

**HAM
STA[®]**
ハムスター

DA BRAND: **Q3 2026**



**HAM
STA**
ハムスター

HAMSTA IS FUN: HAPPY CONTENT FOR HAPPY PEOPLE

HAMSTA IS COOL CUTE: CUTENESS WITH AN ASIAN TOUCH

HAMSTA IS INTERNATIONAL: A GLOBAL TEAM OF PROFESSIONALS

HAMSTA IS APPEALING TO ALL AGES: TIMELESS DESIGN

HAMSTA IS COLORFUL: AN EXTENSIVE ART SELECTION AND ART BANK IS AVAILABLE

**“AT HAMSTA WORLD YOU CAN BE YOUR TRUE SELF
BECAUSE YOU ARE LOVED FOR WHO YOU ARE.”**

SASKIA KEISER – BRAND CREATOR





Dutch designer Saskia Keiser created Hamsta World in 2017 and has since been spreading the brand of joy and fun via social media. The eight unique Hamstas, each with distinct color, food and mood characteristics have become global by virtue of their YouTube sing along songs, their 1.7 billion Giphy downloads and their fun TikTok shorts.

It all started when Saskia Keiser decided to expand her family, adding a tiny dwarf hamster to the crew. Along with her two kids, Saskia happily observed her family's feisty new friend as he daringly explored his world, stuffing himself silly along the way. She noticed that the hamster's simple state of being was enough to have everyone in hysterics. What a gift this little hamster could give – bringing joy simply by being himself!





HAMSTA IS ENTIRELY CROSS PLATFORM OFFERING CONTENT AND INTERACTION WITH FANS ALL OVER THE WORLD.

YOUTUBE 38.5K SUBSCRIBERS / 14 MILLION VIEWS

INSTAGRAM 22.2K FOLLOWERS

TIKTOK 21.7K FOLLOWERS

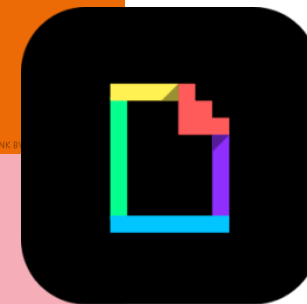
GIPHY 1.7B VIEWS



HAMSTA.WORLD



お誕生日
おめでとう
**HAPPY
BIRTH
DAY!**



ON YOUTUBE NOW

HAMSTA.WORLD



ON YOUTUBE NOW



HAM STA ハムスター



ON YOUTUBE NOW

YOUTUBE: #SINGALONG SONGS 14M VIEWS

TEACHER:
"ANY QUESTIONS?"
ME: "CAN I GO HOME?"



DECEMBER:
OFFICIALLY WEARING
PYJAMAS 24/7



WAKIN' UP FO' SCHOOL
STILL FEELS ILLEGAL



STILL
HOTTER
THAN UR EX



ME FIRST 10 MINUTES
OF CLASS:
WHERE'S MY PEN???



ME TRYIN' TO
REMEMBER HOW TO
HOLD A PENCIL



BRAIN LOADING...
PLEASE WAIT.



HAM
STA
ハムスター



#RELATABLE
SHORTS

© HAPPY INK BY - ALL RIGHTS RESERVED

© HAPPY INK BY - ALL RIGHTS RESERVED

© HAPPY INK BY - ALL RIGHTS RESERVED

© HAPPY INK BY - ALL RIGHTS RESERVED

© HAPPY INK BY - ALL RIGHTS RESERVED

© HAPPY INK BY - ALL RIGHTS RESERVED

© HAPPY INK BY - ALL RIGHTS RESERVED

LATINO & TREE HUGGER
& CASANOVA

JAPANESE & STARDOM
WANNABE & HANGRY

DUTCH & CONFIDENT &
CHEESY

MOTHER OF THE PACK &
COSMOPOLITAN



**MIMO
JITO**



**BOB
SODA**

一緒に楽しもう!

**JOIN
DA
FUN!
HAM
STA®**
ハムスター

HAMSTA.WORLD

© HAPPY INK BV - ALL RIGHTS RESERVED



**CHEESY
JAKE**



**COSMO
POLLY**



**MILA
SUNRISE**

FEISTY & FEROCIOUS



**BLUE
BARRY**

SMOOTH & COOL



**COTTON
KELLY**

SWEET TOOTH & GIRLY



**LARRY
MACCHIATO**

ITALIAN & SNACK SNATCHER
& LAZY

**HAMSTA IS ASIAN POP CULTURE WITH
PLAYFUL CHARACTERS AND A COOL-CUTE AESTHETIC.**

INSPIRED BY KAWAII CULTURE.



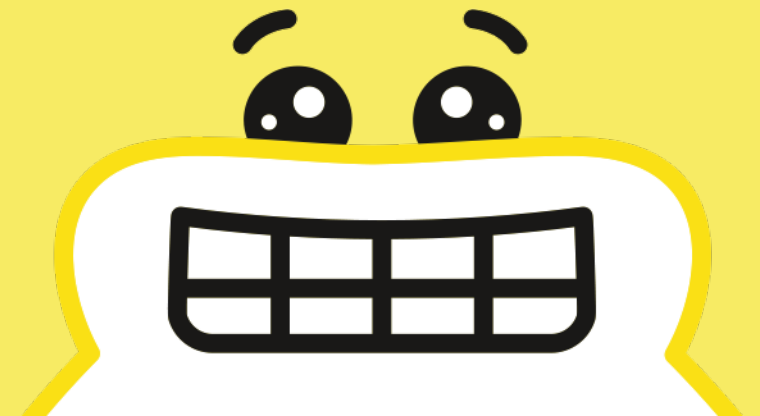
HAMSTA IS

FUN, ASIAN POP CULTURE, KAWAII, BUBBLE TEA, DONUTS, COTTON CANDY, CARNIVAL,
CIRCUS, QUIRKY, RAINBOWS, LOVE, SMILES, CANDY SHOPS, CUTENESS, ICE CREAM,
PASTELS, DESIGN, SELF EXPRESSION, INDIVIDUALITY, RELATABLE, SUSHI, BIRTHDAY CAKES,
PARTY, FRIENDSHIP, POP MUSIC, COCKTAIL BARS, SASSY, CHEEKY,
& ALL THINGS HAPPY



HAMSTA IS #RELATABLE CHAOS IN A COOL-CUTE WORLD

HAMSTA IS NOT JUST CUTE, IT'S REAL AND RELATABLE. THROUGH HUMOR, SING-ALONGS, AND SHORT-FORM CONTENT, HAMSTA CAPTURES EVERYDAY MOODS AND MOMENTS THAT FEEL FAMILIAR TO GEN Z. IT'S KAWAII WITH A WINK, MADE TO BE SHARED ACROSS TIKTOK, INSTAGRAM, YOUTUBE, AND GIF CULTURE.



HAMSTA IS ASIAN POP CULTURE

TARGET AUDIENCE (COMMUNICATION FOCUS): GEN Z (13–25) AND CULTURALLY ENGAGED YOUNG ADULTS WHO ARE ACTIVE IN POP CULTURE, FANDOM COMMUNITIES, AND AESTHETIC-DRIVEN ONLINE CULTURE.

CONSUMER AUDIENCE (PRODUCT USERS): PRIMARY CONSUMERS ARE GEN Z AND YOUNG ADULTS WHO ENGAGE WITH HAMSTA AS A LIFESTYLE AND COLLECTIBLE BRAND. PRODUCTS ARE DESIGNED FOR SELF-EXPRESSION, FANDOM, AND IDENTITY-BUILDING.

STRATEGIC POSITIONING STATEMENT: HAMSTA IS A GEN Z ASIAN POP CULTURE BRAND THAT BRIDGES PLAYFUL CHARACTER DESIGN WITH COOL-CUTE AESTHETICS, CREATING A WORLD BUILT FOR FANDOM, IDENTITY, AND SELF-EXPRESSION.



HAMSTA LICENSING & RETAIL STRATEGY - 2027 FOCUS

OUR PRIMARY FOCUS FOR THE UPCOMING YEAR, BEGINNING THIS FALL AND MOVING INTO 2027 IS TO ESTABLISH DIRECT-TO-RETAIL (DTR) PARTNERSHIPS WITH MAJOR RETAILERS ACROSS ASIA, THE USA AND EUROPE. THESE INITIATIVES WILL CENTER AROUND KEY COMMERCIAL MOMENTS SUCH AS BACK-TO-SCHOOL, HOLIDAY/CHRISTMAS, AND SUMMER PROGRAMS.

WE ARE SPECIFICALLY TARGETING POP CULTURE-DRIVEN AND TREND-SENSITIVE RETAIL CHAINS, INCLUDING: PRIMARK, FOREVER 21, TESCO, SAINSBURY'S, HOT TOPIC, AND FIVE BELOW.

THE GOAL IS TO ALIGN HAMSTA WORLD WITH HIGH-TRAFFIC, YOUTH-ORIENTED RETAIL DESTINATIONS THAT RESONATE WITH OUR AUDIENCE AND AMPLIFY BRAND VISIBILITY.



HAMSTA - AUDIENCE SEGMENTATION



SEGMENT	AGE	ROLE	INDUSTRY TERMS
GEN Z	13-25 Y/O	CORE USERS	PRIMARY USERS / CORE CONSUMERS
TEENS	13-18 Y/O	USERS & CREATORS	TRENDSETTERS / BRAND ADVOCATES
YOUNG ADULTS	18-30 Y/O	BUYERS, COLLECTORS	CULTURE CONSUMERS / LIFESTYLE BUYERS
KIDS	3-12 Y/O	REGIONAL & LICENSING EXPANSION	CHILDREN'S CHARACTER IP

HAMSTA - Q3 2026 CONTENT PLAN



Q3

WEEKLY #RELATABLE
SHORT & GIF
(CROSS PLATFORM)

SUMMER:
HAMSTA X JONGHE KING
IN-STORE CAMPAIGN
ACROSS CHINA

SEPTEMBER:
HAMSTA X SENSODYNE
ANIMATED CONTENT
& RETAIL CAMPAIGN
ACROSS CHINA

Q4

WEEKLY #RELATABLE
SHORT & GIF
(CROSS PLATFORM)

HAMSTA X SENSODYNE
ANIMATED CONTENT
& RETAIL CAMPAIGN
ACROSS CHINA



**HAM
STA**
ハムスター



タピオカティー
**BOBA
BABE**

FROM HARAJUKU WITH LOVE
#HAMSTA #KAWAIIFUN #JPN





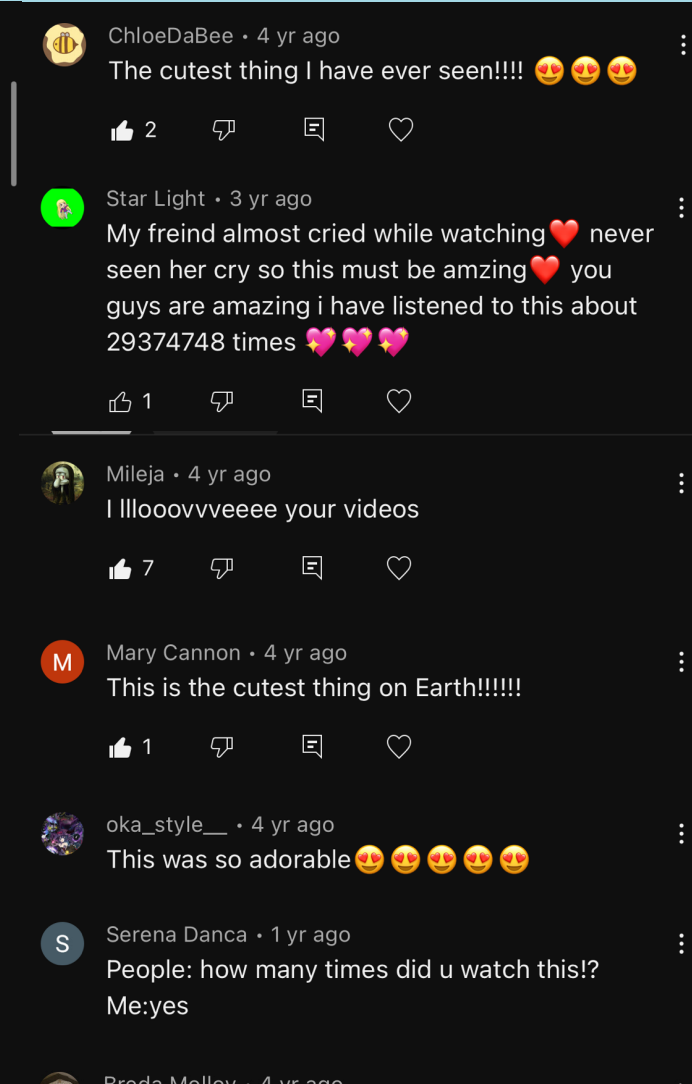
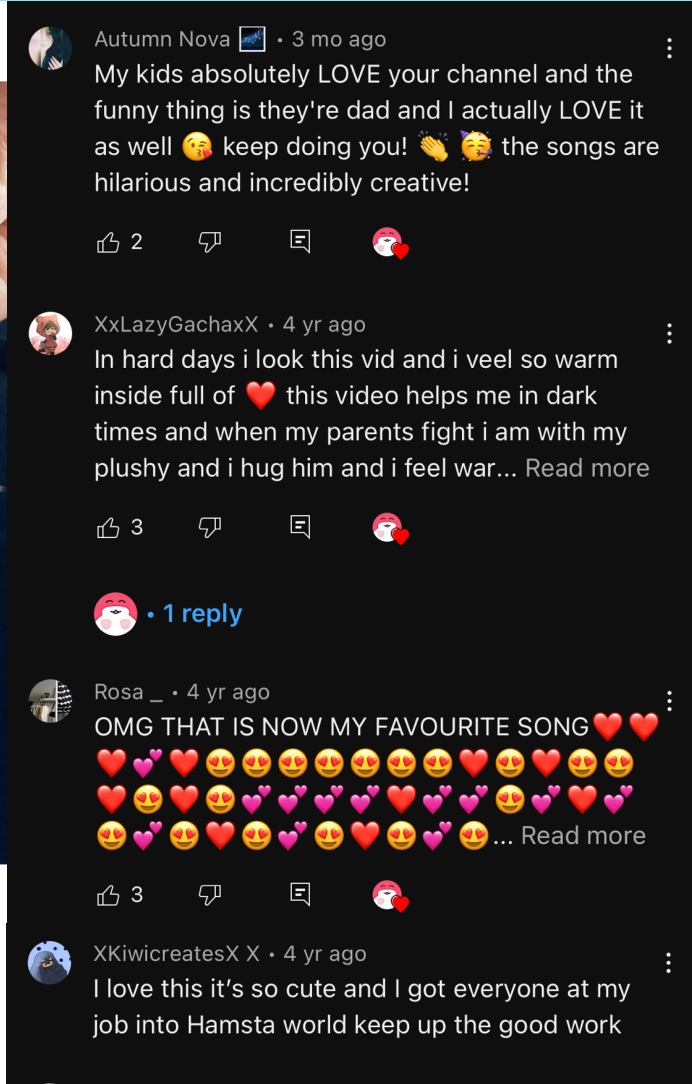






SPECIAL EDITION: **UNI COCO**

HAMSTA FANS ALL OVER THE WORLD



HAMSTA x SENSODYNE PARTNERSHIP IN GREATER CHINA '25 & '26



舒适达



世界卫生组织推荐⁴
有效防蛀含氟量

舒适达儿童牙膏

24小时抗糖酸防蛀标准高

· 高含氟量¹ · 高专业度² · 高安心度³

换牙期特护
专为6-12岁
儿童定制

6-12岁换牙期特护
24小时抗糖酸·防蛀!
蜜桃口味

乳牙期特护
专为2-6岁
儿童定制

4 FLAVORS:
4 HAMSTAS

NATIONWIDE
RETAIL CAMPAIGN,
ADVERTISING,
BRANDING,
MERCHANDISE
& MUSIC VIDEO

¹指实验室条件下, 按照日常使用1天(每天2次, 每次3分钟), 本产品具有24小时抗糖酸的蛀的功效, 数据源自魅力思和/威合作机构研究资料。
²标准高指: 符合儿童牙膏含氟量为1000ppm, 符合“世界卫生组织推荐使用含氟量至少在100ppm的儿童牙膏来有效的防蛀”的标准, 该标准高于含氟量国家标准(0.05%-0.11%)的最低限500ppm。
³指世界卫生组织推荐使用含氟量至少在1000ppm的儿童牙膏来有效的防蛀, 舒适达儿童牙膏含氟量达到1000ppm。
⁴指舒适达5年专业抗敏感牙膏, 有着丰富的牙膏行业研发经验于2022年在中国市场推出首支儿童牙膏。
⁵安心指本产品含氟量在国标规定(0.05%-0.11%)范围之内; 4.指世界卫生组织推荐使用含氟量至少在1000ppm的儿童牙膏来有效的防蛀。

国际口腔专家 共同研发

HAMSTA x YONGHE KING PARTNERSHIP IN GREATER CHINA '26



一起来玩吧
JOIN DA FUN!

永和大王 x HAMSTA
快乐小仓鼠

旅途不停 美味随行

深海鳕鱼排
卤肉套餐

茄汁鸡柳
卤肉套餐

(多款任选)

大王儿童餐

+10得 HAMSTA 毛绒挂件
快乐小仓鼠 (一个)

(共四款)

© HAPPY INK BV

NATIONWIDE
IN-STORE CAMPAIGN,
ADVERTISING
& BRANDING

FREE HAMSTA PLUSH
WITH A KING MENU



*活动期间, 选购永和大王任一儿童套餐, 即可加购得永和大王 x HAMSTA毛绒挂件一个, 同种款式赠完即止, 以门店实物为准。产品及包装以实物为准, 图片仅供参考, 除所推广产品外, 其他物品不在售卖范围内。以上活动具体详情以各门店实际情况而定。永和大王有权在法律范围内进行解释。

HAMSTA x CHINA METRO CARDS, ACROSS 330 CITIES '25



HAMSTA AT NEW YORK COMIC CON '22



HAMSTA X SINTERKLAAS (NL) MOVIE & MUSIC VIDEO CLIP '23



HAMSTA SINTERKLAAS (NL) MOVIE '23 PREMIERE WITH VIJFTAL: WINNER TINA AWARDS 2023



WELCOME TO HAMSTA WORLD
JOIN DA FUN!

FOR LICENSING OPPORTUNITIES PLEASE CONTACT:

BRAD BUSHELL INTERNATIONAL LICENSING DIRECTOR / +1 (917) 837 6257 / BRAD@HAPPYINK.NL



一緒に楽しもう!
JOIN DA FUN!



**HAM
STA**
ハムスター

