

# THE OONIGAMI

LICENSING OPPORTUNITIES





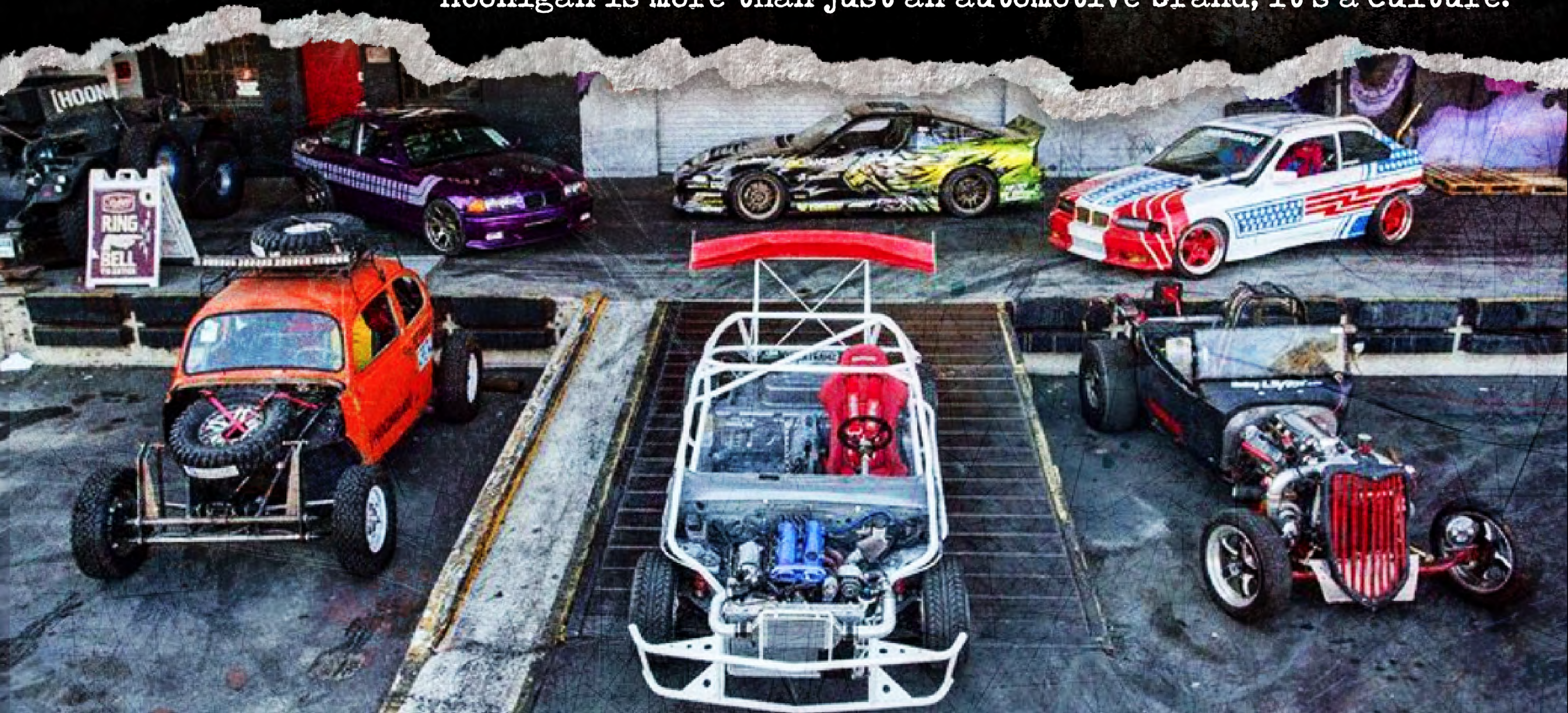
OUR MISSION:

Just Make Cars Fun.  
Just Make Cars Fun.  
Just Make Cars Fun.  
JUST MAKE CARS FUN.



BUILD. FILM. BREAK. REPEAT.

Hoonigan is more than just an automotive brand, it's a culture.

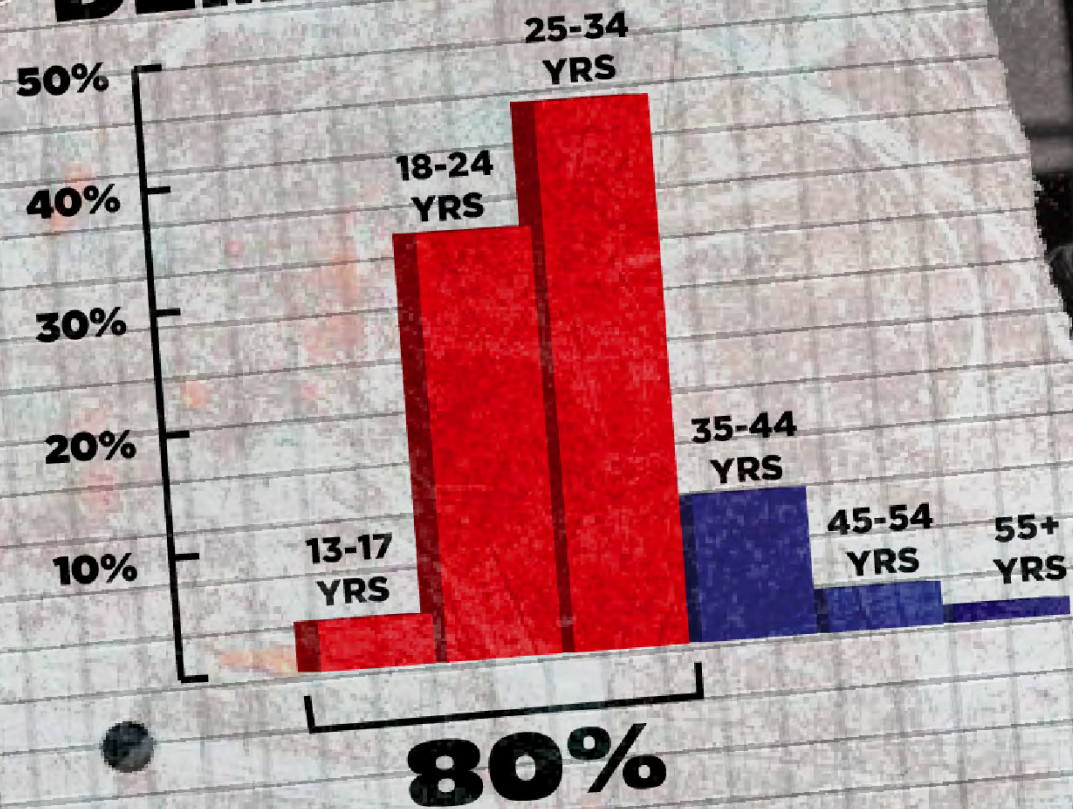




# AUDIENCE: BUILT NOT BOUGHT

100% ORGANIC GROWTH

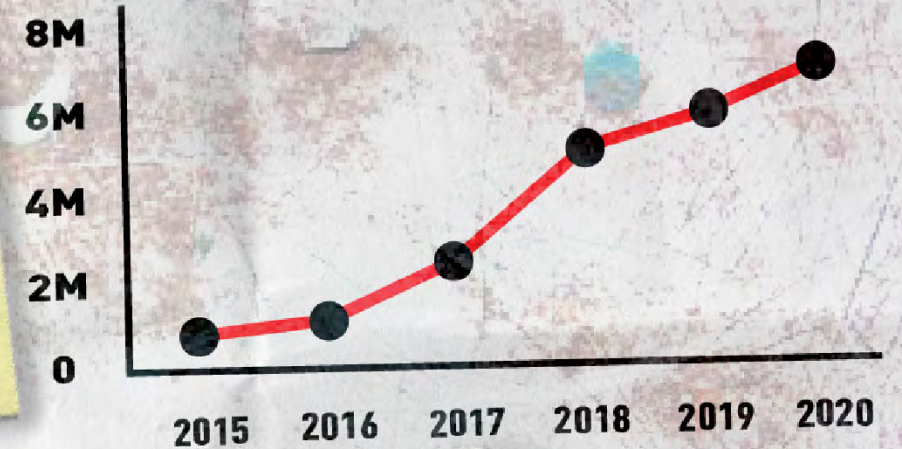
## HOONIGAN DEMOGRAPHICS



LARGEST AUTOMOTIVE AUDIENCE UNDER 34

80%  
13-34 YRS.

## HOONIGAN YOUTUBE SUBSCRIBER GROWTH



## MEDIA REACH

**55M+**  
INFLUENCER REACH

**7.6M+**  
YT SUBSCRIBERS

**27.5M+**  
OVERALL REACH

## MERCHANDISE

**5.4M+**  
(2020 TOTAL SALES)

**10x**  
GROWTH OVER  
FIVE YEARS

**\$75**  
AVERAGE PER  
ORDER



# VIEWS AF

PROVEN MONTHLY METRICS THAT OUTPERFORM

TOTAL YOUTUBE  
SUBSCRIBERS

**7.7M+**



**26M+**  
MONTHLY  
VIEWS

**305M+**  
MONTHLY  
IMPRESSIONS

**170M+**  
AVERAGE MONTHLY  
MINUTES WATCHED



BORN OUT OF

NECESSITY

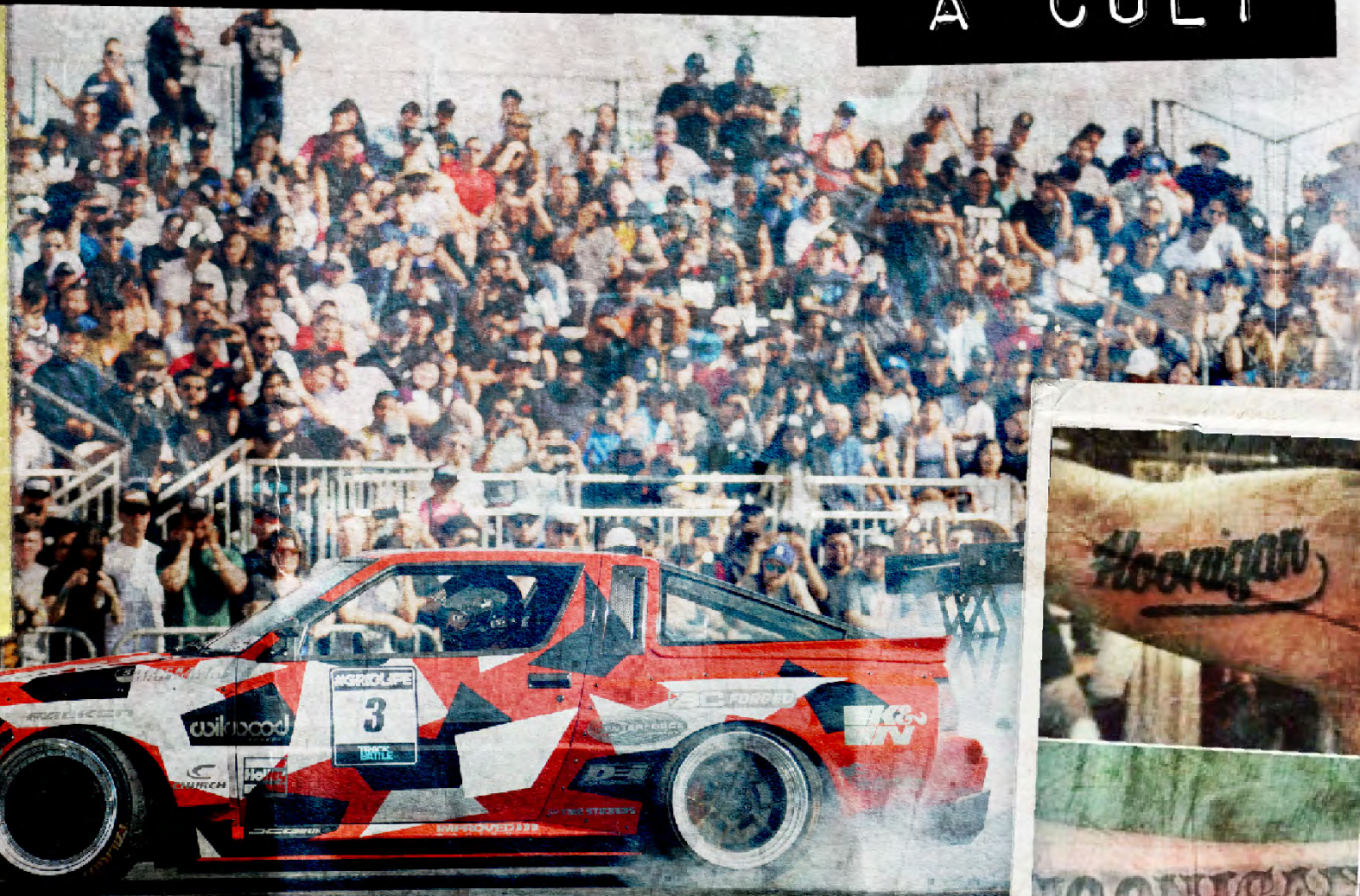
HOONIGAN STARTED AS AN APPAREL COMPANY. WE NEEDED A WAY TO PROMOTE OUR OWN PRODUCTS AND AMBASSADORS TO OUR AUDIENCE. TRADITIONAL MEDIA WAS FAILING. HOONIGAN MEDIA MACHINE WAS BORN OUT OF THE NEED TO INVENT NEW WAYS TO PROMOTE OUR PRODUCT. IT WORKED FOR US.





# 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.



THIS IS REAL ENGAGEMENT





TRUST US

WE LIVE THIS



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



ABOVE ALL ELSE,  
WE SERVE OUR FANS.

WE LEAD THROUGH INFLUENCE AND BY  
DOING THINGS OTHERS WONT. IT'S WHAT  
DRIVES US TO PRODUCE RAW, REAL, AND  
ENTERTAINING CONTENT THAT SPEAKS  
DIRECTLY TO OUR YOUNG AUDIENCE THAT  
HAS BECOME ACUTELY AWARE OF  
TRADITIONAL MARKETING TACTICS. LOVE IT  
OR HATE IT, IT'S THE REASON WE ONLY DO  
WORK THAT WORKS FOR OUR BRAND.





# HOONIGAN INDUSTRIES



HOONIGAN MEDIA MACHINE



RACING AND MOTORSPORTS



AUTOMOTIVE STREETWEAR BRAND



HIN - HOONIGAN INFLUENCER NETWORK



MASSIVE DIGITAL PRESENCE

MULTIPLE TOUCH POINTS







**[HOONIGAN]**  
MAIN CHANNEL  
**4M+** SUBSCRIBERS



**[HOONIGAN]**  
PROJECT CARS  
**680K+** SUBSCRIBERS



**[HOONIGAN]**  
SOCIAL CHANNELS  
**3.4M** FOLLOWERS  
**2.6M** LIKES  
**NEW FOR 2021**

# OUR LINEUP



**[HOONIGAN]**  
AUTOFOCUS  
**295K+** SUBSCRIBERS



**[HOONIGAN]**  
BONUS  
**415K+** SUBSCRIBERS



**[HOONIGAN]**  
LIVE IRL EVENTS



# KEN BLOCK

- Professional rally driver since 2005
- Once won an X Games silver medal on three wheels?!
- Single-handedly increased stage rally awareness in the US
- 600M+ views for Gymkhana series thanks to his driving skills and marketing acumen
- One Show Bronze Pencil Award winner
- Emmy-award nominated for Amazon Prime Video Original series, The Gymkhana Files
- His media properties continue to bring in new fans YOY

ALL HE DOES IS WIN

- 2005 RALLY AMERICA CHAMPIONSHIP ROOKIE OF THE YEAR
- 25-TIME NATIONAL LEVEL STAGE RALLY WINNER
- 5-TIME X GAMES MEDALIST
- WRC RALLY SWEDEN COLIN'S CREST AWARD WINNER
- GOODWOOD FESTIVAL OF SPEED MOST THRILLING DRIVER AWARD WINNER





# GYMKHANA™

THE WORLD'S LARGEST AUTOMOTIVE  
MEDIA FRANCHISE

The automotive action film series  
that changed the car scene forever.

**. 650M+**

YOUTUBE VIEWS ACROSS 11 VIDEOS

**11**

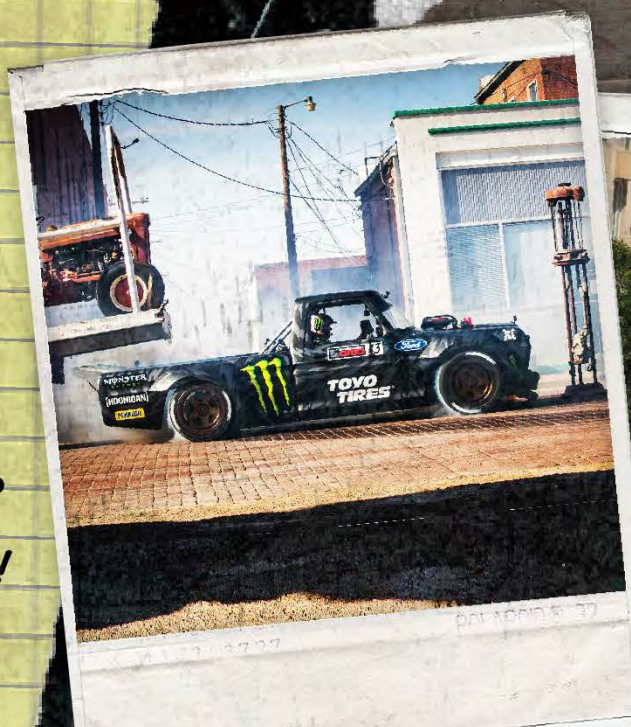
LOCATIONS

**9**

ICONIC GYMKHANA  
VEHICLE BUILDS

AND MORE TO COME!

[HOONIGAN]  
MEDIA MACHINE





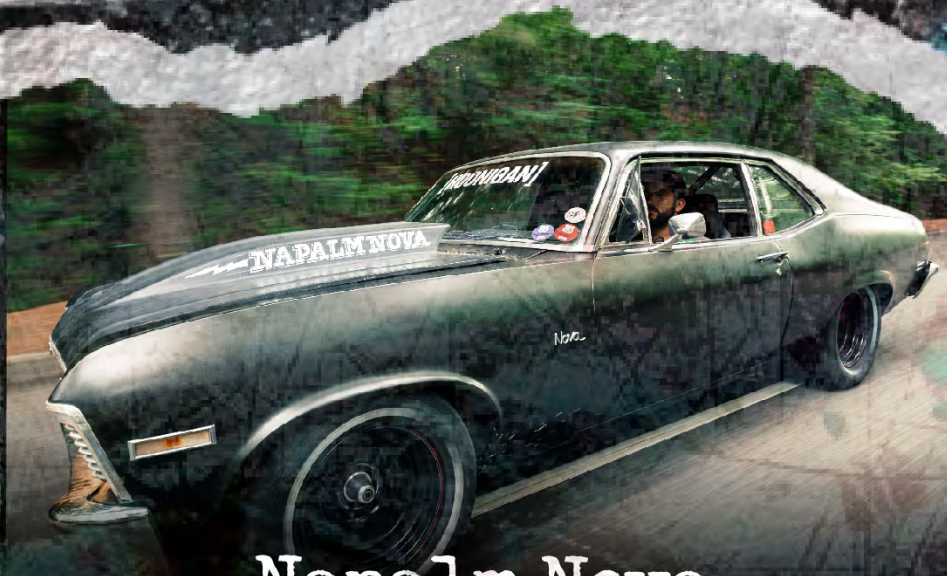
# OUR CARS ARE THE STARS



Sh\*tcars



Twerkstallion



Napalm Nova



Hoonicorn



Shartkart



Tri 5 By Fire



# PREMIUM PARTNERS

**TOYO TIRES**



**Omaze**



**can-am**

**cbdMD**

**SONAX**



**RIGID**

**rotiform**



**WHEEL PROS**





HOON · I · GAN \ HOON' - Î - G Ə N \ N.

1. A PERSON WHO OPERATES A MOTOR VEHICLE IN AN AGGRESSIVE AND UNORTHODOX MANNER: CONSISTING OF, BUT NOT LIMITED TO, DRIFTING, BURNOUTS, DOUGHNUTS, AS WELL AS ACTS OF AUTOMOTIVE AERONAUTICS. ONE WHO ~~HOONS~~ HOONS.

"Hooning?" - born out of Australia, the term "hoon" was used to describe any antisocial behavior in cars; peeling tires, drifting, doing doughnuts, etc. As the word grew globally, it lost its negative and illegal connotation and now refers to simply having fun with motor vehicles in an aggressive manner.



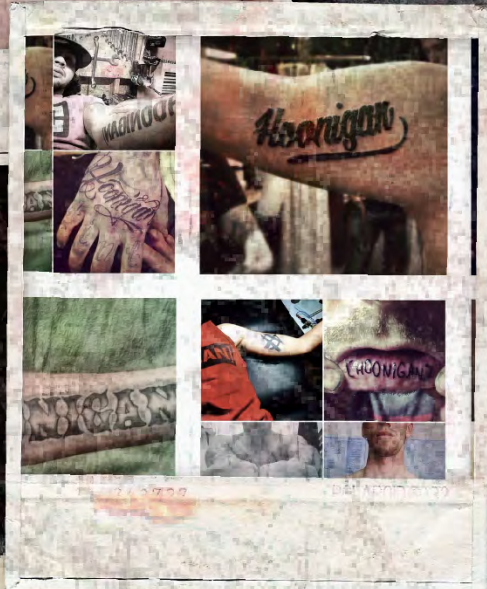
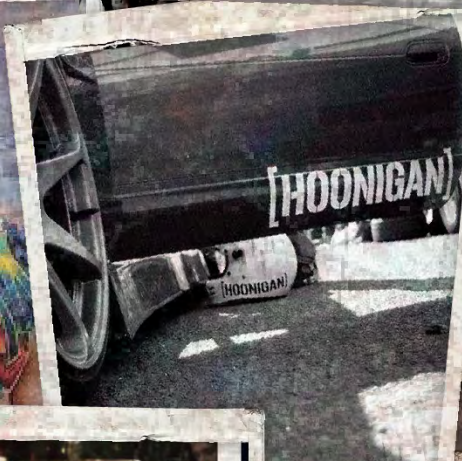


WHO IS A HOONIGAN?

QUITE SIMPLY, ANYONE WHO LOVES  
HAVING FUN  
WITH CARS



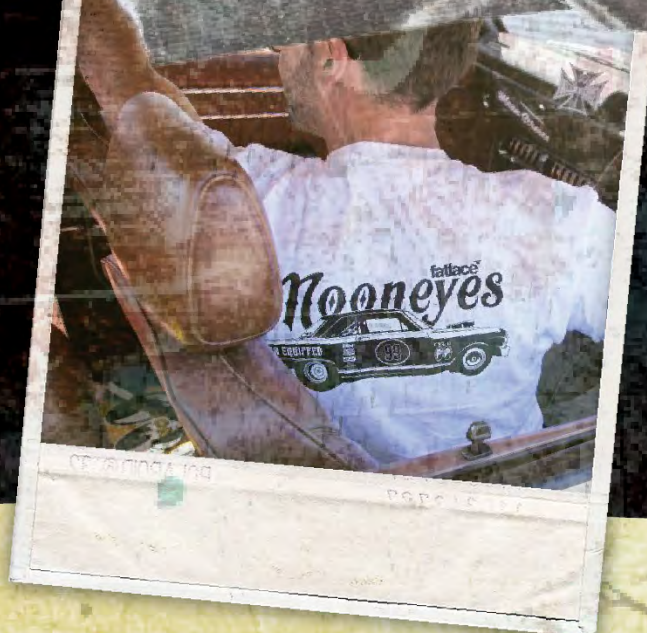
# BELIEVERS



## KEY CATEGORIES LIST:

- LOVE HOONIGAN
- BIG HOONIGAN LOGOS
- BOLD GRAPHICS
- NOT NECESSARILY AVID CAR GUYS
- SPECTATORS / PARTICIPANTS
- LOYAL THRU CHANGE
- CHEERLEADERS
- NOT ON TREND. FAN BOYS
- LIMITED EDITION

# LOWKEYS



- LIKES THE BRAND AND WHAT IT STANDS FOR
- WATCHES CONTENT
- NOT A BILLBOARD
- NOT TRENDY BUT IS FASHIONABLE
- SIMPLE / SMALL DESIGNS
- OLDER / GROWN UP





# CAR DUDES



- THINK HOONIGAN IS COOL BECAUSE OF CARS
- MORE INTO CARS THAN HOONIGAN
- GRAYITATE TO AUTOMOTIVE IMAGERY
- LOWKEY TO HIGHKEY
- LESS ABOUT HOONIGAN LOGO MORE ABOUT AUTOMOTIVE STATEMENT

# TRENDSTERS

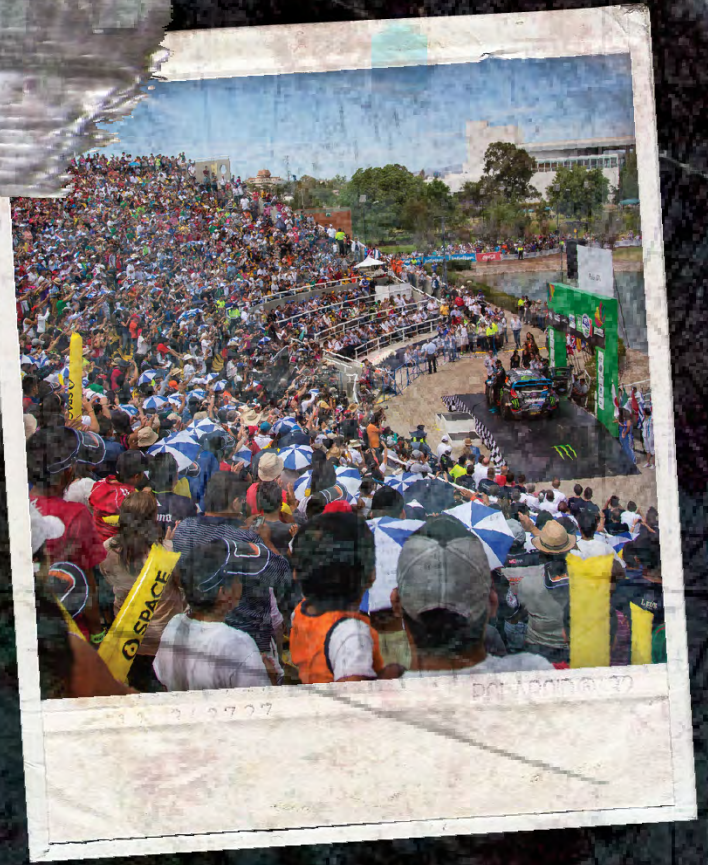


- ON TREND
- LIKES HOONIGAN BUT LIKES FASHION MORE
- ROTATES CLOSET OFTEN
- LIMITED EDITION
- COLLABORATIONS





# TEAM BLOCK



LOVES ALL THINGS KEN BLOCK





# YOUTH



- AGE 5-12
- PARENTS ARE FANS AND THEY ENJOY THE AUTOMOTIVE LIFESTYLE AS A FAMILY
- PARENTS ARE NOT FANS AND THE KIDS SEE HOONIGAN AS ENTERTAINMENT
- YOUTUBE AND TIKTOK ARE TV
- PLAY VIDEO GAMES - FORZA - FORTNITE - AMONG US
- CARS ARE FUN!



# BRAND SLOGANS



- JUST AIN'T CARE

- KILL ALL TIRES

- PURVEYORS OF FINE  
HOONAGE

- TIRE SLAYER

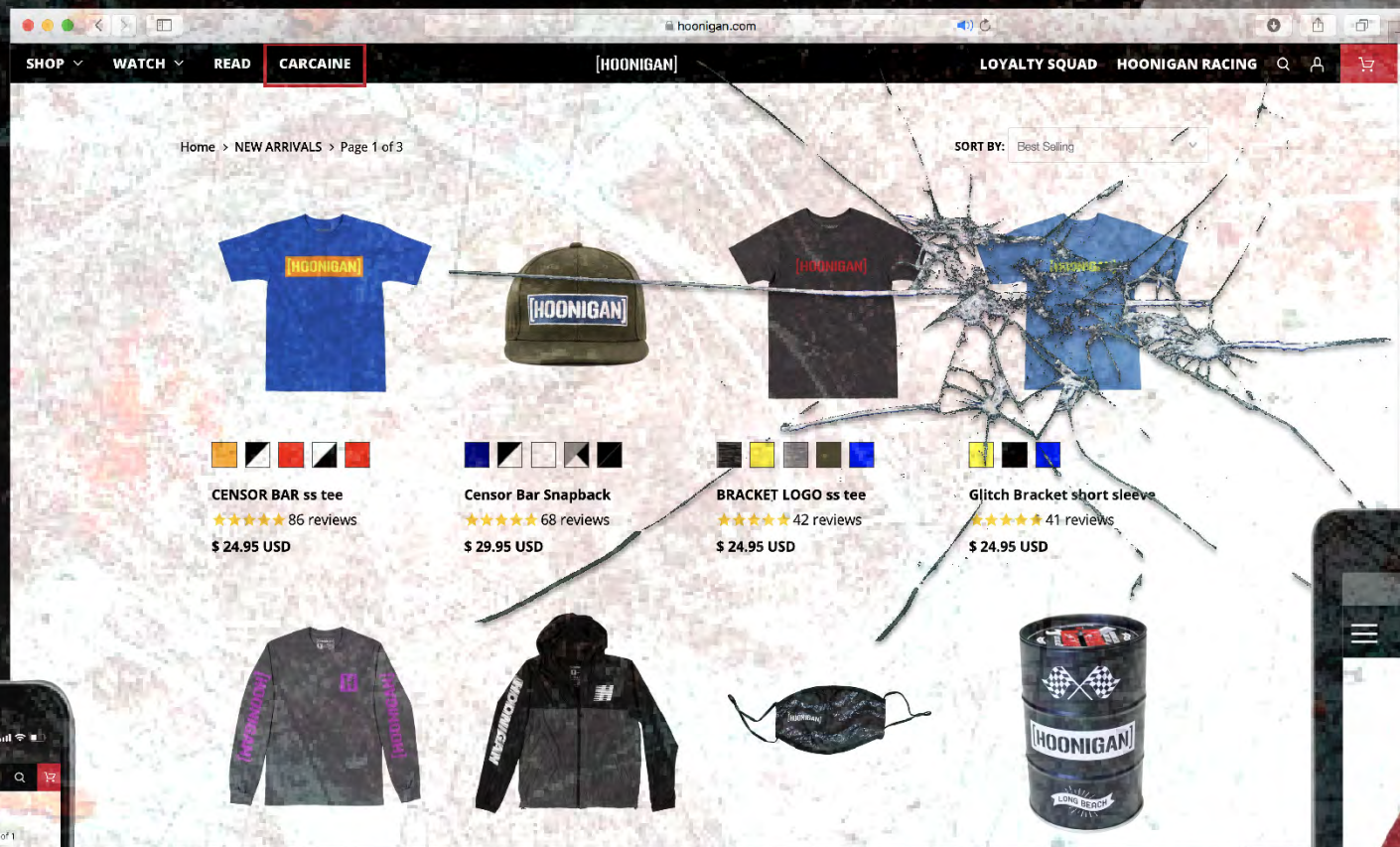
- QUALITY MAYHEM

- DEATH CHEATAHS





# HOONIGAN.COM E-COM BY THE NUMBERS



**+50%**

2020 REVENUE Y.O.Y

**27%**

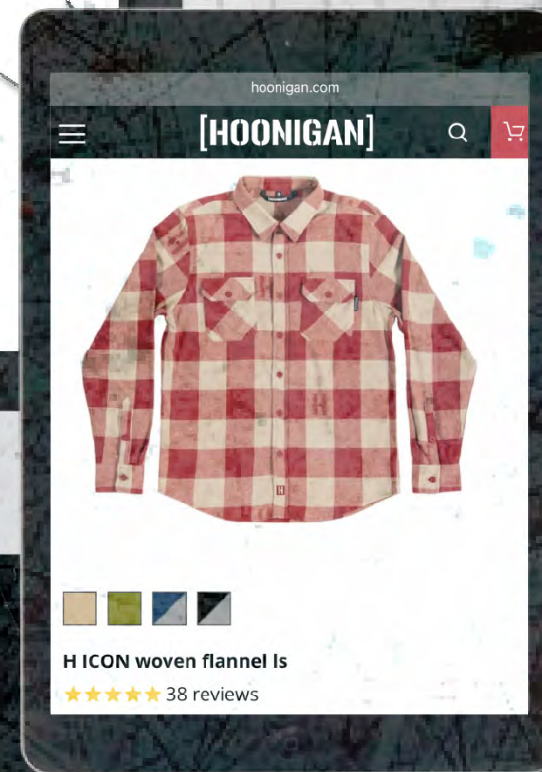
RETURNING  
CUSTOMER RATE

**+32%**

AOV Y.O.Y

**+24%**

TOTAL AOV Y.O.Y





RETAIL PARTNERS

amazon<sup>®</sup>

Lids<sup>®</sup>

 boathouse

Walmart 

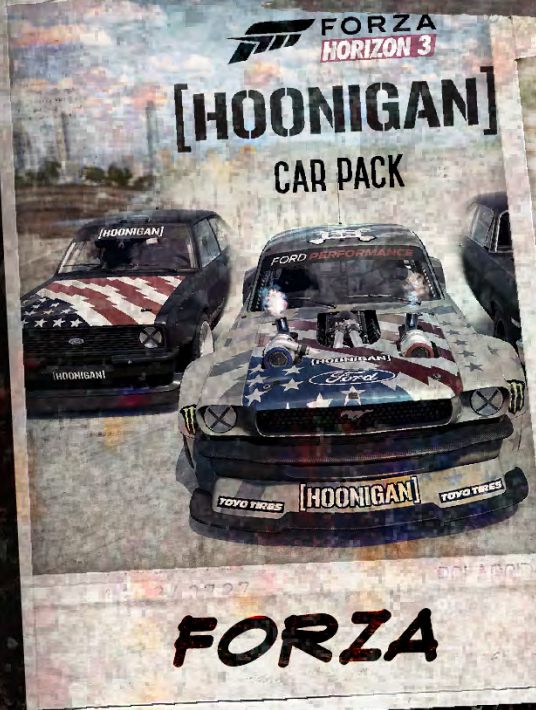
zumiez

*TILLYS*





# APPAREL + PRODUCT COLLABS



**HOT  
WHEELS**



**HEATWAVE**



**WHEEL PROS**



**SUAVECITO**

## OPEN CATEGORIES:

- APPAREL
- ACCESSORIES
- HEADWEAR
- EYEWEAR
- BACKPACKS
- AUTOMOTIVE
- TOYS/COLLECTABLES
- TECH ACCESSORIES
- VIDEO GAMES
- EXPERIENTIAL





PURVEYORS  
OF FINE HOONAGE  
AHEAD

DONUT GARAGE  
**CALL  
HNGN**  
(833)464-6463

Call for a Good Time!  
**STEVEN  
HELLER**  
STEVEN@THEBRANDLIAISON.COM

**JOY TASHJIAN**  
**855-843-5424**  
JOY@THEBRANDLIAISON.COM

**KAREN  
DIAMOND**  
KAREN@THEBRANDLIAISON.COM





THANK YOU.



[HOONIGAN]  
MEDIA MACHINE