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**Kidscreen Presentation
Licensing 101
Executive Summary**

Creating Merchandisable Elements

Five key elements can help define whether a merchandising program will be successful:

1. The characters in the show
2. The stories and themes that play out
3. The gear they have
4. The costumes (clothing) they wear
5. The buzz behind the property



Key Things To Remember

- The more “real” the show (live action, “real” animated kids, “regular” kids, “slice of life”) the more challenging the merchandising
- Kids will watch reality, but buy fantasy
- Does a child want to be that character or their friend?
- Generally, girls may buy product from boys properties but boys rarely buy product from girls properties
- Ensemble casts are a lot harder to sell at retail than hero/heroine focused properties. Think like a retail buyer.

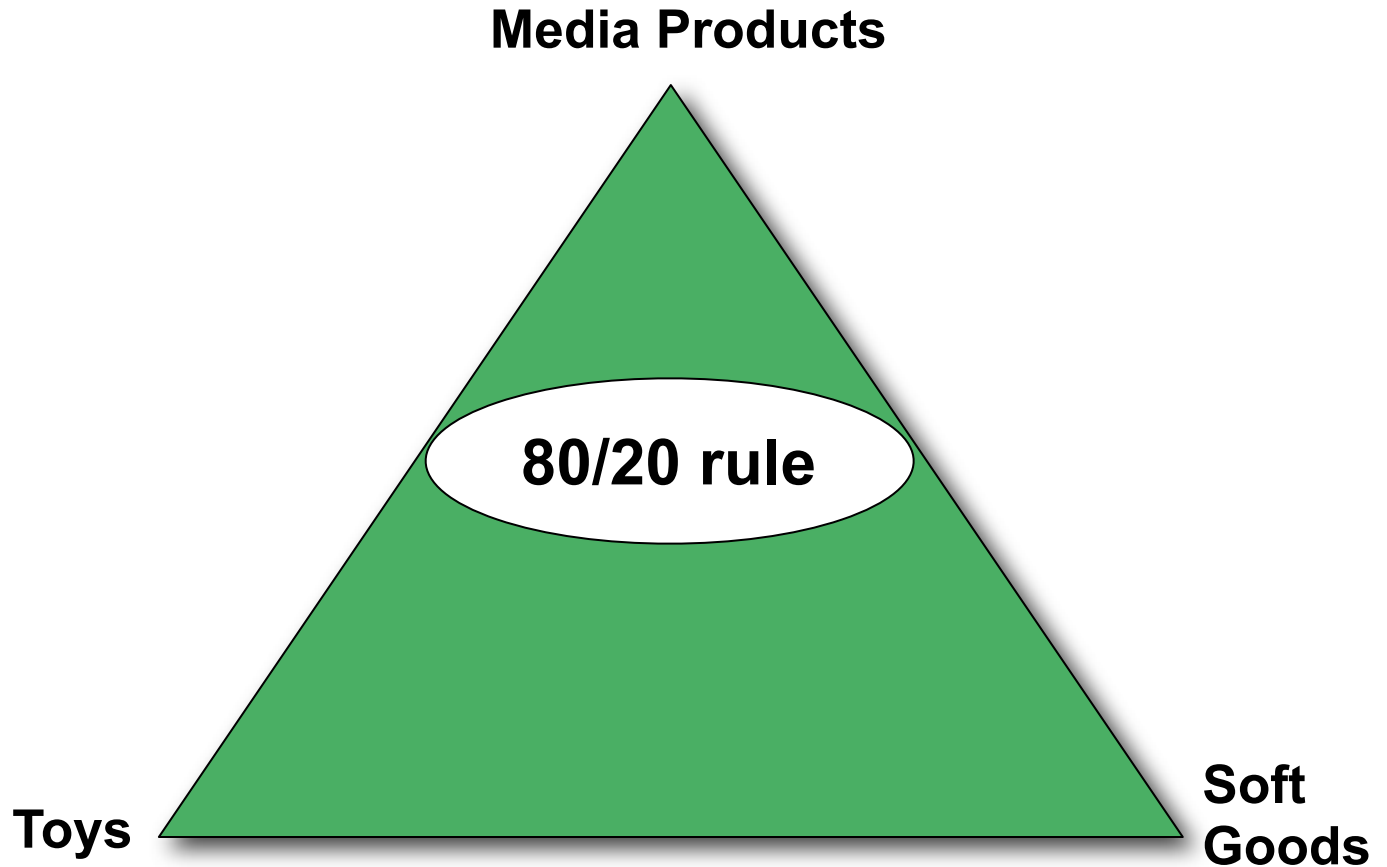


Timing for Success

- Get the consumer products team or agent involved in the early concept stage
- Sell the show domestically in your market and begin to announce the opportunity to the licensing community
- Launching Consumer Products the Traditional Way
 - ▶ Sign deals once ratings and buzz is confirmed
 - ▶ Launch a consumer products program at least a year after the show has been on-air
- Launching Consumer Products the Contemporary Way
 - ▶ Get licensing partners and retailers involved in the very early stages.
 - ▶ Discuss strategic marketing plans, including social media marketing
 - ▶ Look to build an early success story



Which categories should I focus on?



Should I Hire An Agency or Do It Myself?



<u>Advantages</u>	<u>Disadvantages</u>
Expertise will save time and shorten your property's "learning curve"	Longer to get to market
They will know the right licensees for your property	Time – success won't move on your schedule
Retail Contacts	
An Established Track Record of Success	"Spray and Pray" Agents

Communicate Your Success!

- No one is going to promote your property but you!
- Licensees – if one is working get them to vouch for you to another one in a different category
- Retail – never assume buyers talk to each other because they don't. You need to communicate across category at retail.
- Industry – market or advertise your success within the licensing community



Key Takeaways

- Five key elements can help define whether a merchandising program will be successful:
 1. The *characters* in the show
 2. The *stories* and *themes* that play out
 3. The *gear* they have
 4. The *costumes (clothing)* they wear
 5. The *buzz* behind the property
- Five fundamentals to a consumer products program:
 1. Legal
 2. Creative Assets
 3. Accounting/Finance
 4. Marketing and Promotion
 5. Sales Success Story
- Three main categories of licensing
 1. Soft Goods
 2. Media Products
 3. Toys



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