



## How Hasbro's Music Team Is Turning Up the Volume

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Hasbro's Music team is on a mission to bring fans closer than ever to the brands they love. Sometimes, that means turning up the volume.

From surprise concerts to exclusive collectibles, Hasbro has been diving into the world of music to reintroduce iconic characters in ways that feel fresh, fun, and unforgettable.

"Hasbro's recent music activations are a strategic yet passionate way to expand our storytelling universe through the cultural power of music," Marie Navarro, Senior Manager, Global Experiences and Music shared.

### **JEM and Cold Slither? Truly Outrageous!**

Two recent hits? JEM AND THE HOLOGRAMS and G.I. JOE's legendary in-universe band, Cold Slither. With music deeply embedded in their original storytelling, the Music team chose to amplify the brands, bringing the musical icons into a new era.

For JEM's 40th anniversary, the Music team released a remastered, limited-edition vinyl of JEM's rerecorded songs from the iconic 1980s cartoon. Meanwhile, G.I. JOE's Cold Slither stormed to the stage with a surprise live concert at San Diego Comic-Con 2025 (presented by Reigning Phoenix Music)—exactly what fans didn't know they needed.

"Cold Slither's surprise performance was designed to match the band's high-energy persona, while JEM's vinyl release tapped into the tactile nostalgia and authenticity of the era that resonates with longtime fans," shared Jenny Roberts, Senior Manager, Music.

### **Maintaining Brand Integrity**

Choosing the right format wasn't guesswork—it came down to understanding fan insights and brand roots. While preschool favorites like PEPPA PIG and MY LITTLE PONY have recently released music on digital platforms for accessibility, adult-skewing brands called for something bolder.

Staying true to brand roots is always a top priority. The Music team fine-tunes everything—from lyrics and sound to visuals and tone—to ensure the music feels both authentic and modern. "We honor the original source material while thoughtfully modernizing elements to keep the experience fresh and relevant in the real world," said Dan Myles, Associate Manager, Music.

Every project has its hurdles, but when the right teams and partners click, the magic happens. And fans can expect more surprises soon. Even brands that haven't traditionally had a musical side could be next in line for a remix: "Let's just say our speakers are warming up and a few fan-favorite characters might be ready for an encore."

### **The inspiration? The fans.**

"We're inspired by the fans—how they remember a single lyric from an animated episode decades ago or their depth of knowledge with breathtaking accuracy," said Jim Mew, Senior Manager, Music. "Watching a crowd erupt when Cold Slither hits the stage or seeing happy tears at a JEM vinyl signing—those moments remind us why we do what we do. We get to take these iconic brands off the screen and into the hearts (and ears!) of real people."

One thing's for sure: Hasbro's music era is just getting started. Stay tuned—you won't want to miss the next drop.