

GOOSE CREEK CANDLES CASE STUDY

Goose Creek Candles is known for its fragrant, clean-burning candles and has licensed several different intellectual properties including M&Ms, Cinnabon, Candyland, Strawberry Shortcake, SpongeBob and others.

Our team brought licensed IPs to Goose Creek, including The Smurfs, IHOP and The Girl Scouts. Each line consists of eight candles relevant to each brand.

