

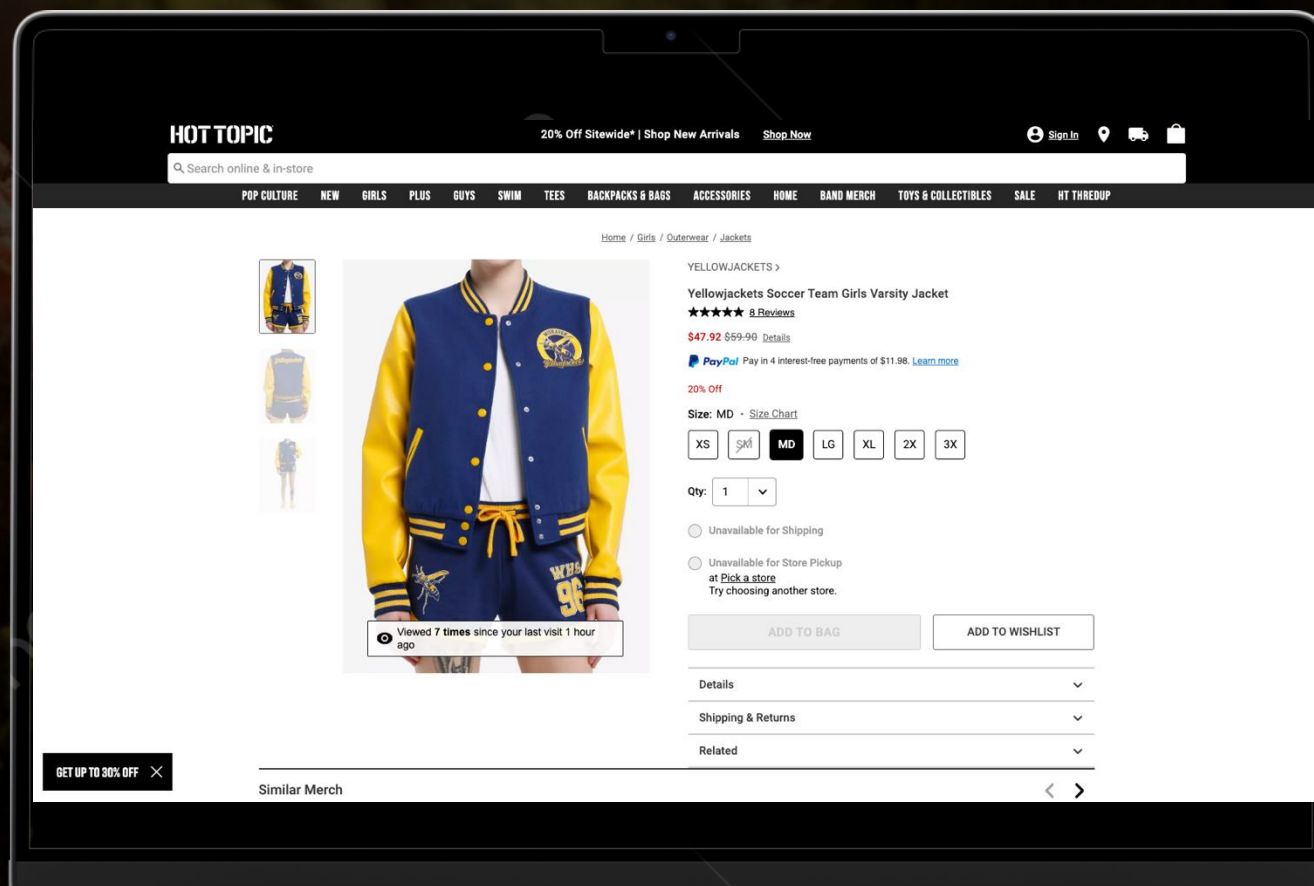
YELLOWJACKETS VARSITY COLLECTION

BUZZING SUCCESS: COLLECTION SOLD OUT TWICE WHILE S3 WAS STILL AIRING

HOT TOPIC *Yellowjackets*



- Direct-to-Retail/DTR
- Available on *HotTopic.com*
- Dropped with S3 Premiere: 2/14
- Winter/Spring '25



NETWORK AMPLIFICATION

CONSUMER PRODUCTS INTEGRATED INTO PARAMOUNT+ COMMS CAMPAIGN

