

Conquered by an Iconic Kitty:

Annotated Bibliography

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Reference Page Citation:

ABC News. (2014, November 6). *Inside LA's Hello Kitty Con 2014* [Video file]. YouTube.

<https://www.youtube.com/watch?v=0qRY2NzCQKE>

Credibility: American Broadcasting Company which is referred to as ABC News; is a trusted news outlet, radio, and television network.

Key points, quotes, facts, or stats:

- “For those of us who think of Hello Kitty as merely an innocuous lunchbox sticker this next story may come as a bit of a surprise they recently held the first Hello Kitty convention and rather than attracting say 100 eight-year-old girls tens of thousands of people showed up many of them actual grown-ups.” (ABC News, 2014, 0:00)
- “These people happily waited all day in this long line waiting for something that will last a lifetime, Kumiko - Pedro's childhood obsession over Hello Kitty is still so much a part of her she's making it permanent” (ABC News, 2014, 0:23)
- “It may have been Katy Perry's “Teenage Dream” to have her very own Hello Kitty tattoo and she was happy to show it off here at the very first Hello Kitty convention celebrating this iconic character.” (ABC News, 2014, 0:55)
- “Nothing short of 25,000 fans flocking to this Museum in downtown Los Angeles to celebrate their red boat hero and her 40th birthday.” (ABC News, 2014, 1:07)
- “She may just be the embodiment of cute but behind those sweet eyes is a very big business the Sanrio company who owns in licenses Hello Kitty and a host of other characters reportedly earned eight billion dollars in 2013.” (ABC News, 2014, 1:22)

- “You could live your life with Hello Kitty products from morning to night you can wake up in your bed with your Hello Kitty alarm clock make coffee with your Hello Kitty coffeemaker and toaster go to work in your Hello Kitty car.” (ABC News, 2014, 1:42)
- “Oh my god what don't I love about her, she's iconic to us, I mean she's evolved with women and children.” (ABC News, 2014, 2:28)
- “It all works for us from little girls to grandmas and pretty much everything in between even some guys seem to embrace all things kitty.” (ABC News, 2014, 3:26)
- “Here is a coin purse from 1975 we have it on loan from our Sanrio Tokyo office where it is kept in a vault” (ABC News, 2014, 3:51)
- “I can't even fathom what it's worth, it's safe to say millions and millions, this may be the Hope Diamond for Kitty fans.” (ABC News, 2014, 4:09)
- “There were new surprises around every corner candy from Dylan's Candy Bar pajamas makeup from Sephora and tons of products from Target there's even high-fashion hello kitty Couture.” (ABC News, 2014, 4:39)
- “Sanrio says it has big plans for the next forty years.” (ABC News, 2014, 5:38)
- “She will continue to evolve so I think we very carefully want to continue to evolve her with new designs and new experiences new products and new ways to connect with the fans.” (ABC News, 2014, 5:43)
- “Artist Yuko Yamaguchi often referred to as mama has been designing Hello Kitty for more than 30 years” (ABC News, 2014, 6:05)
- “With world domination in the sights of Hello Kitty it's hard not to get swept up.” (ABC News, 2014, 6:22)

How it might fit in: These quotes are relevant to my research paper because they are supporting facts

in the other articles, while interlock with a bit of every topic I will be discussing.

Reference Page Citation:

Sijia, S.Y. (2016, June 21) Hello Kitty's lead designer tells the origin story of the British schoolgirl.

Today. <https://www.todayonline.com/lifestyle/hello-kitty-lead-designer-tells-origin-story-british-schoolgirl>

Credibility: *Today* is a Singapore news outlet they become the country's second most-read newspaper.

Key points, quotes, facts, or stats:

- “Yamaguchi, who became the leading designer for Hello Kitty in 1980, is the third and current designer for the Kitty brand.” (Sijia, 2016, para 2)
- “The famous feline was created in 1974 by Yuko Shimizu, who left Sanrio two years later to get married. There was another designer named Setsuko Yonekubo.” (Sijia, 2016, para 2)
- “And while the designer is probably aware of Hello Kitty’s popularity, she remains surprised by the large fan base the Kitty enjoys in Singapore.” (Sijia, 2016, para 6)

How it might fit in: I chose this source because it gives important key points to Hello Kitty's original creator and designer.

Reference Page Citation:

Jackson K.M. (2009). Hello Kitty in America. West M.I. (Eds.), *The Japanification of children's Popular Culture: From Godzilla to Miyazaki*. (pp. 25-39) Scarecrow Press.

<https://search.ebscohost.com/login.aspx?>

[direct=true&AuthType=shib&db=e000xna&AN=337375&site=eds-live&custid=northwest](https://search.ebscohost.com/login.aspx?direct=true&AuthType=shib&db=e000xna&AN=337375&site=eds-live&custid=northwest)

Credibility: Kathy Merlock Jackson is a Professor of Media and Communication and has a Ph.D. from Bowling Green State University.

Key points, quotes, facts, or stats:

- “Hello Kitty may have been one of the first Japanese children’s exports to become a phenomenon, but it was also one of the longest lasting. In the volatile market of children’s playthings, where toys survive an average of four year” (Jackson, 2009, p. 26)
- “The Sanrio Corporation was founded by Shintaro Tsuji in 1960, during the early days of what he calls “the Americanization of Japanese culture” (Jackson, 2009, p. 26)
- “With her rounded head, eyes, and nose, Hello Kitty embodied soft, cuddly features similar to those that made the Disney Company’s Mickey Mouse a long-standing success in Japan, and this was no coincidence.” (Jackson, 2009, p. 27)
- “Sanrio sought to create characters that could compete with those by Disney and other American companies in the licensing market.” (Jackson, 2009, p. 27)
- “Another explanation for the obsession with kawaii addresses the larger cultural milieu of modern Japan after World War II: as rapid modernization has left residents on edge, Japanese yearn for a retreat back to childhood, where things were calmer, happier, and more secure” (Jackson, 2009, p. 29)

- “By 2000, Sanrio once again directed its attention to the American market. That year the company saw sales skyrocket after Hello Kitty items were tucked into McDonald’s Happy Meals across the country, continuing to win over its consumer base of children and teens.” (Jackson, 2009, p. 34)
- “Singer Mariah Carey clutched a Hello Kitty boom box, while actor Cameron Diaz sported a Hello Kitty necklace.” (Jackson, 2009, p. 35)
- “Sex in the City star Sarah Jessica Parker, supermodels Tyra Banks and Laetitia Costa, and singer Christina Aguilera—all exhibiting “the round-faced cat . . . cheap chic in the fashion world” (Jackson, 2009, p. 35)
- “Sanrio’s production and marketing strategies contribute to the collecting frenzy. The company consistently introduces new items, limiting each line’s quantity, distribution, and shelf life.” (Jackson, 2009, p. 36)

How it might fit in: I chose this chapter because it has a little bit of background on the company. Importantly, they highlight the lengths and drive Sanrio had to make it to the big leagues including a few strategies they've done to create the obsession consumers have with Hello Kitty. (Hello Kitty connect with big time celebrities as well)

Ideas For Parts of The Paper/Basic Outline

- Background
- Strategic Marketing
- Emotional Desire
 - Influencers
 - Cultural Popularity