, 80 ANOS DE RISOS

Pernalonga: o clássico desenho ganhou companhia a partir dos Estados Unidos, influenciando a animação

BuzzFeed

Bugs Bunny Is Turning 80 And We Bet You Can't Remember Half Of These Cartoons He's Been In

Which Looney Tunes movie was released first?	Which of these cartoon is based on an opera?

Looney Tunes Back in Action Via Warner Bros.

Space Jam Via Warner Bros.

Rabbit of Seville Via Warner Bros.

Ballet Box Bunny Via Warner Bros.

KEY TAKEAWAYS





**new generations require
new methods**

**activating cultural pillars
will unlock opportunity**



A photograph of a basketball court with a blue and purple color scheme. In the foreground, a wooden bench sits on the court floor. In the background, a basketball hoop is mounted on a wall. To the right, a television set is mounted on the wall, displaying a basketball game. The text "trust where the fan can take you" is overlaid in white on the left side of the image.

**trust where the fan
can take you**



That's all Folks!