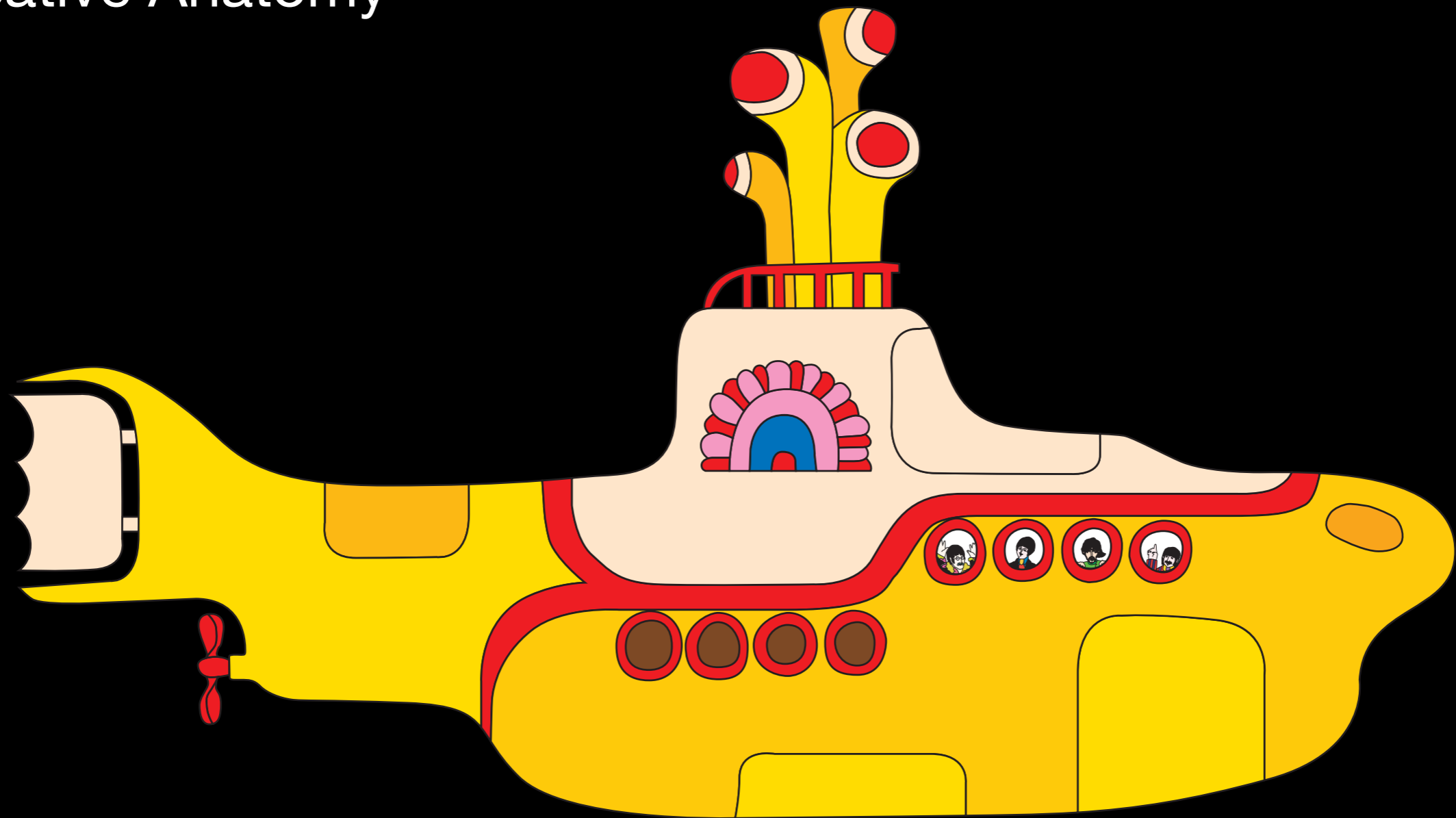


# THE BEATLES, POP ART, LOVE & THE WORLD'S FAVOURITE SUBMARINE

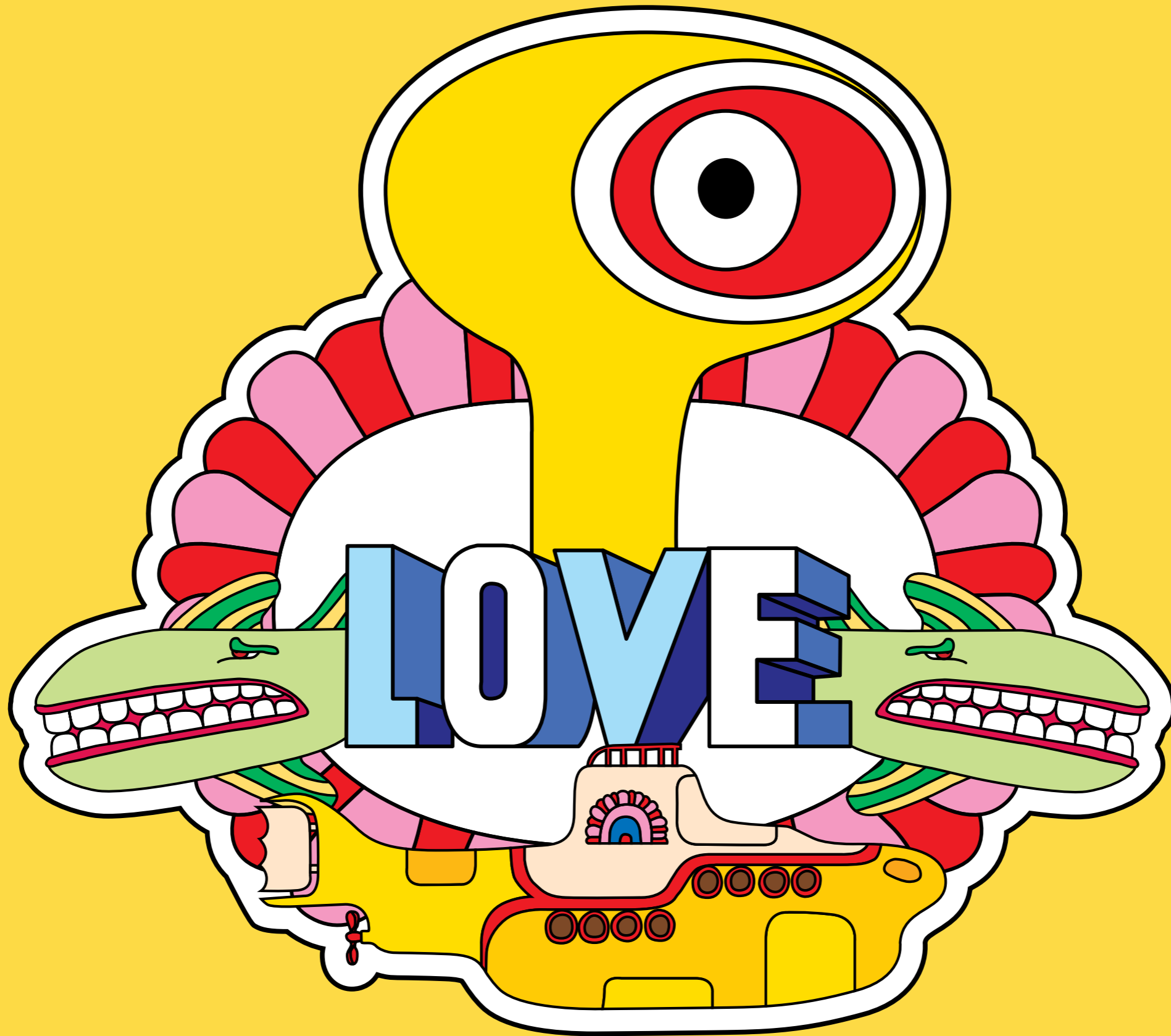
Creative Anatomy



# “Nothing is Real”

Strawberry Fields Forever  
The Beatles, 1967

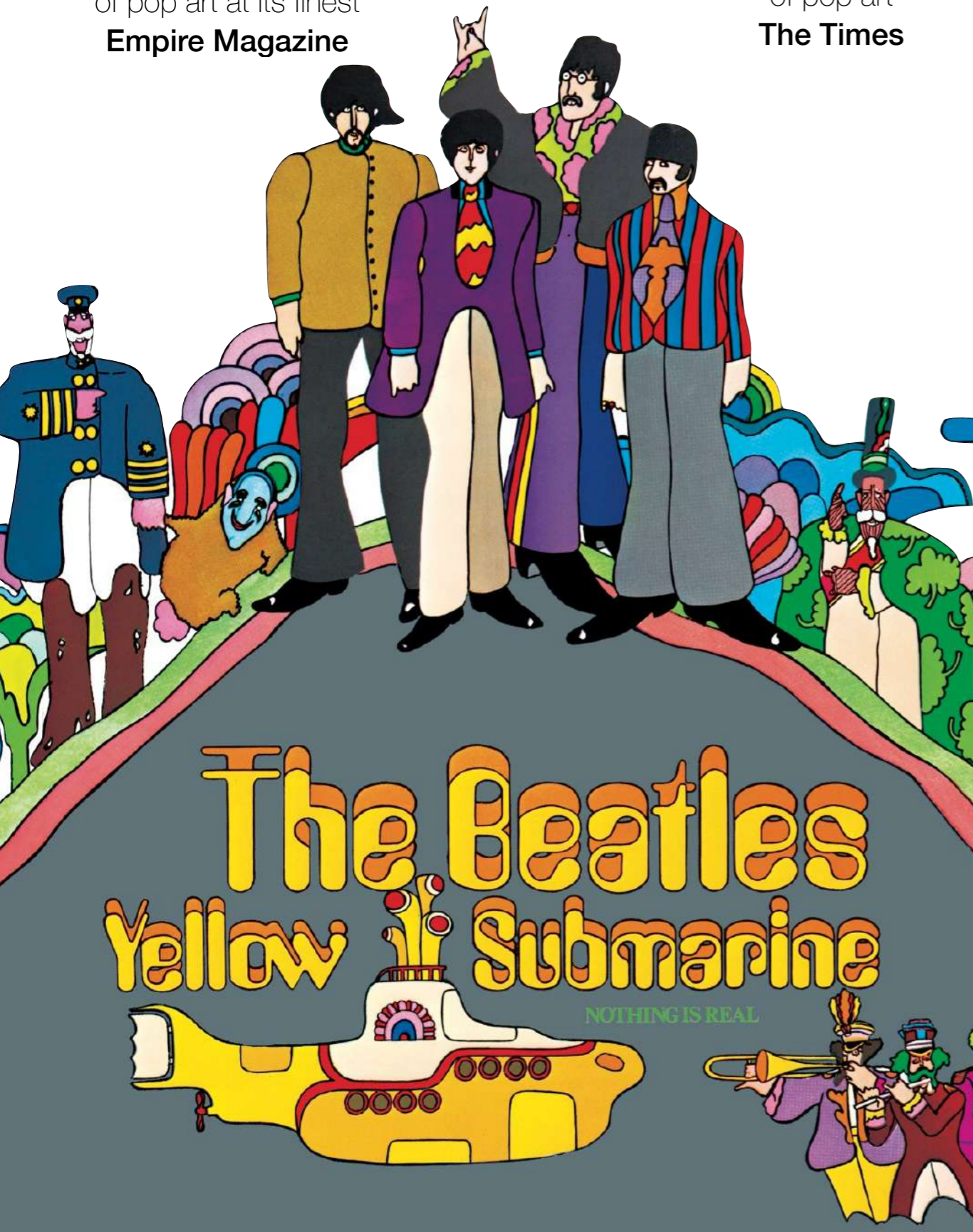




“What a trip!”  
**Total Film**

“A garish, gorgeous example  
of pop art at its finest”  
**Empire Magazine**

“A masterpiece  
of pop art”  
**The Times**



# The Beatles Yellow Submarine

United Kingdom, 1968

**Directed by:**  
George Dunning

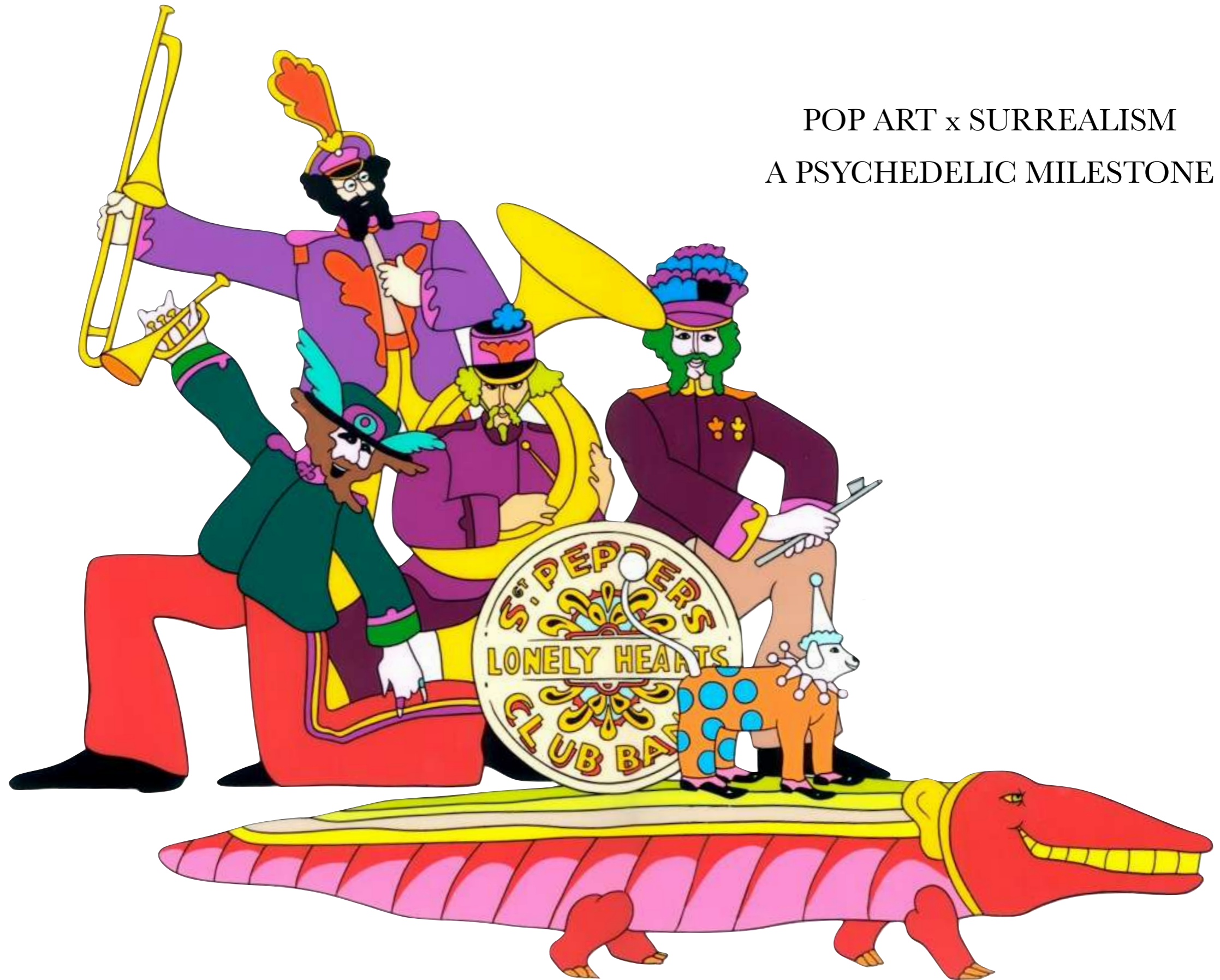
**Art Director:**  
Heinz Edelmann

**Starring:**  
The Beatles

**And:**  
Sgt. Pepper's Lonely Hearts Club Band

Digitally remastered  
Available via Streaming, Blu-ray  
Vinyl, CD, iBook, Graphic novel

POP ART x SURREALISM  
A PSYCHEDELIC MILESTONE





# The Beatles Yellow Submarine

The Beatles in technicolour:  
creative, esoteric, enchanting.

Rare content. Maximalist design.  
Message of positivity.

Rich creative resources  
with few design limitations.

Uncrowded market.  
Prestige licensing partners.

### **For him:**

Rock history + pop art  
Sgt. Peppers content

### **For her:**

Colours, flowers + love

### **For kids:**

Characters, submarines, fun

Yellow Submarine is a valuable ingredient for increasing brand **visibility, affinity** and **value**:

**Resonance** – The Beatles and their iconic submarine are vital components of pop culture. A large, diverse global audience embraces new creativity that builds on The Beatles' legacy.

**Style** – Deep archives of pop art provide fresh and authentic ingredients for a brand's style kitchen. Colourful...maximalist... sensorial...nothing else looks like Yellow Submarine.

**Visibility** – The Beatles' global appeal and premium positioning make dedicated merchandising and promotion worthwhile. Brands can leverage media appetite for Beatles content.

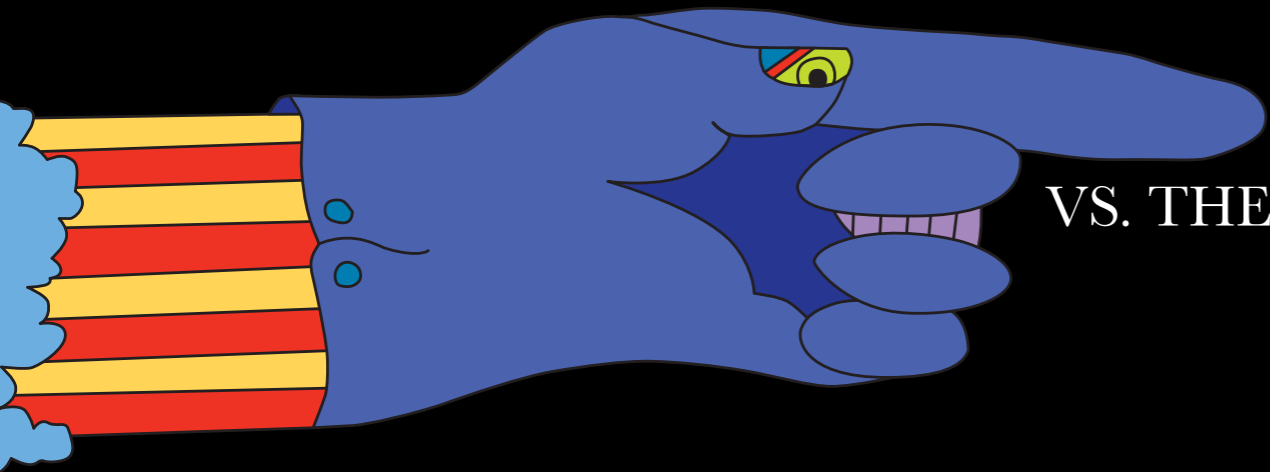
**Positioning** – The Beatles are top-shelf and world-class. Yellow Submarine symbolises love and positivity, and provides an original, authentic response to maximalist trends.

THE FORCES OF GOOD!



The one & only  
Mr. Billy Shears!





VS. THE FORCES OF EVIL!



MUSIC VS. MEANIES





**POP ART**

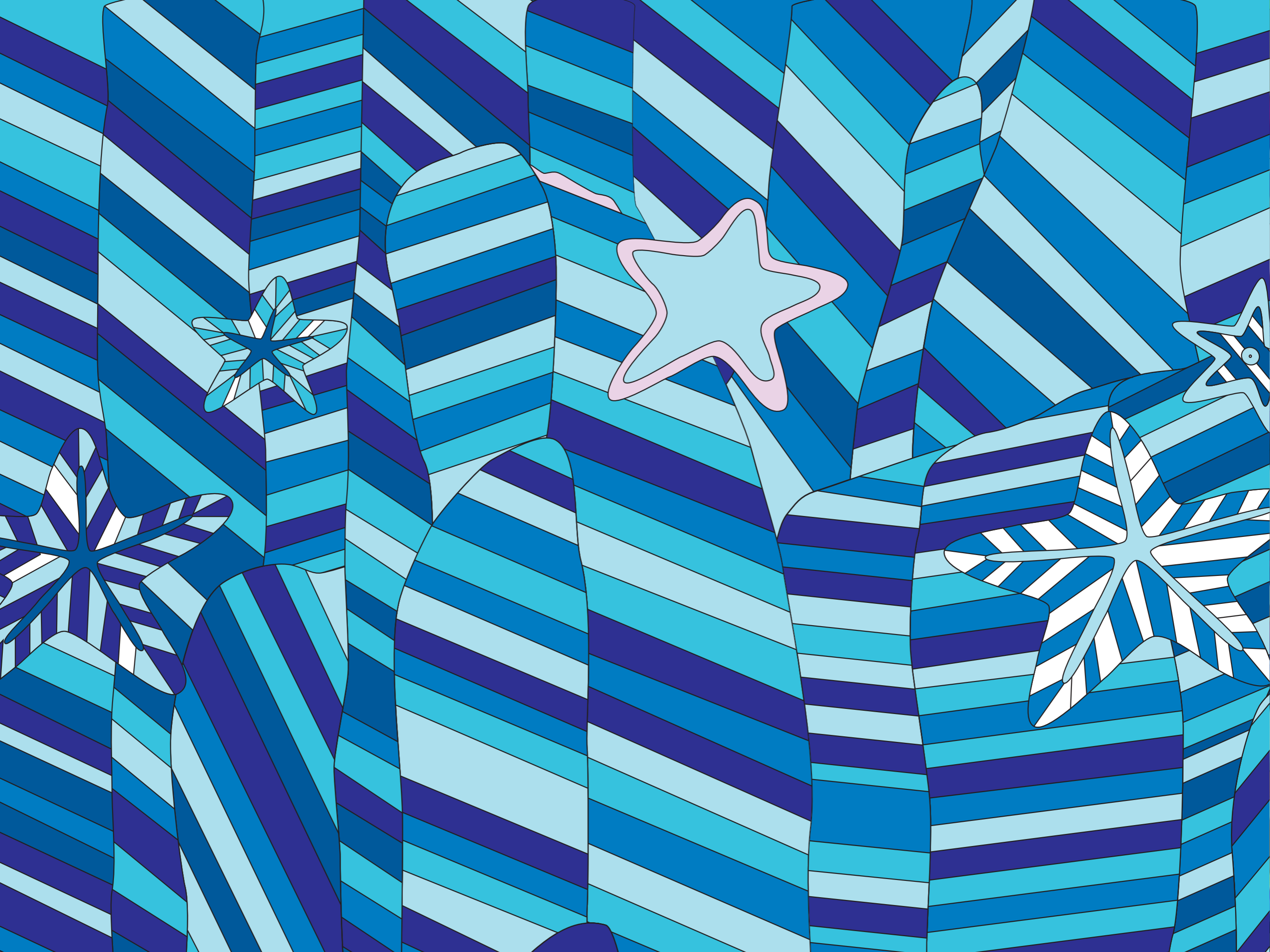


THE  
BEATLES

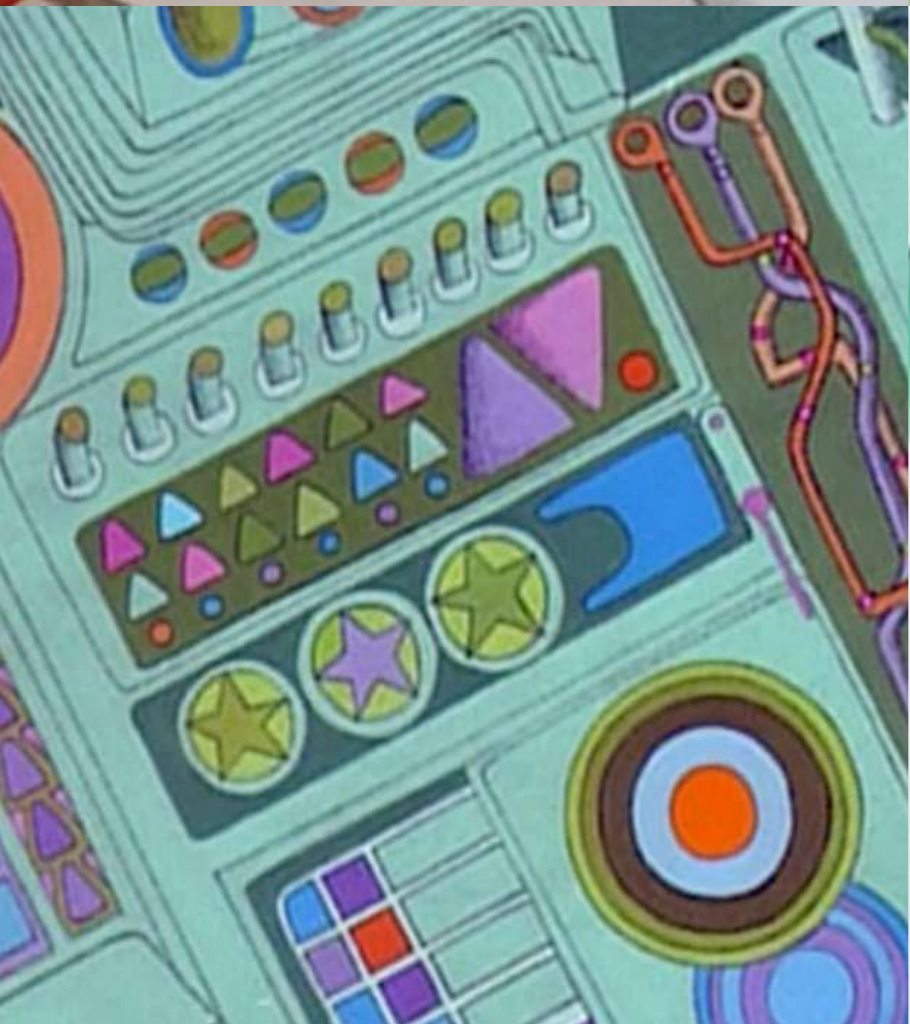


# POP ART PATTERNS



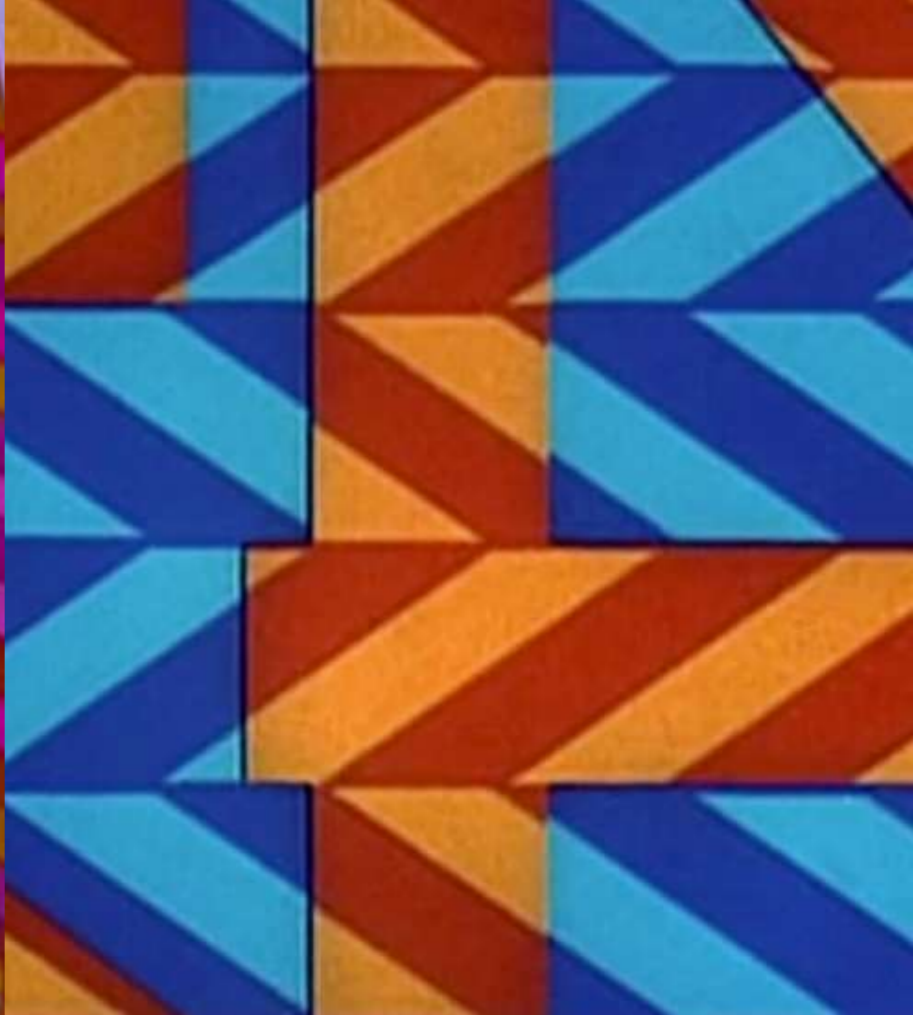










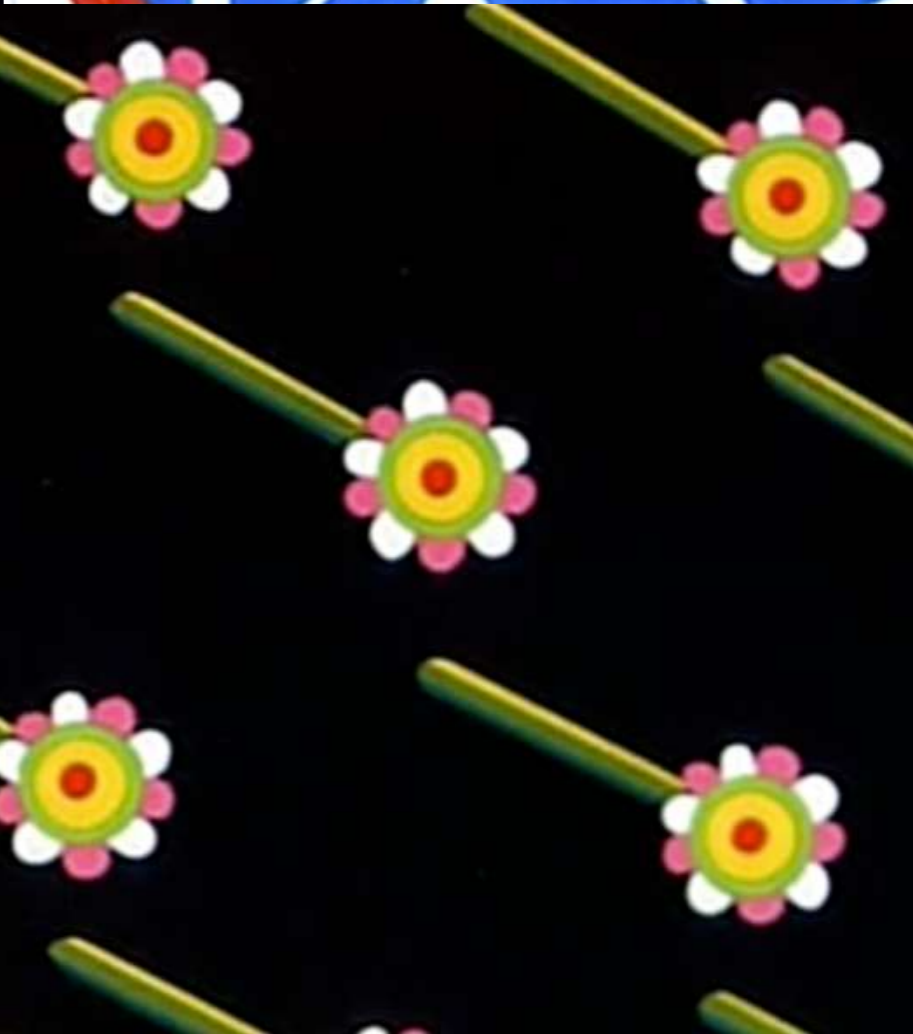
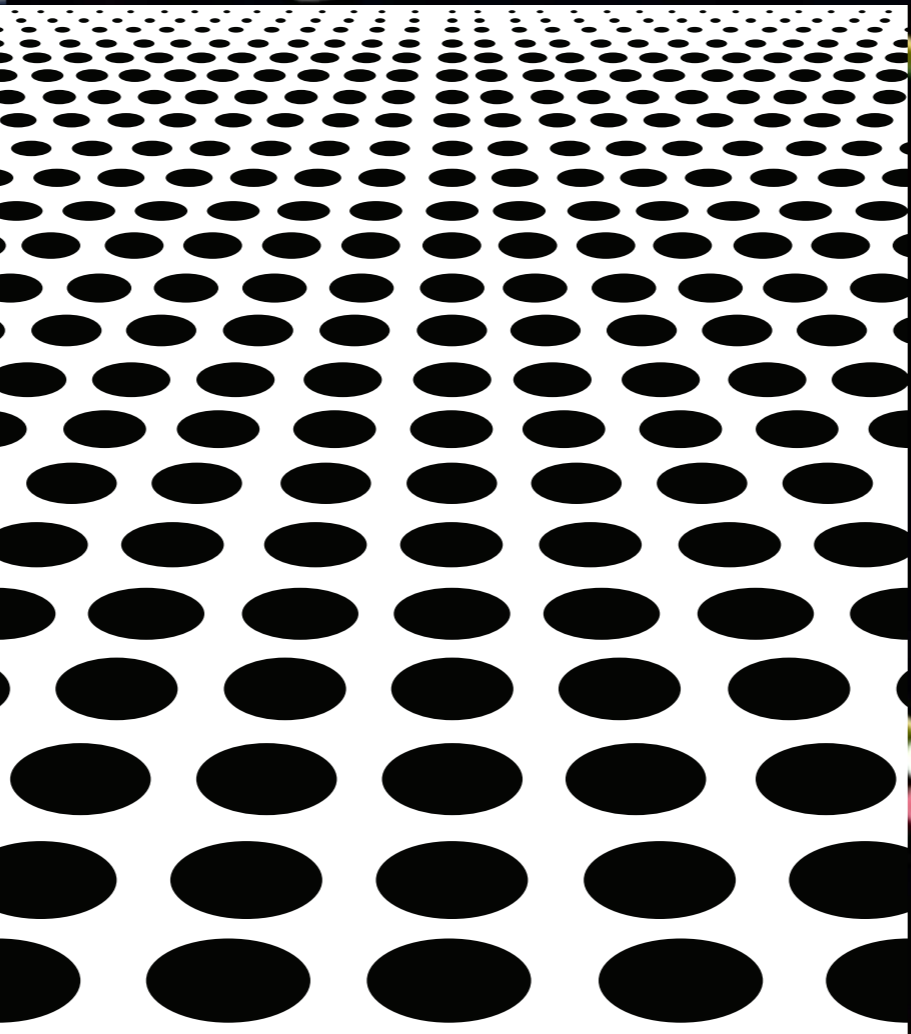
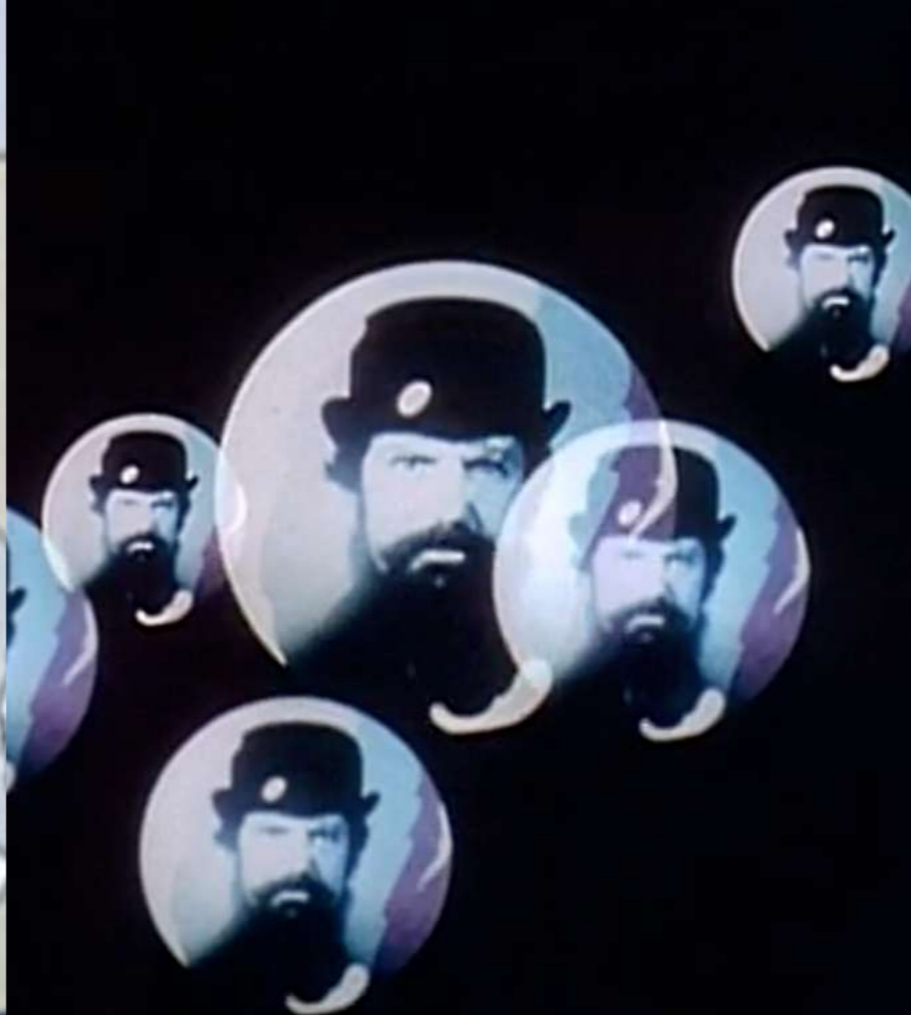
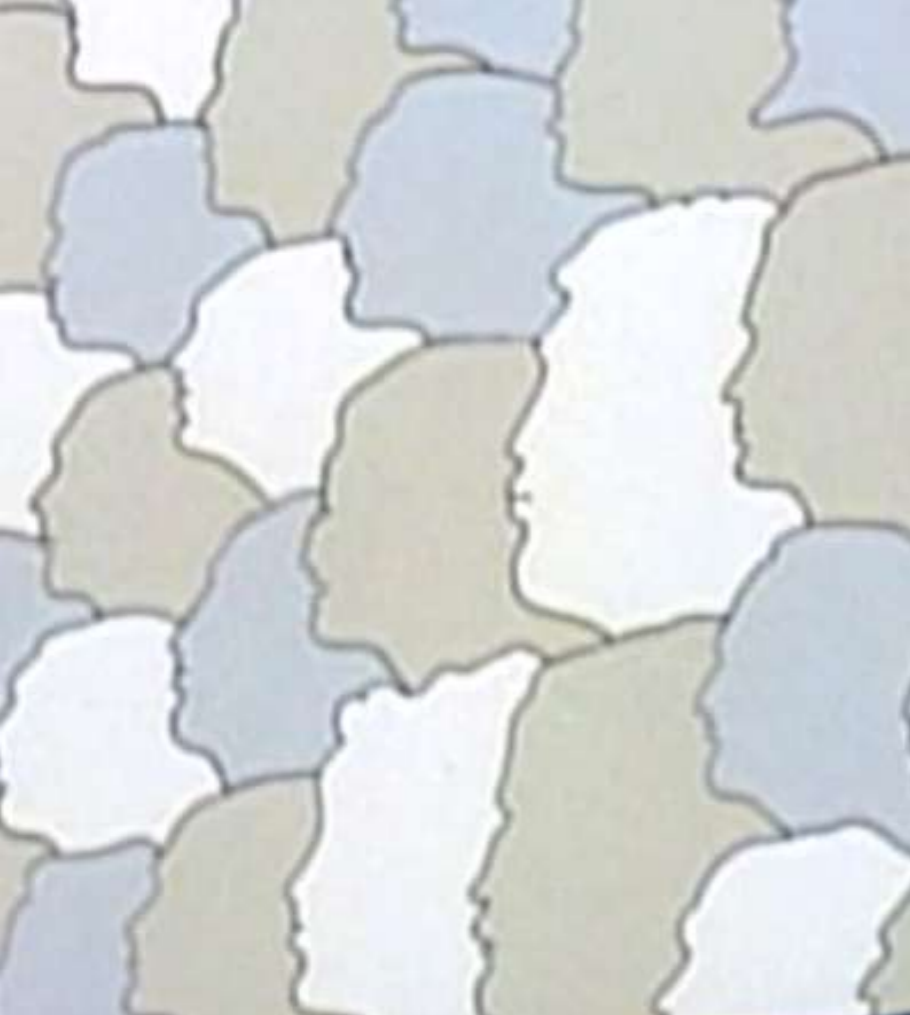




NEVER

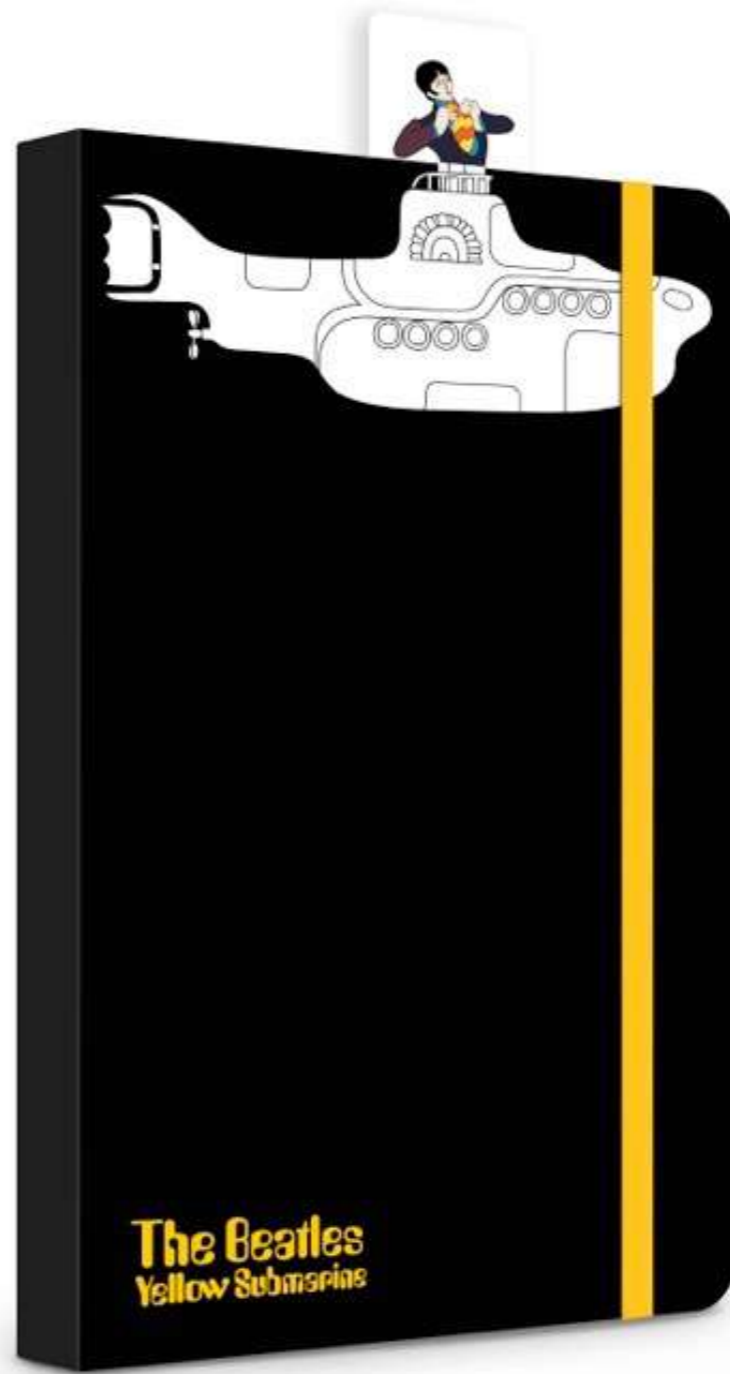
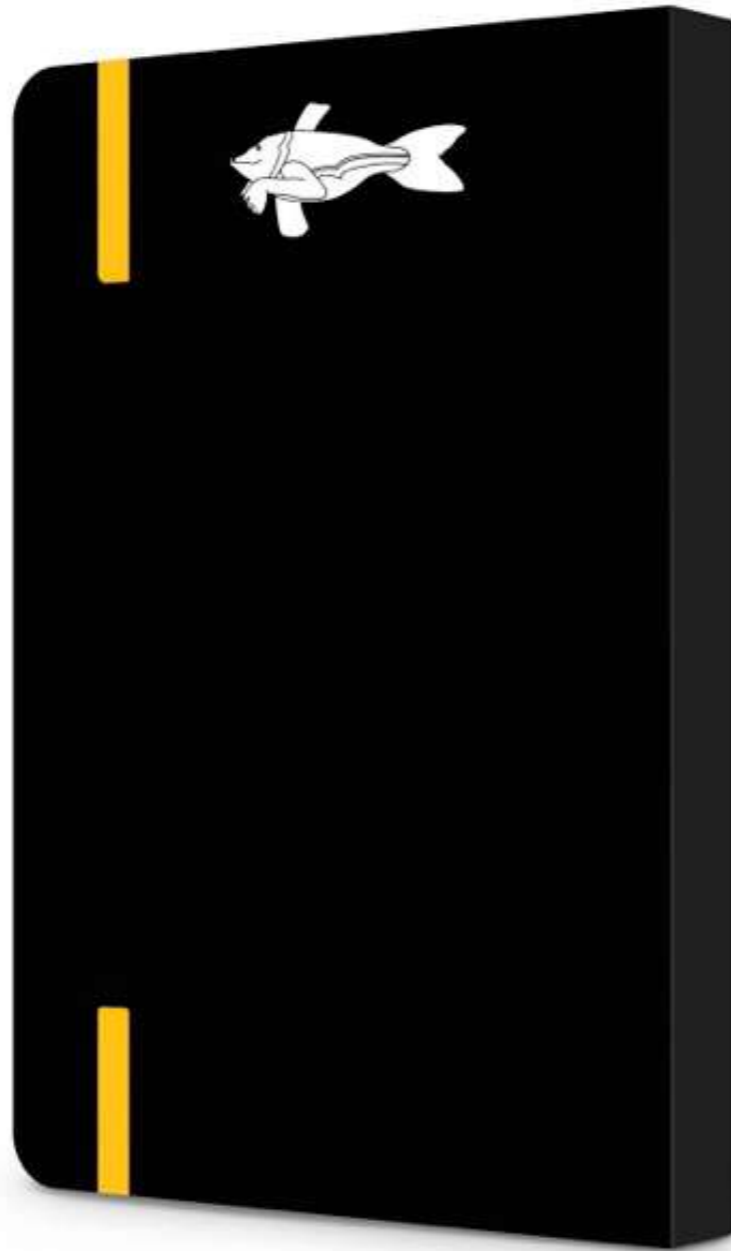
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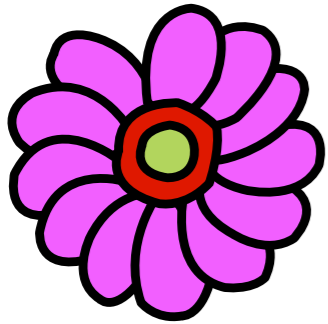
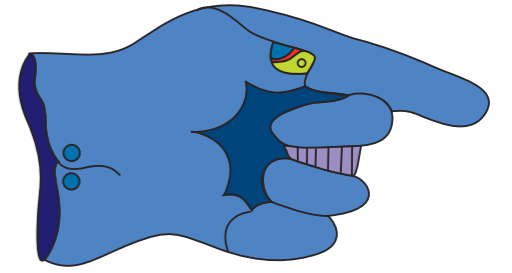
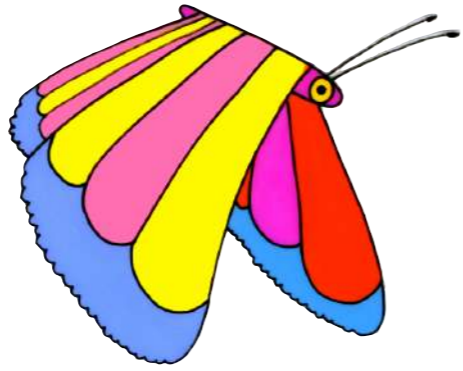
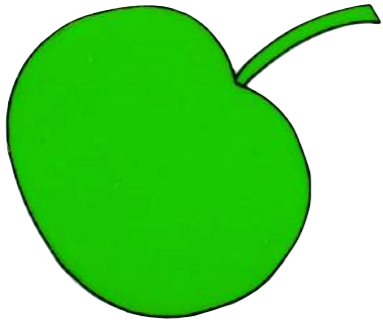
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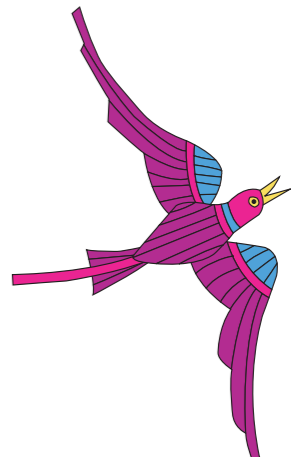
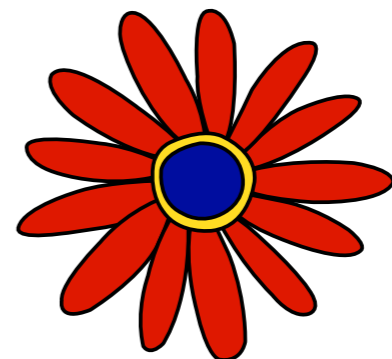
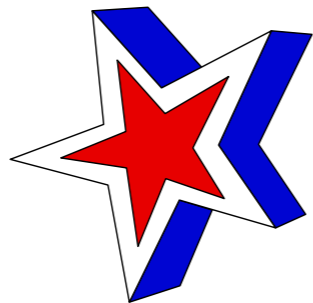
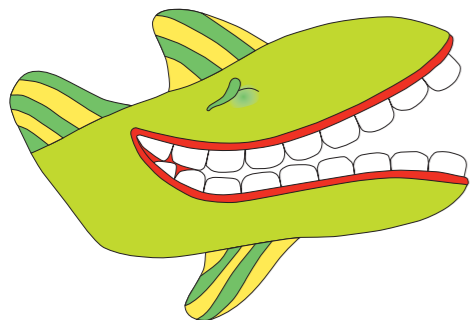
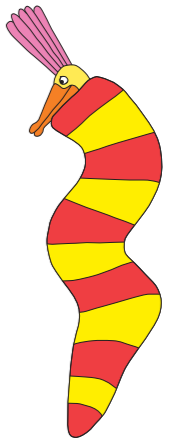
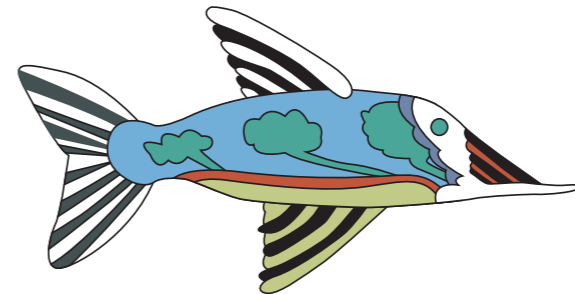
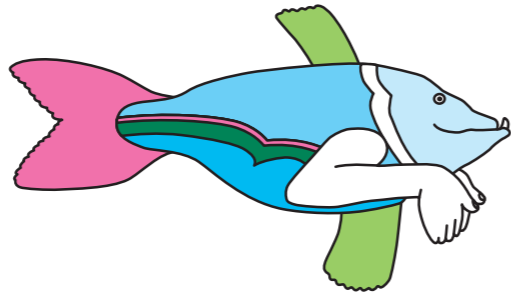
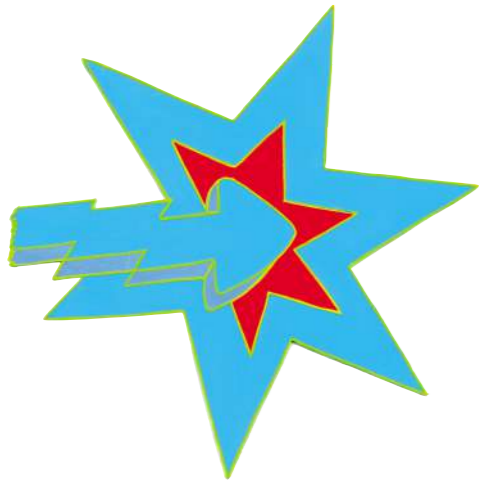
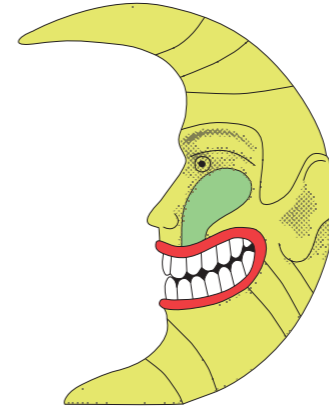


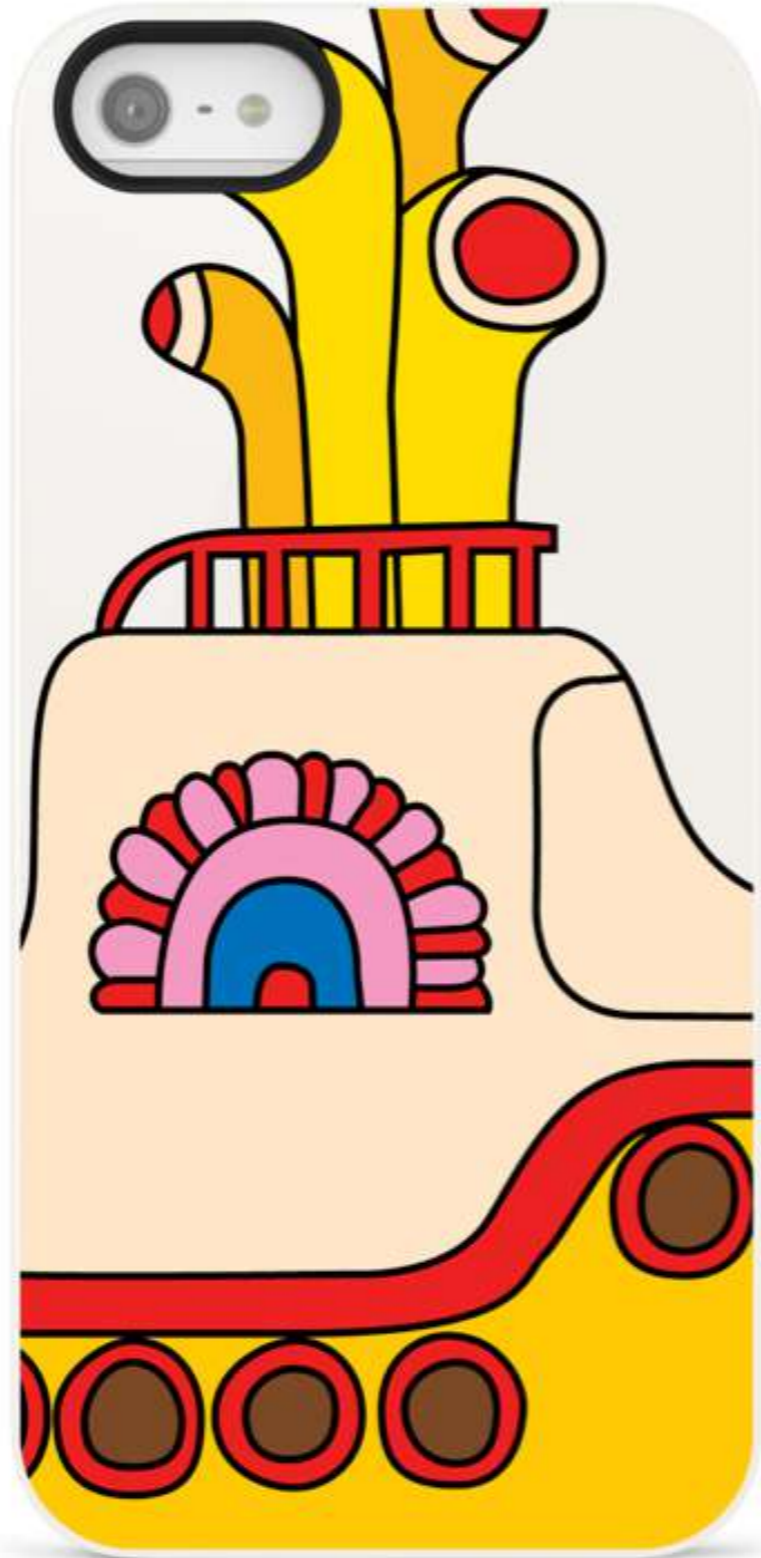
**FUN & DETAILS**

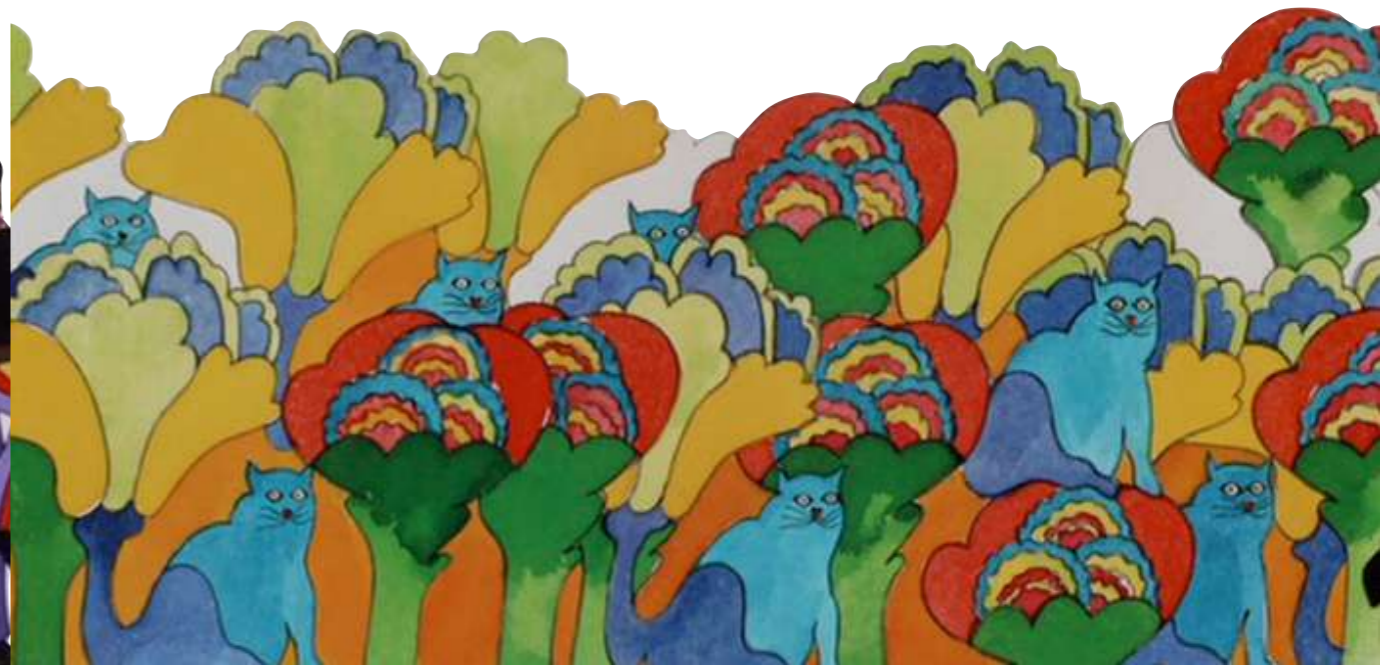
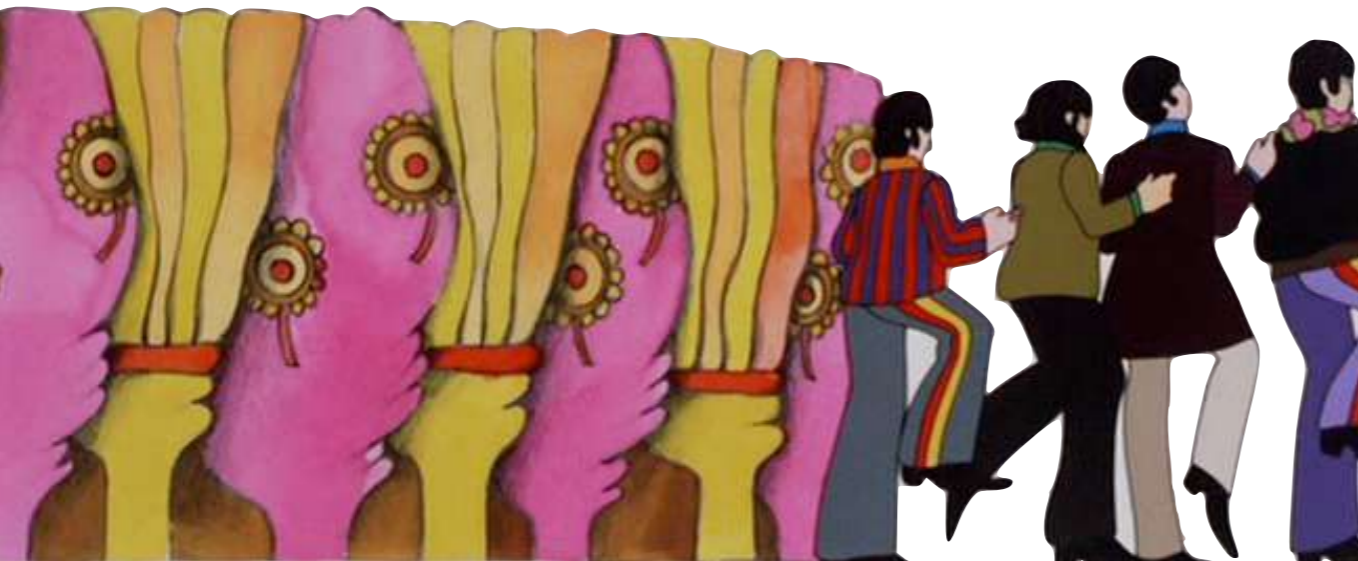
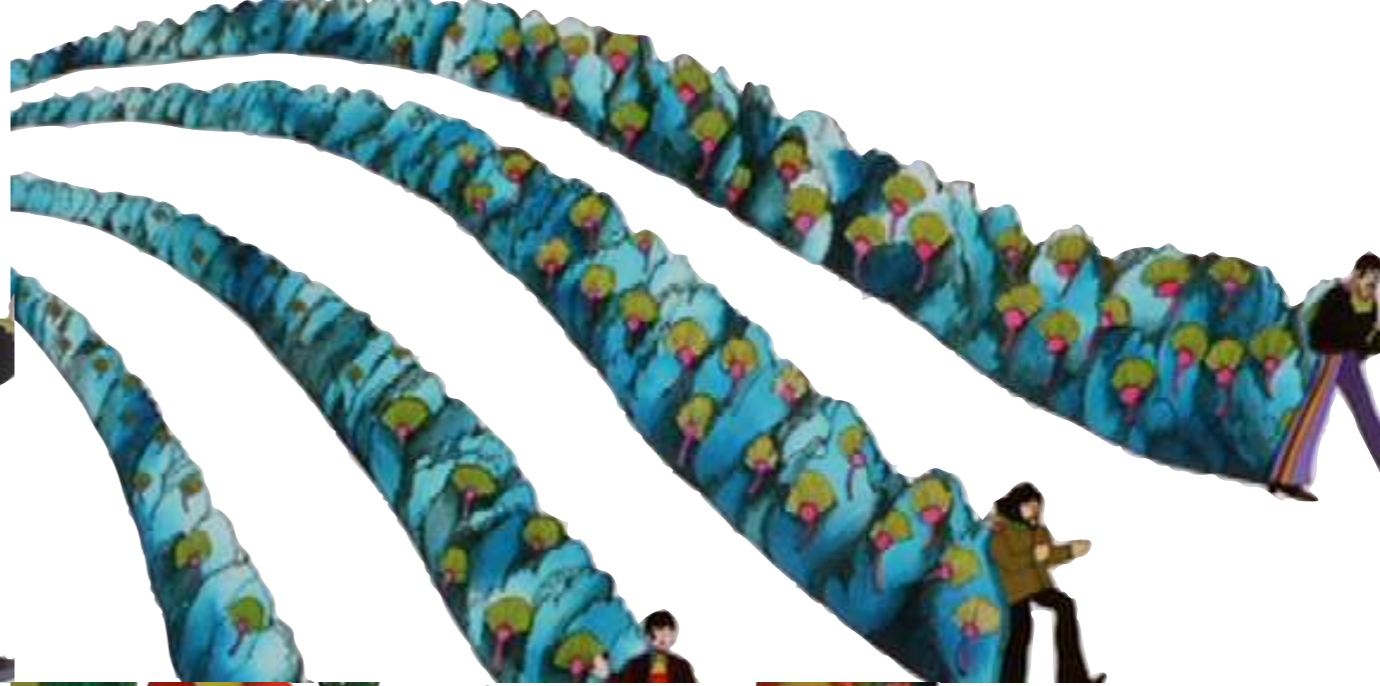




LOVE











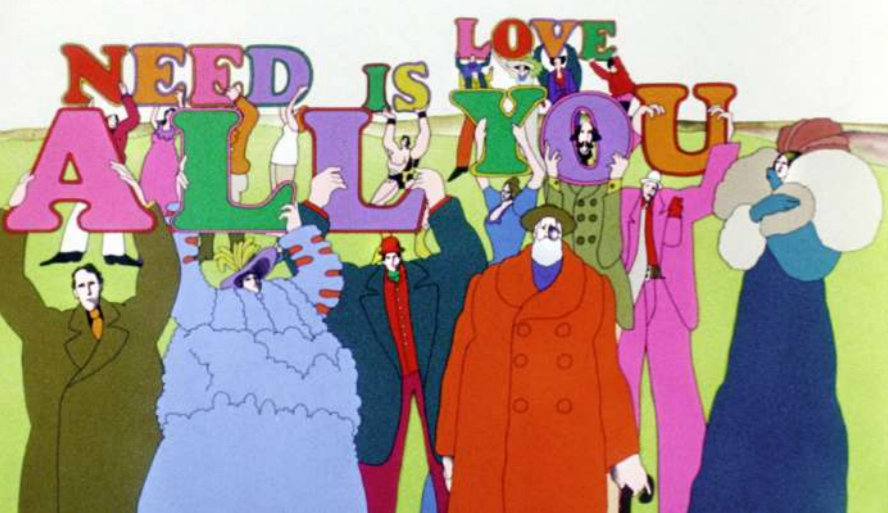
# WORDS & NUMBERS







All together now



Todos Juntos Ahora  
現在大家一齊唱  
大家在一起  
עִבְדוּ פְּלֶם יַחַד  
ΤΩΡΑ ΟΛΟΙ ΜΑΖΙ







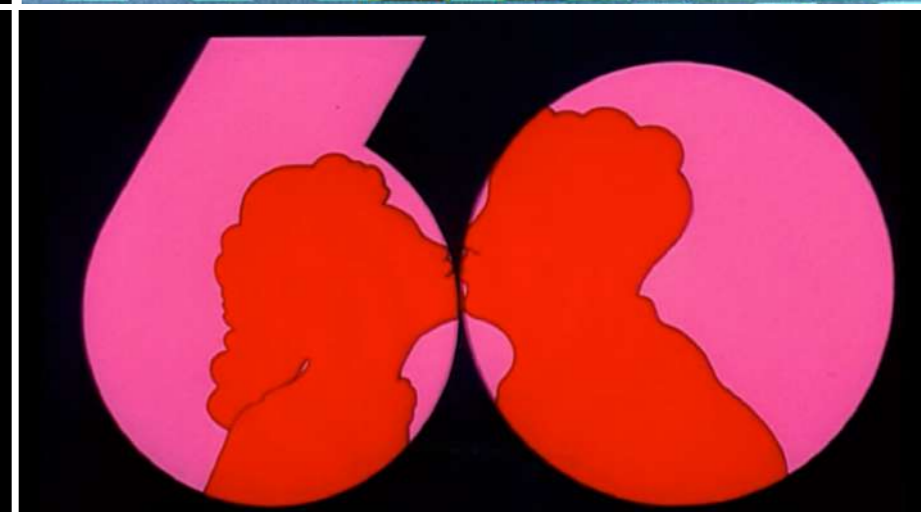
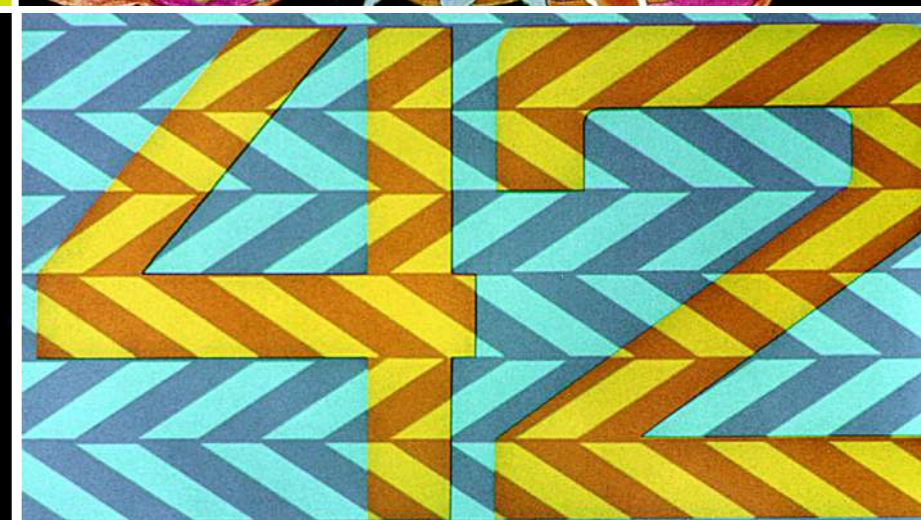
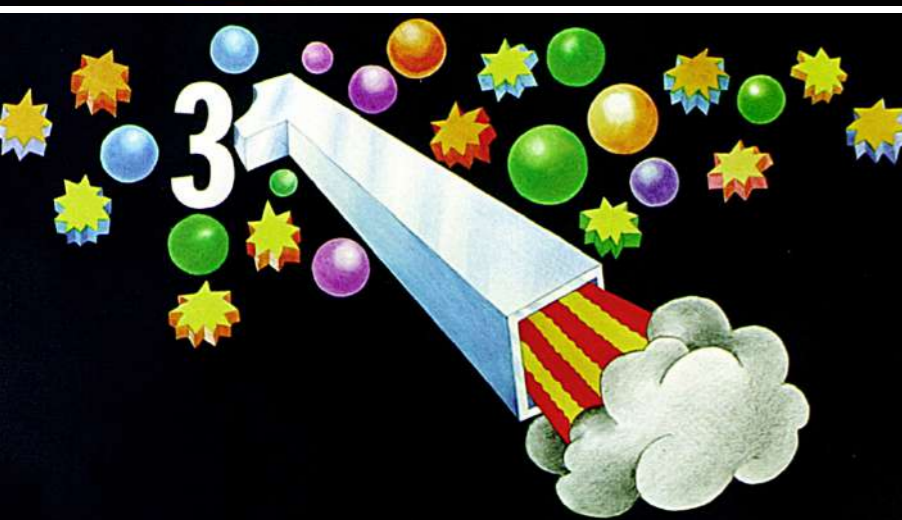
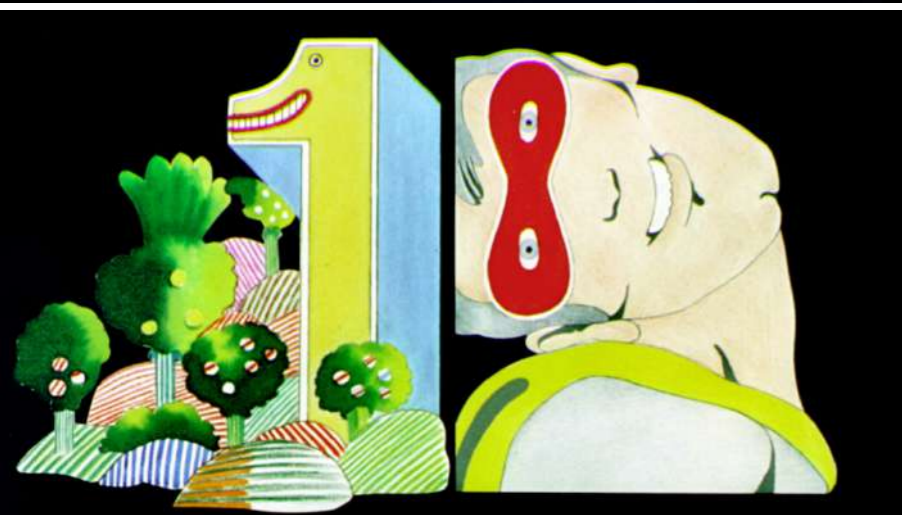




sixty-four years is  
33,661,440 minutes  
and **one minute** is a  
long time . . . . .



sixty-four years is  
 33,661,440 minutes  
 and **one minute** is a  
 long time . . . . .





1998

Diamond Supply Co.

Diamond

The background is a repeating pattern of a woman with blonde hair, wearing a red dress with yellow polka dots and pink high-heeled shoes. She is floating in a light blue sky with white, fluffy clouds and several orange and yellow stars. The woman is shown in profile, reaching out with her right hand towards a star. The pattern repeats across the entire image.

# LUCY IN THE SKY



**TANGERINE TREES AND MARMALADE SKIES.**

**THE GIRL WITH KALEIDOSCOPE EYES...**





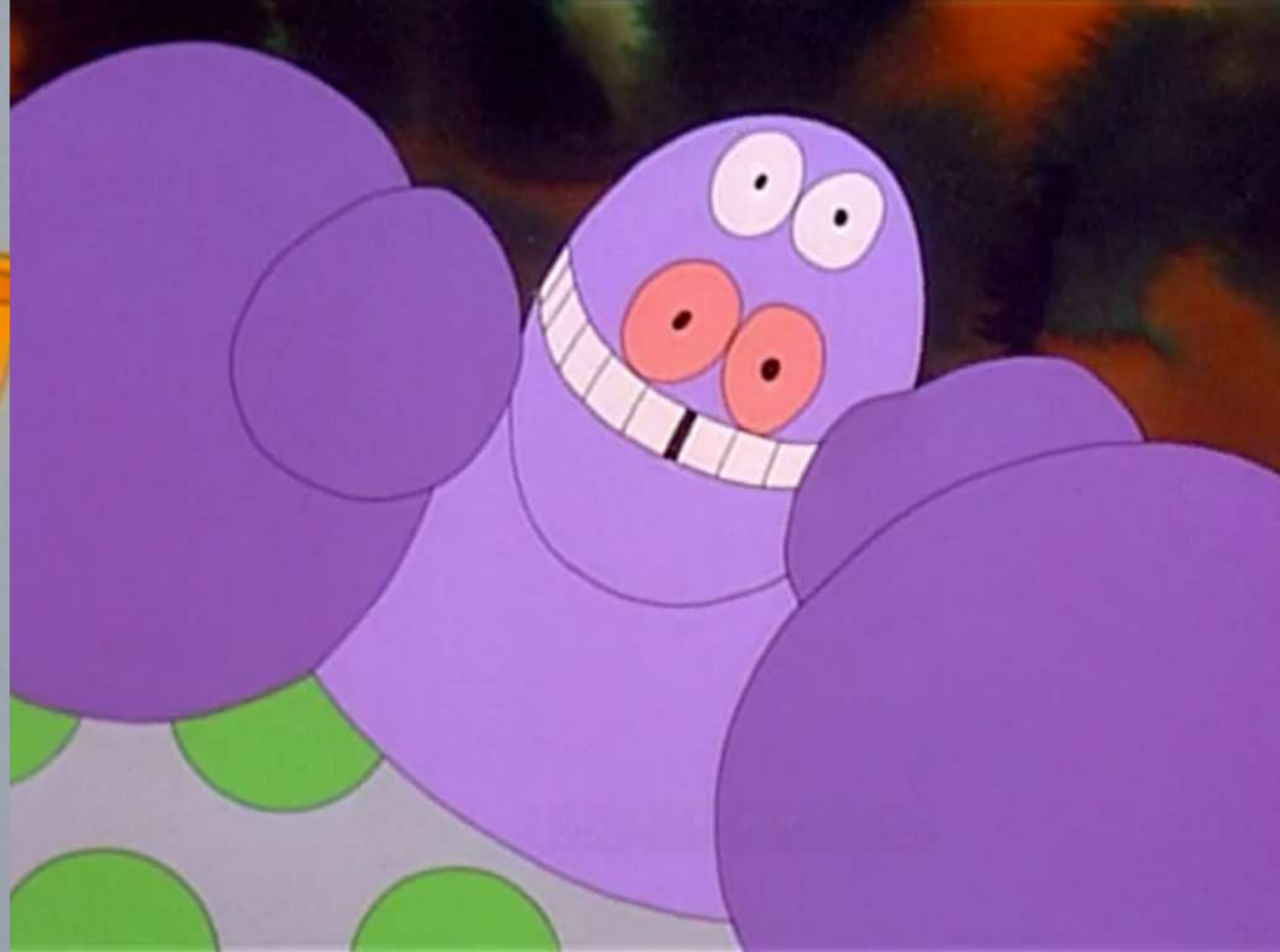
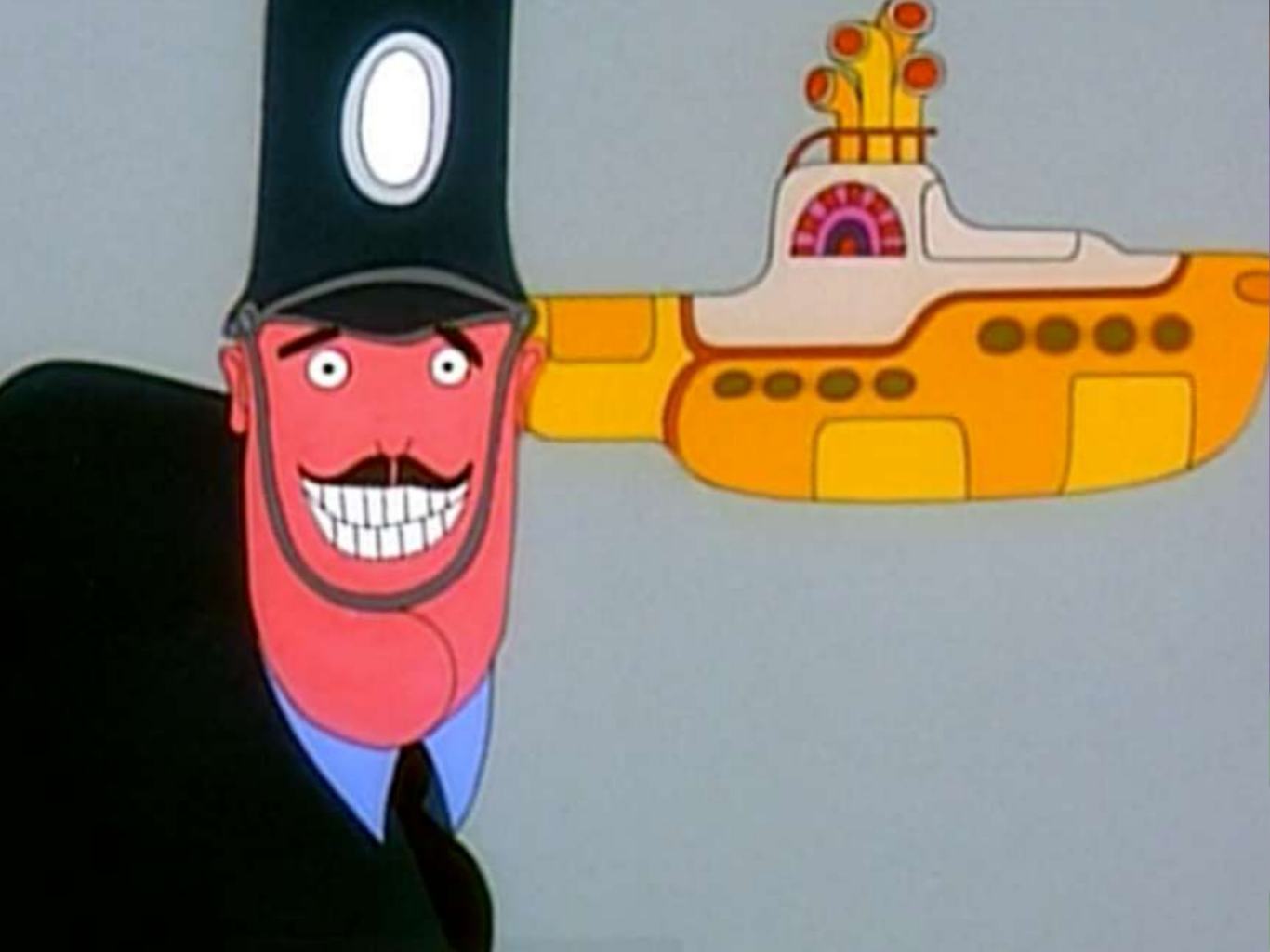


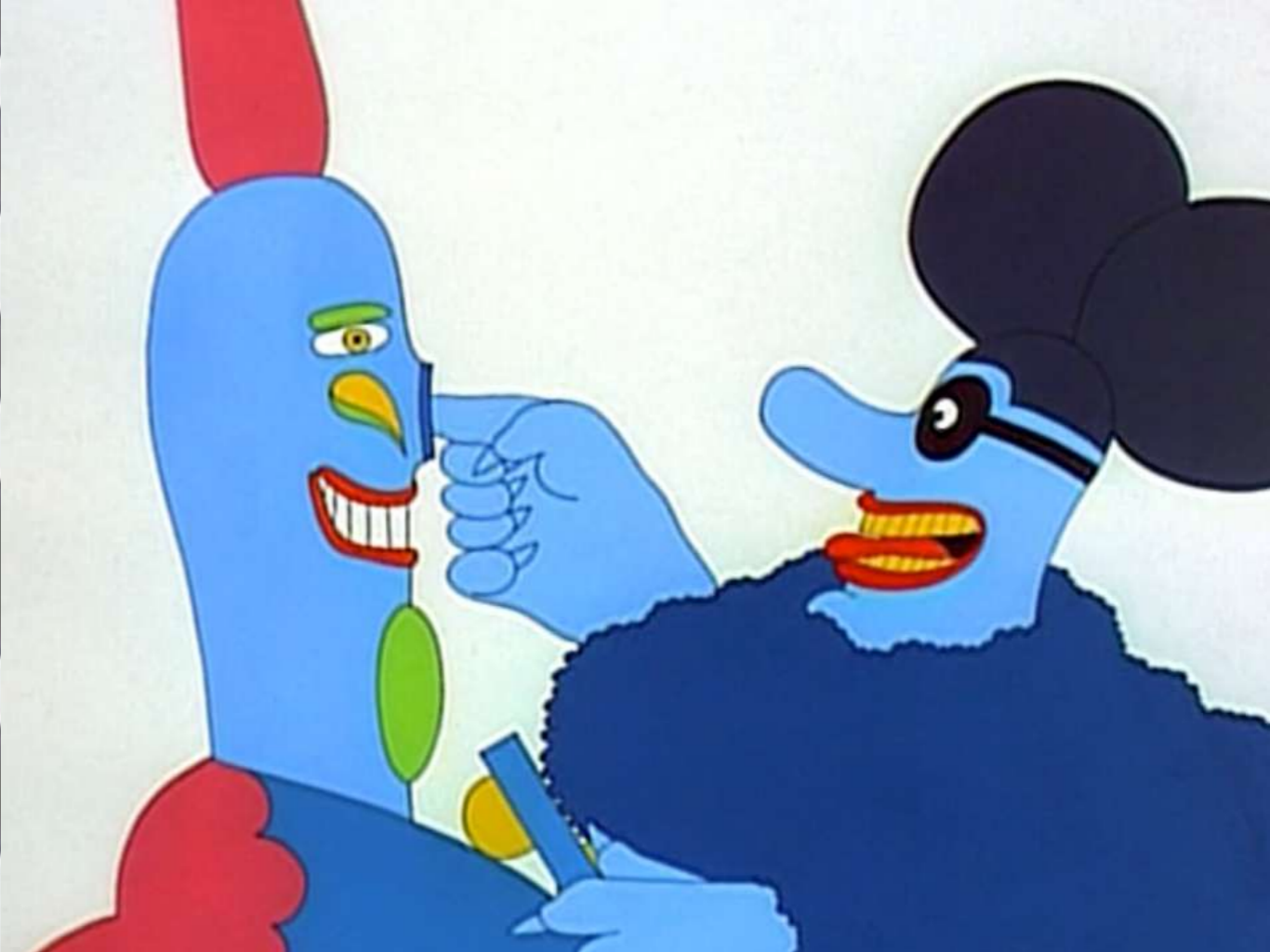
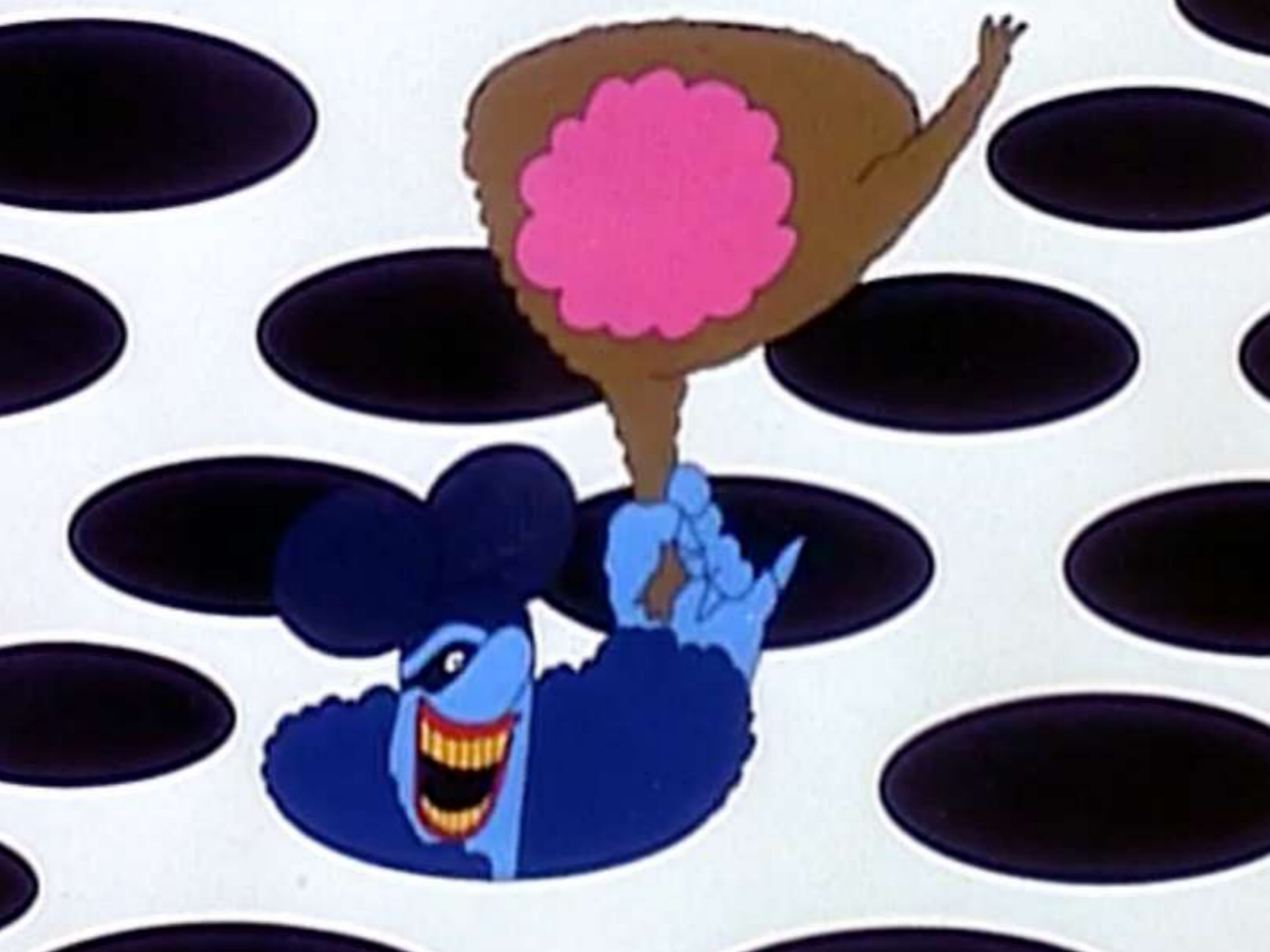
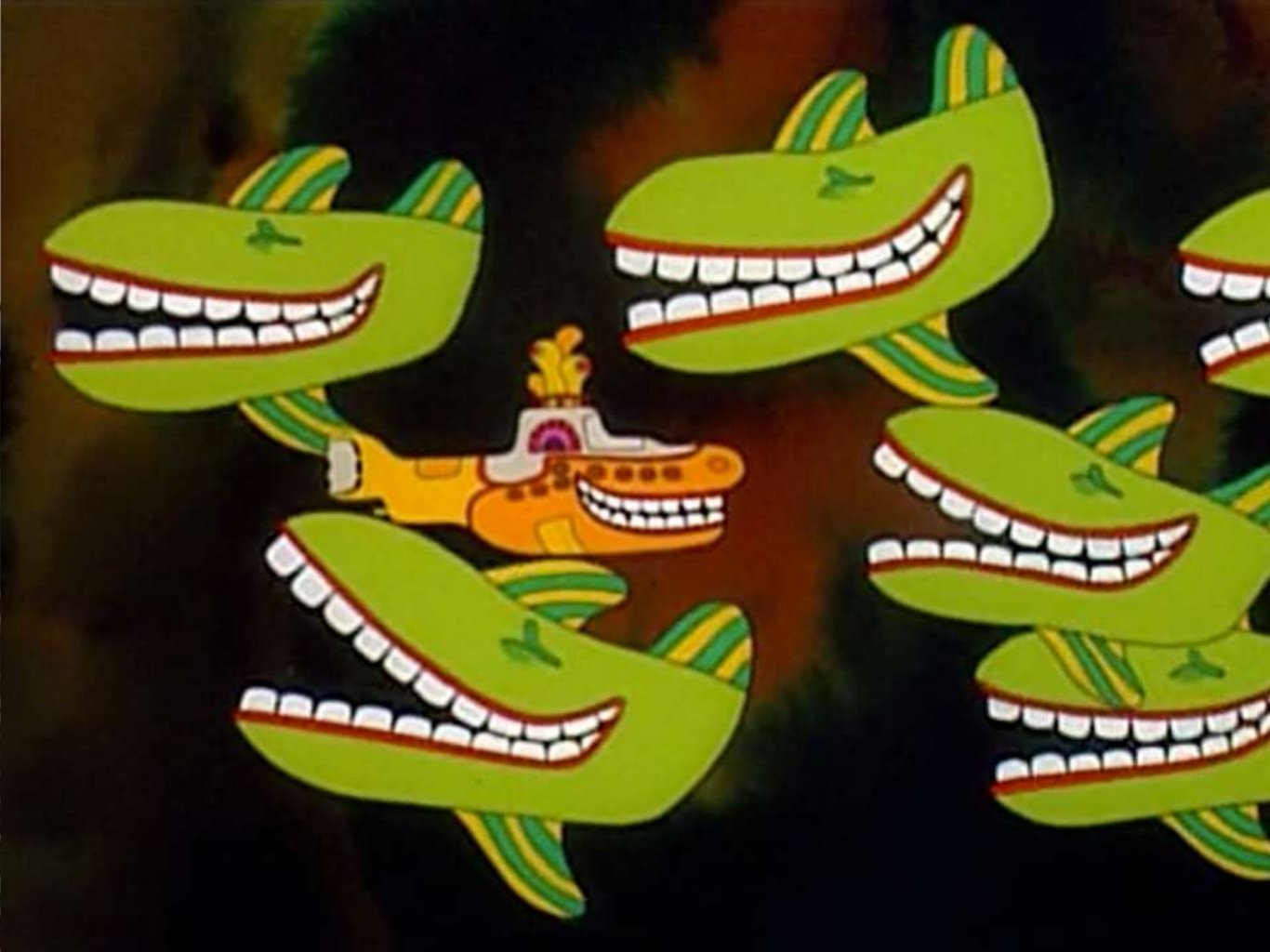


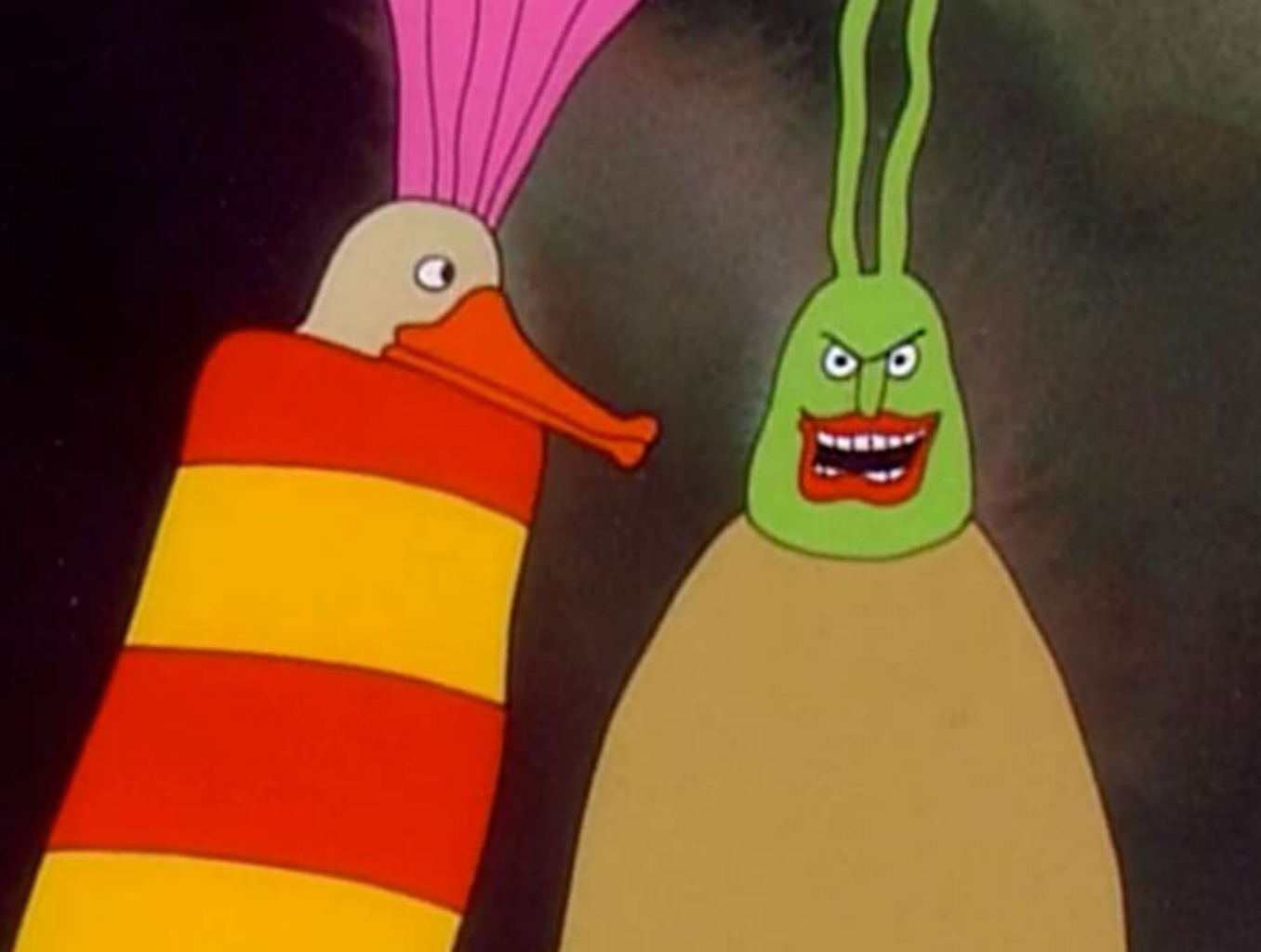


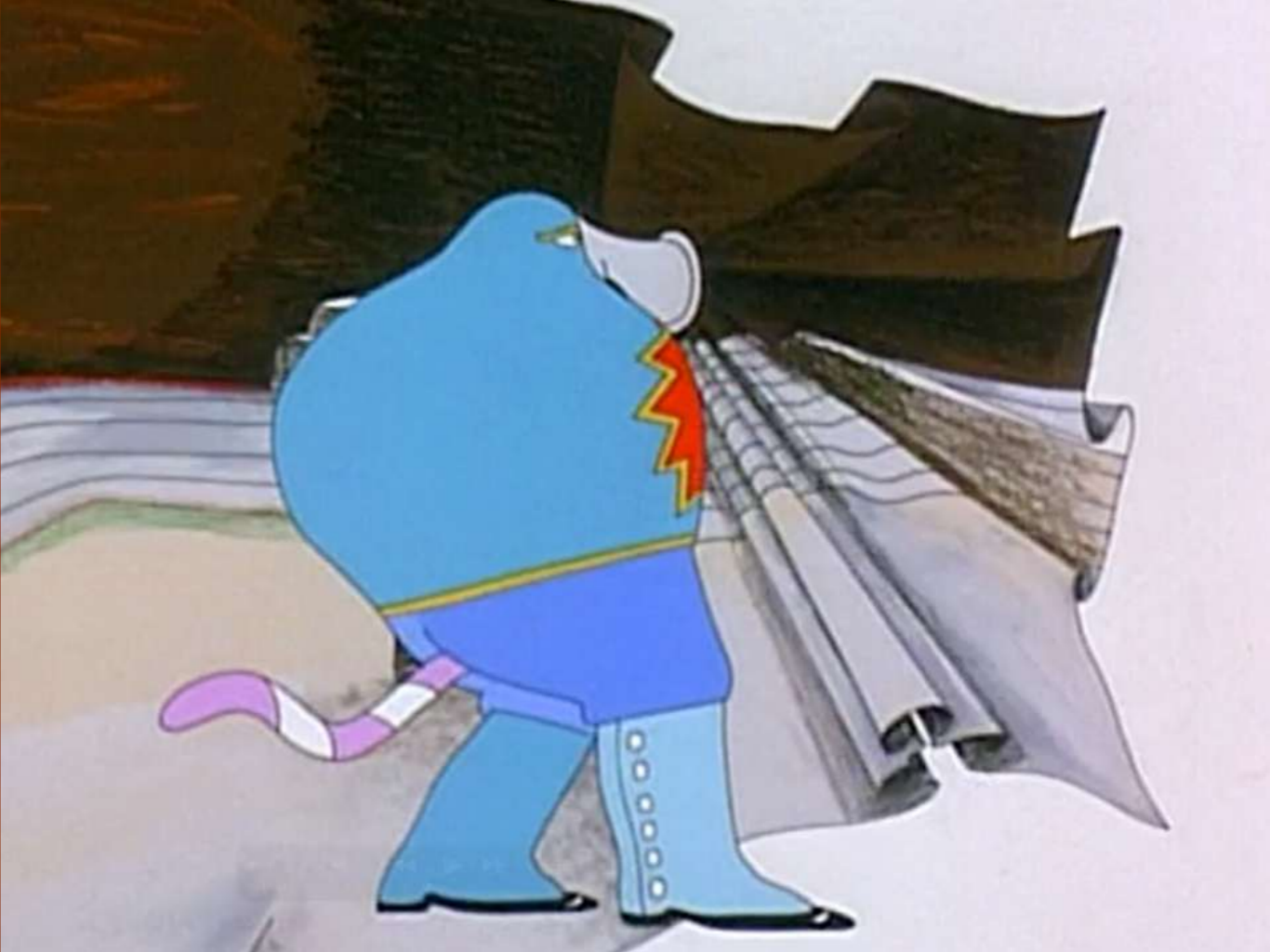
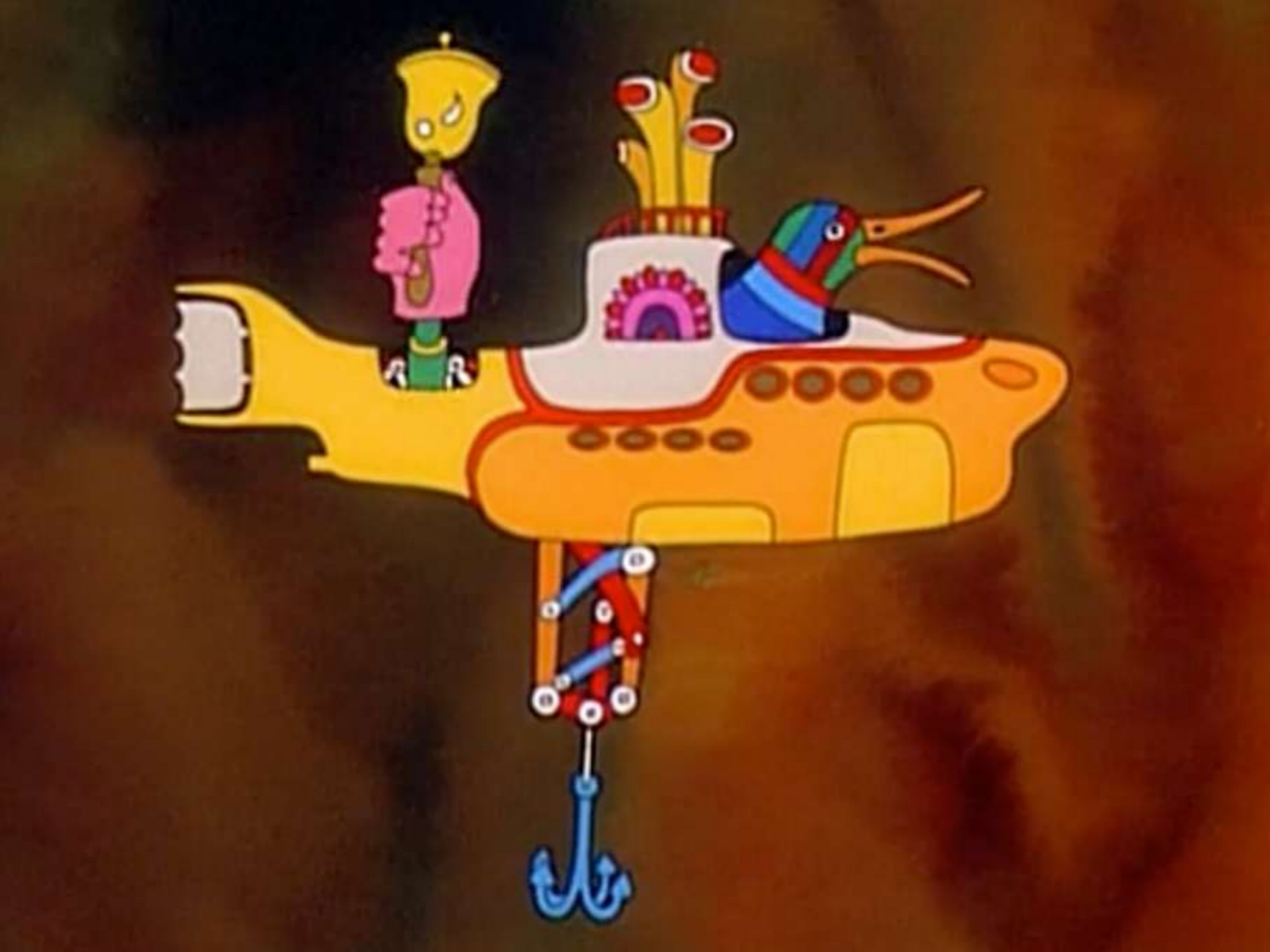
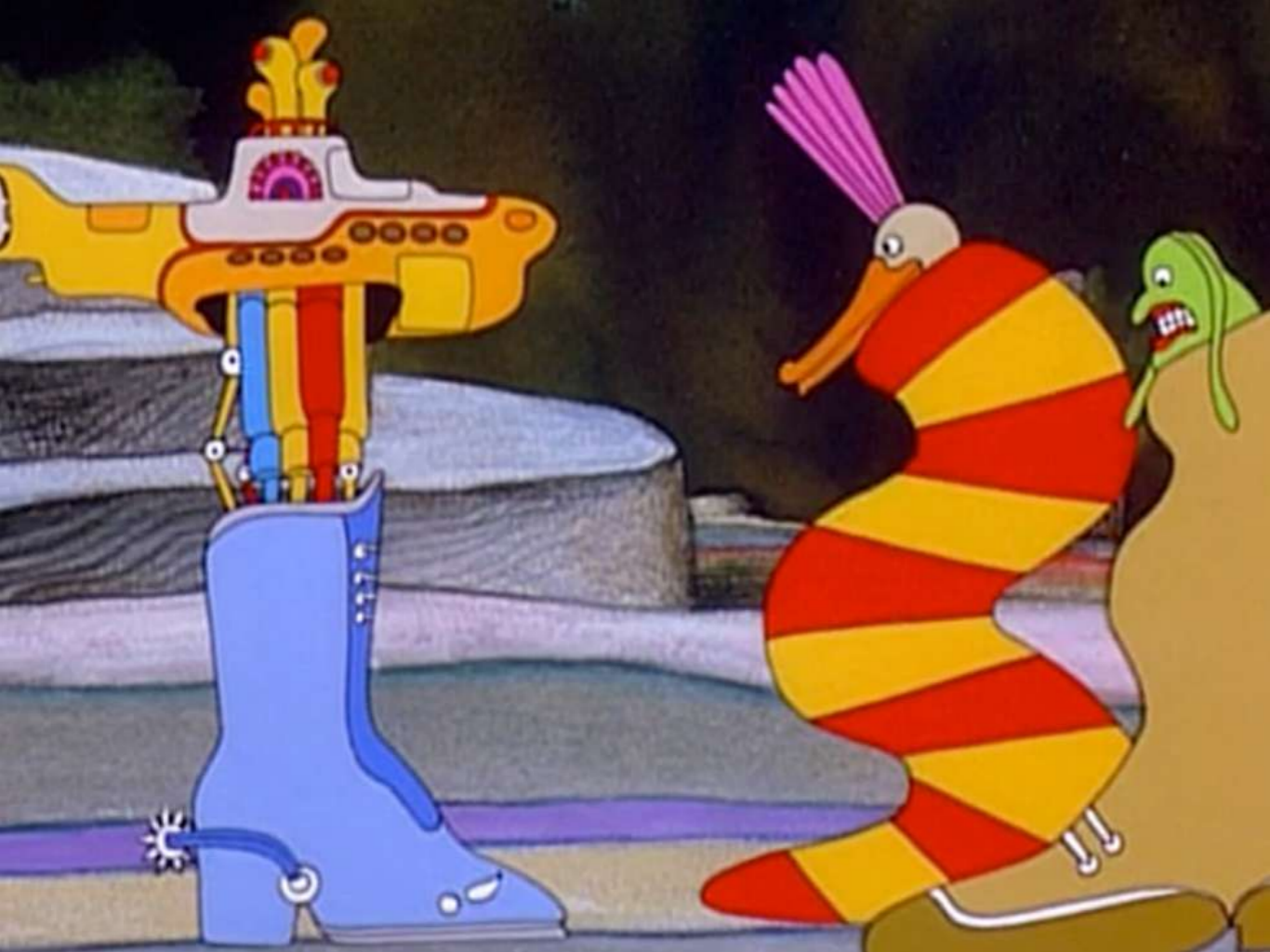
# HUMOUR

















COMME des GARÇONS\*

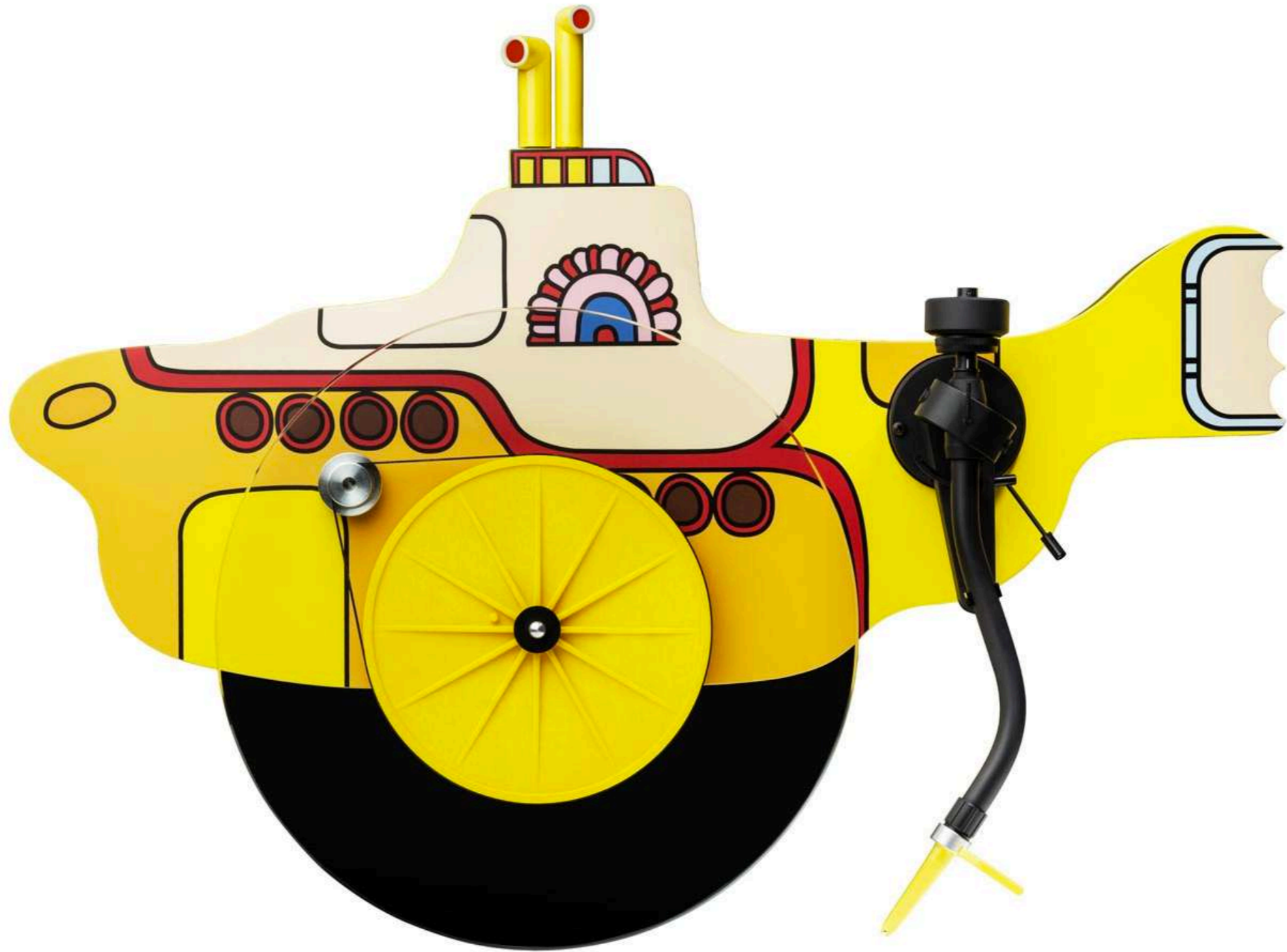




**crocs**



Happy Socks®



**Pro-Ject**  
AUDIO SYSTEMS



**MARKET  
STUDIOS**



**STATE**  
**BICYCLE CO.**



Diamond  
SUPPLY CO.



**CROSLEY®**



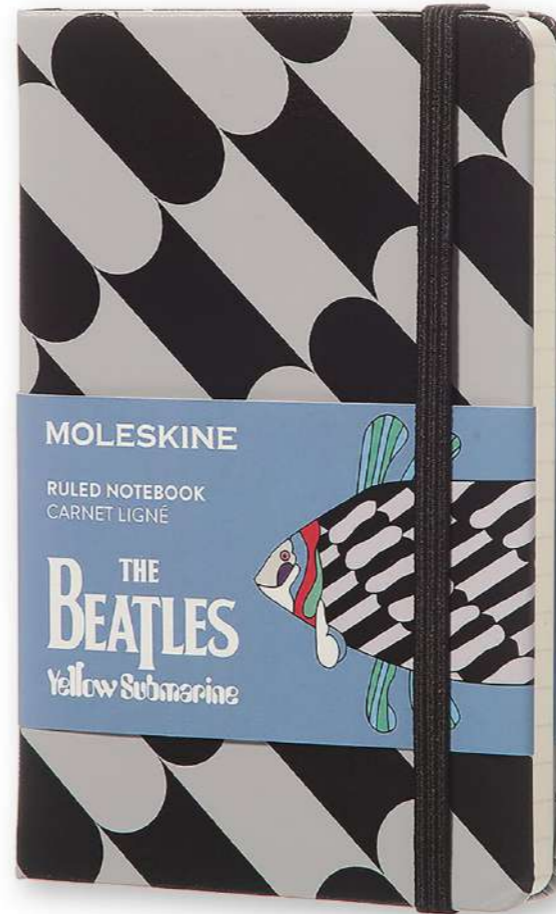
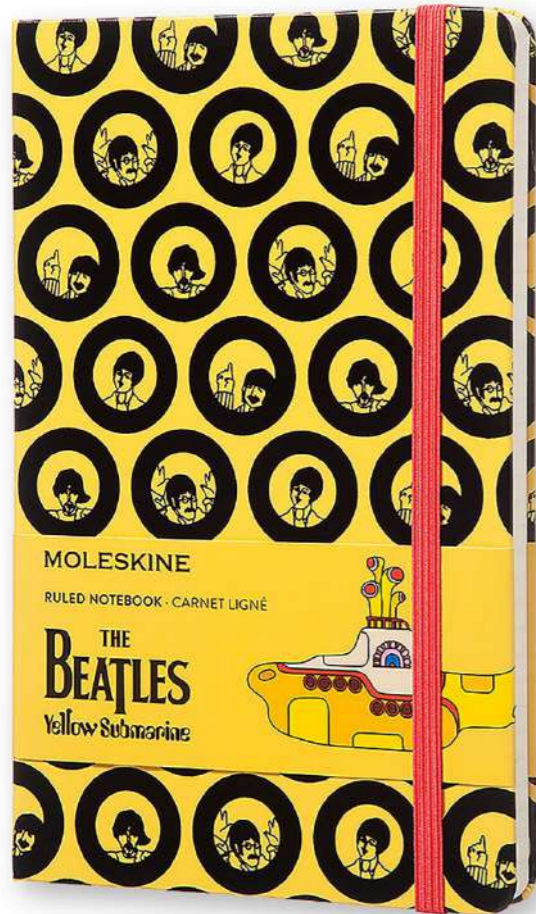
**BE@RBRICK™**



FRANCO GABRIELLI



**VANS**<sup>®</sup>



**MOLESKINE**





STELLA  
McCARTNEY



**AKILA**

---

All you need is...

**LOVE  
LOVE  
LOVE**

Enchanting  
& surprising

Distinctive &  
unmistakable

Nautical,  
with a twist

A major meme  
in pop culture:  
visual, sonic,  
symbolic

A pop art  
masterpiece

Socio-political  
theme

Spring/  
summer  
colours

A cinema  
cult classic.  
An insider's  
favourite

Eccentric &  
extroverted

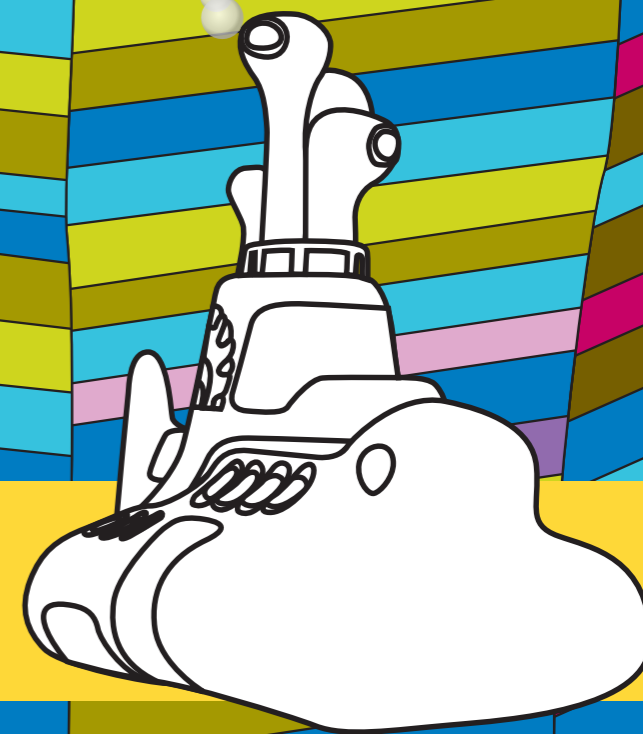
The  
ultimate  
60s vibe

Universally  
recognised.

The world's most  
singable song.

Deep pools of  
design material

**HALLUCINOGENIC CONTENT**





# Crescendo Brands

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M. [info@crescendobrand.com](mailto:info@crescendobrand.com)