

Albert Heape

PR 535

08/24/2021

Sanrio is more than my favorite brand: it is a symbol of innocence, love, and kindness.

Few brands have cultivated a customer base as loyal and passionate as Sanrio has, and for good reason. Its characters embody the best of ourselves. They are selfless, kind, funny, charming, and just plain cute.

The brand is a worldwide phenomenon because these characteristics transcend language and culture as love and kindness are recognizable by all. Its products bring out a childhood-like giddiness for millions around the world, which has enabled customers to form such deep personal connections with the brand. For me, the brand represents the love my girlfriend Dakota and I have for each other. In fact, we both identify with an individual character and project our lives onto theirs. Sanrio's characters of Kuromi and My Melody aren't just two bunnies we watch on YouTube and see on Instagram, they are *us*.

Kuromi is always plotting her next big prank on My Melody, but the intention is never to embarrass or make fun of My Melody. Kuromi loves her and knows she is always in a mood to laugh and have fun. My Melody has a special ability to look past people's flaws and see the good. Although Dakota and I share characteristics with each of them, I identify more with Kuromi, and she identifies with My Melody. She buys me Kuromi branded necklaces, plush toys, and clothes, and I do the same for her with her counterpart My Melody. These products become more than clothes and accessories to us, they become symbols of our love for one another, our story, and the adventures we've been on and hope to embark on in the future. When

I can associate a product with my love for my girlfriend, that product makes me happy.

Naturally, I want to fill my life with as much love and happiness as possible, so I fill it up with Kuromi and My Melody branded products. Why do I need a car air freshener for my brand-new car? Because there is a cute little My Melody figure on it! Why do I need *two* car air fresheners for my brand-new car? Because I can't have a My Melody air freshener without a matching Kuromi one! We complete each other just as My Melody and Kuromi complete each other.

My loving relationship with my girlfriend fuels my passion for my favorite brand, Sanrio. I have never interacted with a brand in a way as personal and emotional as I have with Sanrio. Its characters show my girlfriend and me a version of ourselves that we aspire to be. Their products make me happy, so I will continue to buy as many as I can get my hands on.