

[HOONIGAN]

THE BRAND

Hoonigan's signature brand of vehicular savagery is on full display across a vast network of YouTube channels, serving a subscription base numbering in the millions. In addition to our daily videos and social media content, we produce Ken Block's award-winning, and wildly popular Gymkhana film series.

At the heart of it all, is an apparel collection that speaks to the hardcore spirit of automotive enthusiasts the world over. The brand's core ethos is what makes it much more than a mere brand. In truth, Hoonigan has evolved into an automotive subculture, fueled on the shared passion of going fast and breaking things.





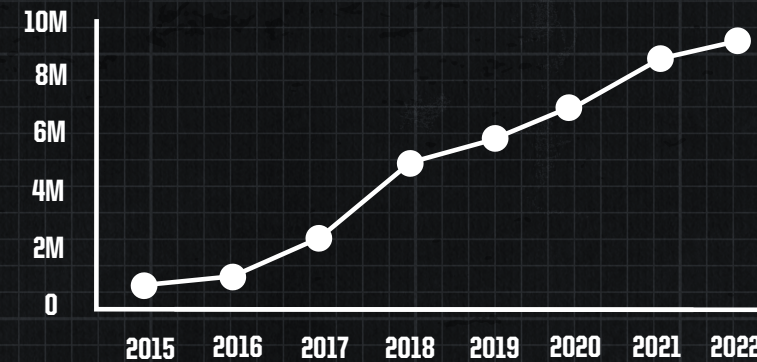
2023 BRAND BOOK

THE MISSION

Our mission is not to get caught up in mission statements. A mission statement locks you into a certain mindset. We need to be nimble, because our audience changes faster than you can write a mission statement. Our mission: just make cars fun.

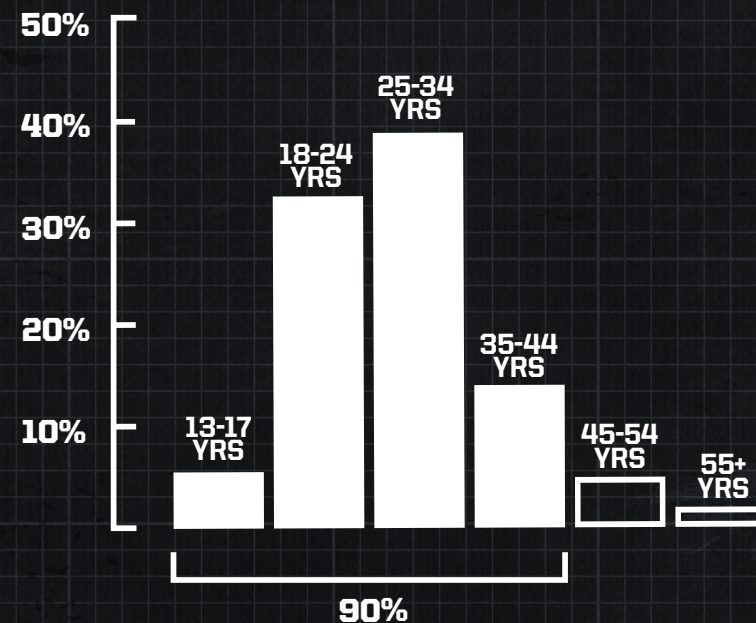
BUILT NOT BOUGHT

YOUTUBE SUBSCRIBER GROWTH



90%
13-44 YRS

DEMOGRAPHIC DATA



MEDIA REACH

70M+
INFLUENCER REACH

9.2M+
YOUTUBE SUBSCRIBERS

27.5M+
OVERALL REACH

MERCHANDISE

5.4M+
2021 TOTAL SALES

9X


GROWTH OVER 9 YEARS

\$62


AVERAGE PER ORDER IN 2022

GENDER DATA

95% 

5% 

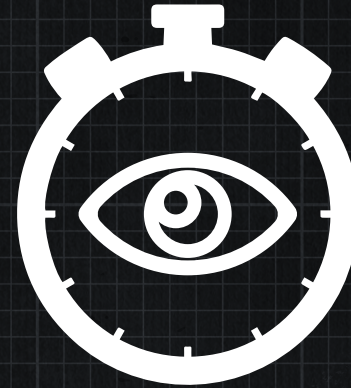
GEO DATA

44% 

56% 

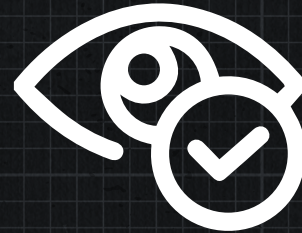
VIEWS A.F.

PROVEN MONTHLY METRICS THAT OUTPERFORM



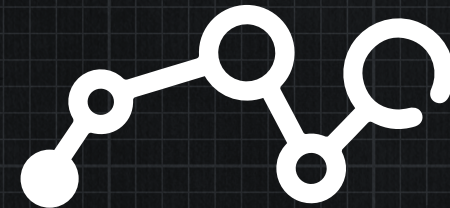
125M+

AVERAGE MONTHLY MINUTES WATCHED



26M

MONTHLY VIEWS



342M+

MONTHLY IMPRESSIONS



BORN OUT OF NECESSITY

Hoonigan started as an apparel company. We needed a way to promote our own products and ambassadors to our audience. Traditional media was failing. Hoonigan Media Machine was borne out of the need to invent new ways to promote our product. It worked for us. We can work for you too.

WE HAVE CULTIVATED A CULT

Yeah, that's real ink – permanent tattoos. That's the sort of deeply rooted fervent enthusiasm our fans have for what we do. You can't fake this funk and this sort of affinity must be earned. Even today, our massive network of followers continues its rapid expansion.

WE KNOW THE AUDIENCE
BECAUSE WE ARE THE AUDIENCE.

2023 BRAND BOOK

THIS IS REAL ENGAGEMENT



TRUST US, WE LIVE THIS

We lead through influence and by doing things others won't. It's what drives us to produce raw, real, and entertaining content that speaks directly to our young audience that has become blatantly aware of traditional marketing tactics. Love it or hate it, it's the reason we only do work that works for our brand... and yours.

WE FACE THE SAME CHALLENGE AS YOU...
THE NEED TO SELL PRODUCT.

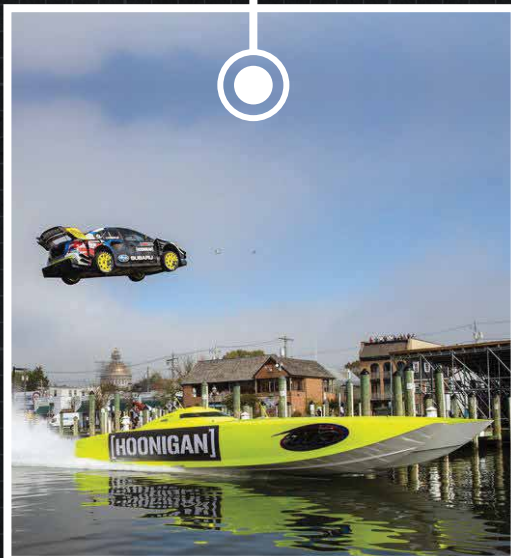
ABOVE ALL ELSE, WE SERVE OUR FANS.

2023 BRAND BOOK

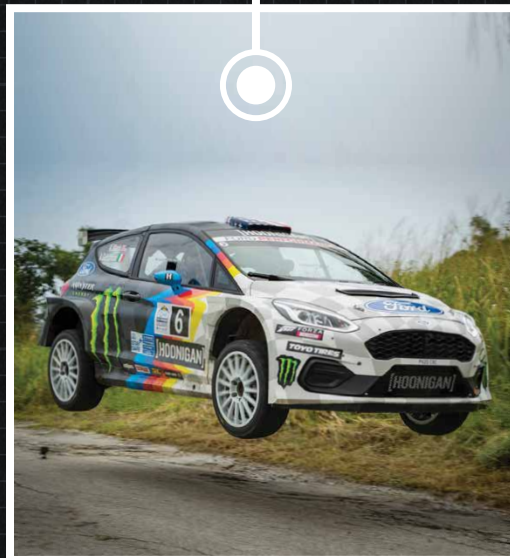


MULTIPLE TOUCH POINTS

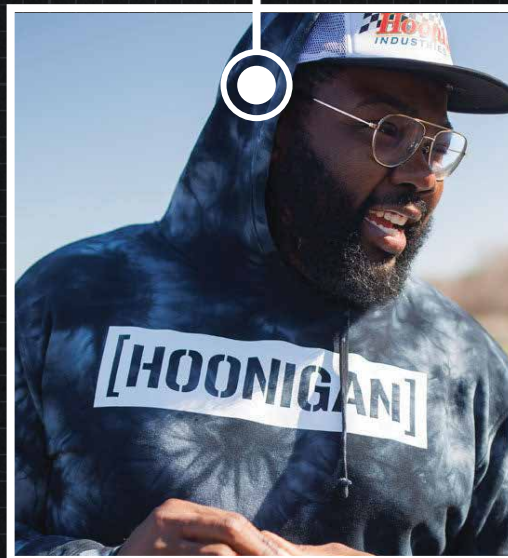
HOONIGAN INDUSTRIES



**HOONIGAN MEDIA
MACHINE**



**RACING AND
MOTORSPORTS**



**AUTOMOTIVE
STREETWEAR BRAND**



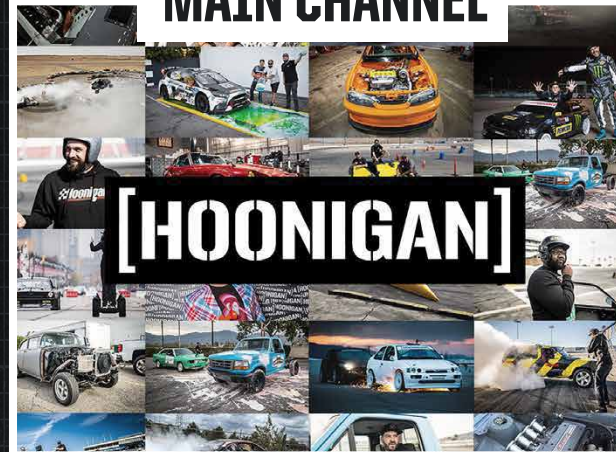
**H.I.N. - HOONIGAN
INFLUENCER NETWORK**



**MASSIVE DIGITAL
PRESENCE**

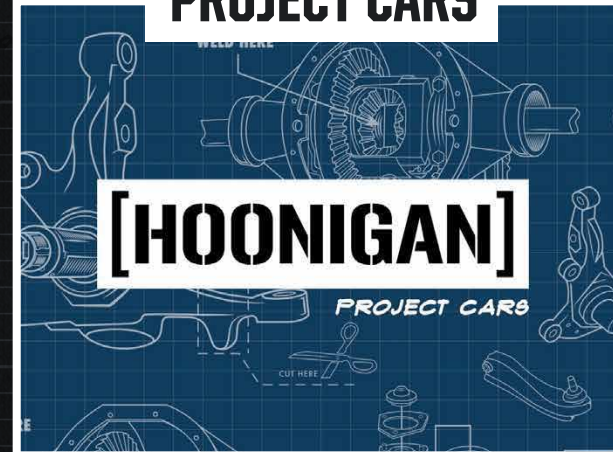
OUR LINEUP

MAIN CHANNEL



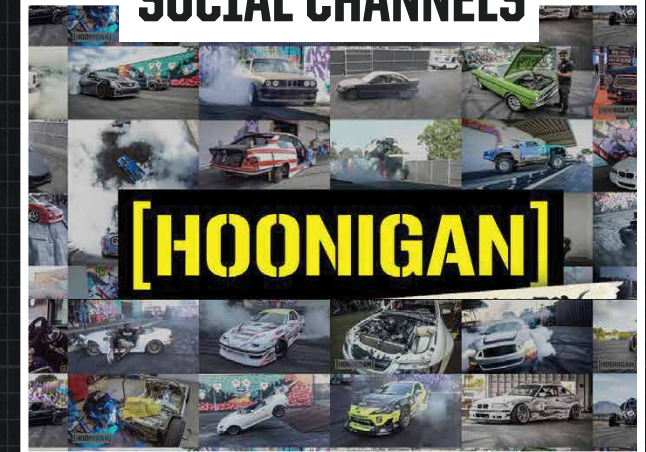
5.5M SUBSCRIBERS


PROJECT CARS



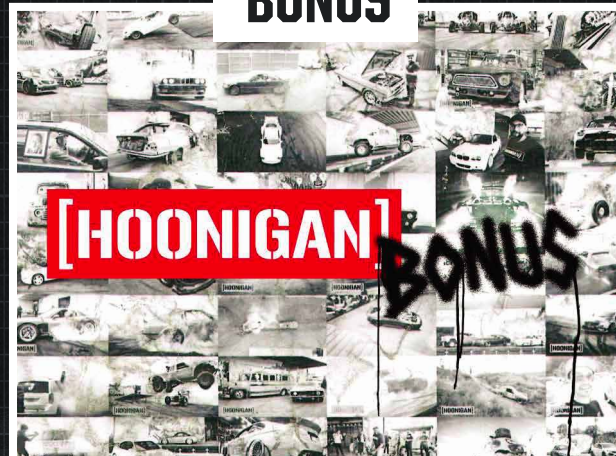
776K SUBSCRIBERS

SOCIAL CHANNELS



 **4.8M** |  **2.9M** |  **741K**

BONUS



495K SUBSCRIBERS

IRL EVENTS



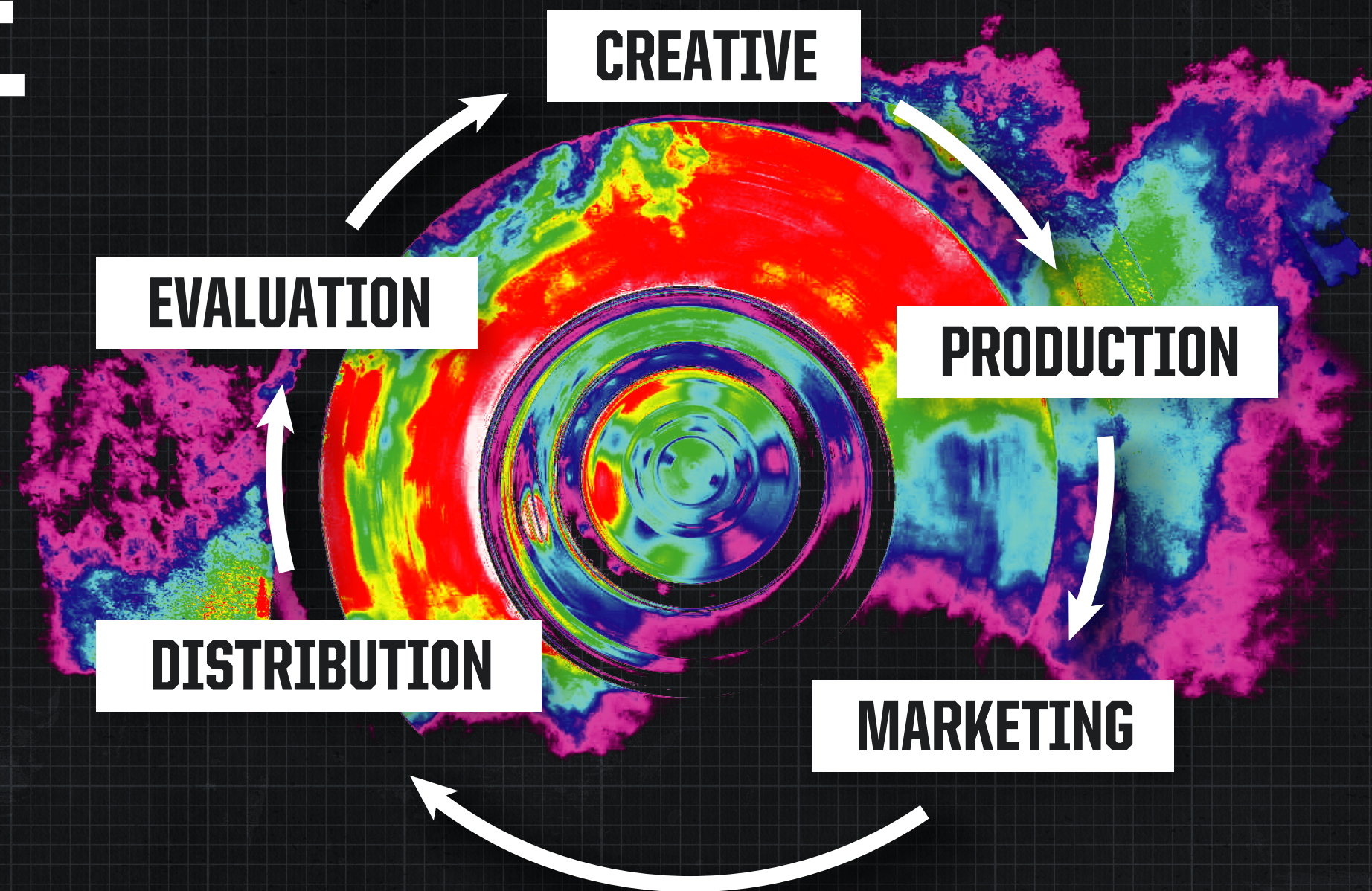
KEN BLOCK CHANNEL



2.1M+ SUBSCRIBERS

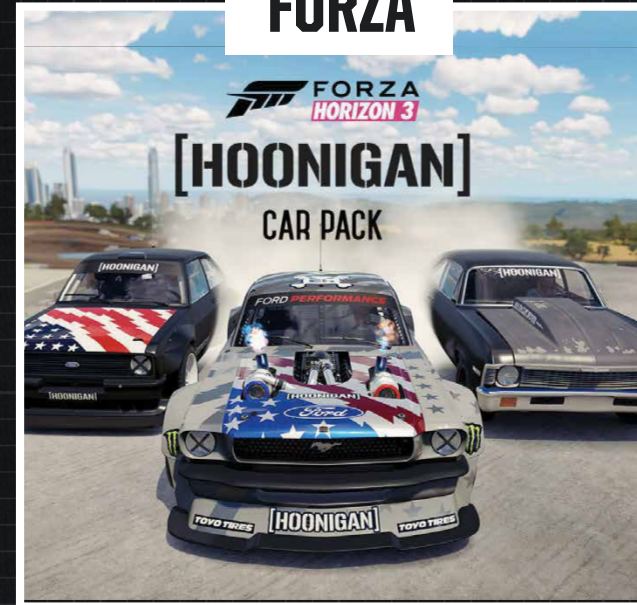
FULL SERVICE MARKETING PARTNER

HOONIGAN NOT ONLY CREATES
AND PRODUCES UNIQUE CONTENT
WE ALSO DISTRIBUTE TO THE
VIEWERS YOU WANT



APPAREL & PRODUCT COLLABS

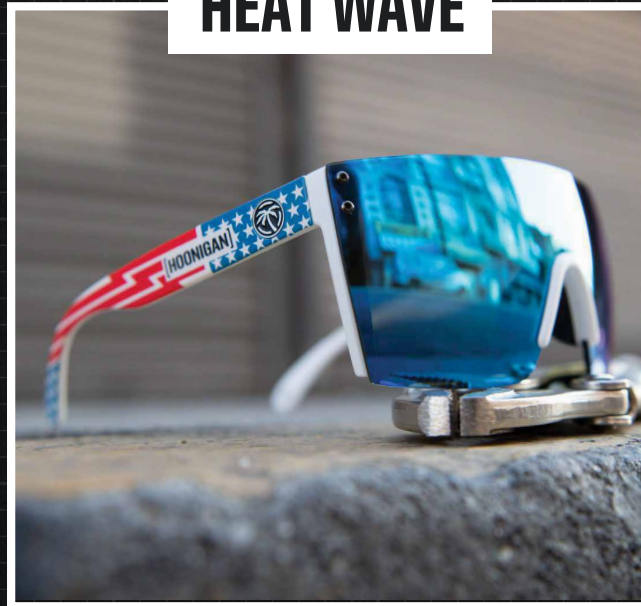
FORZA



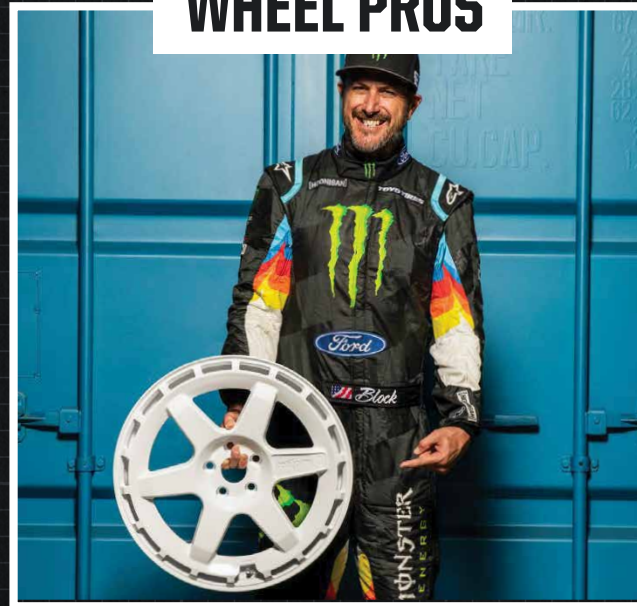
HOT WHEELS



HEAT WAVE



WHEEL PROS



SUAVECITO



THANK YOU

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