

THE MAIN SOURCE FOR INDUSTRY ANALYSIS, NEWS AND CONTACTS SINCE 1977

The Licensing Letter Marketing Opportunities

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Entertainment/Character Licensing Grows 6.0% in 2014, Most of Any Property Type

After declining every year from 2008 through 2012, entertainment/character licensing in the U.S. and Canada roared back to life in 2013 by posting 3.6% growth. Now the sector has proven that the turnaround was no fluke by achieving an even more robust 6% increase in 2014. According to *The Licensing Letter's Annual Licensing Business Survey*, entertainment/character now constitutes 11.0% of all retail sales of licensed goods. The sector's largest share of the market behind only trademarks/brands (26%), fashion (23%) and sports (11%).

2014 will probably be remembered in licensing circles as the year of 'Frozen.' But while 'Frozen' was the headline story generating between \$800 million and \$1 billion in sales depending on which report you believe, it was not the only engine driving growth in the entertainment/character sector in 2014.

In fact, the pattern of growth in character/entertainment is as much a reflection as a result of the 'Frozen' factor. The entertainment/character property type as a whole returned to growth in 2013 and really took off in 2014. 2013 was also the year of the Disney film that began the 'Frozen' phenomenon, and 2014 was

primarily properties appealing to girls, such as Hello Kitty, Monster High and My Little Pony, as well as Disney's Princesses brands.

'Frozen' took from other brands, even Disney's own brands like Disney Junior characters Sofia the First and Doc McStuffins,' says another licensee, voicing an oft-repeated sentiment.

Continued on page 3

LOTTERY LICENSING

Licensing to Lottery Games Offers Rich Royalties and Brand Exposure

For over a decade, the casino and lottery gaming industry (including slots, lotteries, bingo, etc.) has provided a rich source of licensing opportunities. Although licensing activity has ebbed and flowed, today, in almost every state where lotteries are legal, you'll find at least one game that's branded with the name of a famous consumer product.

The Advantages of Lottery Licensing

For property owners, lottery licensing is a rich source of not only royalties but brand exposure. 'The greatest benefit is the even-

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The Licensing Letter uniquely serves the markets you want to hit

- The Licensing Letter has been serving information needs of the licensing world for three decades. Our unique focus on new deals, licensing contacts, market data and the latest developments provides senior executives within licensors, licensees, agents, consultants and service providers with the actionable insights they need in order to thrive in this dynamic industry.
- TLL's list of users reads like Who's Who in the licensing business.

TLL Users

Representative Titles (over 70% are VP to C-Level Lab Executives)

- President
- Owner
- VP, Licensing
- Sr. Director Licensing
- Managing Director
- Director International Licensing
- Director
- SVP, VP

TLL Marketing Opportunities

How can you reach TLL members?

- **Email blasts**
- Advertising in the weekly *Deal Sheet, Licensing Advisor* and *Weekly Wrap-Up*
- Advertising on the primary website, TLLIntelligence.com
- Sponsored webinar
- Host your own Licensing Webcast (webinar)

Email Blasts

Every vendor who has taken advantage of a TLL email blast has come back for another. It works. It's your message. It's your sense of urgency. It's your response mechanism.

Introduce a new product or concept...drive traffic to your website...promote a new white paper that showcases your company's capabilities. The possibilities are infinite.

Email blasts currently go to over 17k TLL members and prospects. They are conference and webinar attendees, newsletter and ezine subscribers, book buyers and recurrent website visitors. Pricing for one use is \$3,500, and there are discounts for multiple uses.

Contact Jen Frost for scheduling details and to learn how an email blast would complement your current marketing activities:

Jen@PlainLanguageMedia.com

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Advertising in the weekly *Deal Sheet, Licensing Advisor and Weekly Wrap-Up*

The *Deal Sheet* (Mondays), *Licensing Advisor* (Wednesdays) and *Weekly Wrap-Up* (Fridays) are weekly, quick-read emails that give professionals access to current licensing deals and developments.

Subscribed to by virtually every licensing house in North America and progressively penetrating European and South American licensing markets, the frequency of these informational e-mails allows for marketers to take advantage of repeat messaging.

The *Deal Sheet, Licensing Advisor and Weekly Wrap-Up* currently go to nearly 17k subscribers. Banner ads, top and bottom, and Sidebar Ads are available, from \$700 for a single insertion.

Contact Jen Frost for scheduling details and to learn how advertising in TLL's weekly informational emails would complement your current marketing activities:

Jen@PlainLanguageMedia.com

How can you reach TLL members?

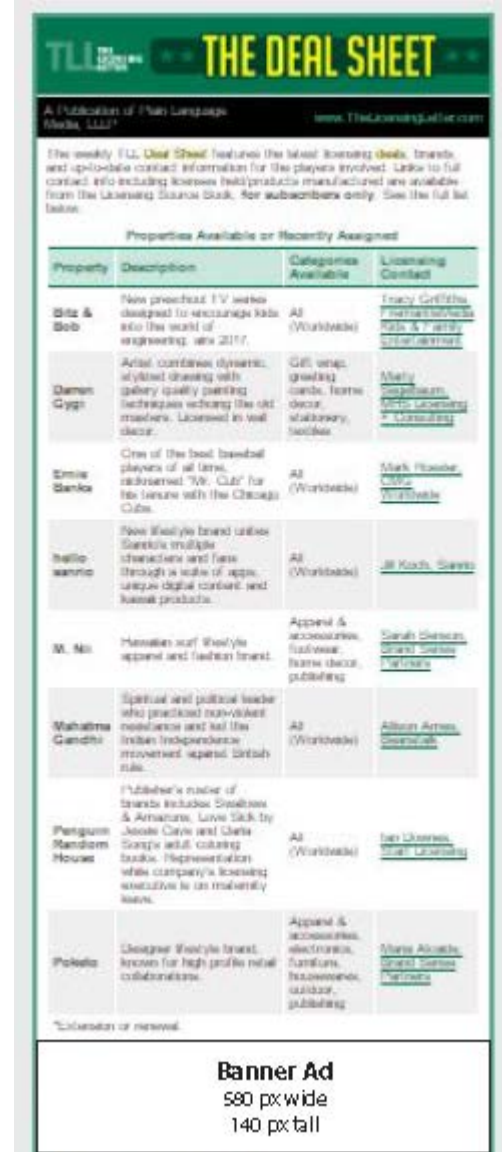
- Email blasts
- Advertising in the weekly Deal Sheet, Licensing Advisor and Weekly Wrap-Up
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TLL Marketing Opportunities

Advertising in The Licensing Letter's *The Deal Sheet* and other weekly informational Licensing emails.

Contact Jen Frost for scheduling details and to learn how advertising in TLL's weekly informational emails would complement your current marketing activities:

Jen@PlainLanguageMedia.com



TLL THE LICENSING LETTER THE DEAL SHEET

A Publication of Plain Language Media, LLC | www.TheLicensingLetter.com

The weekly TLL Deal Sheet features the latest licensing deals, trends, and up-to-date contact information for the players involved. Unlike to full contact info including license fees and products manufactured are available from the Licensing Source Book, for subscribers only. See the full list below.

Property	Description	Categories Available	Licensing Contact
Gitz & Bob	New preschool TV series designed to encourage kids into the world of engineering, age 2-5.	All (Workbooks)	Tracy Griffiths tracy@tll.com 703-441-1111
Damen Gygn	Artful cartoon dynamic, stylized drawing with galaxy quality painting techniques evoking the old masters. Licensed in wall decor.	Gift wrap, greeting cards, home decor, stationary, books.	Melissa melissa@damengygn.com 703-441-1111
Emie Banks	One of the best baseball players of all time, nicknamed "Mr. Clutch" for his tenure with the Chicago Cubs.	All (Workbooks)	Mark Frazier mark@emiebanks.com 703-441-1111
Hello Waffle	New lifestyle brand online featuring multiple characters and fans through a suite of apps, unique digital content, and home products.	All (Workbooks)	Jill Koch, Sierra
M. No.	Minimalist and lifestyle brand.	Apparel & accessories, electronics, furniture, home decor, publishing.	Grant Gilman, Grant Gilman Partners
Mahatma Gandhi	Spiritual and political leader who practiced non-violent resistance and led the Indian independence movement against British rule.	All (Workbooks)	Allison Ames allison@mahatma.com
Penguin Random House	Publisher's name of brands includes, Scholastic & Amazon, Love Story by Josie Davis and Charlie Scripps adult coloring books. Representation while company's licensing executive is an industry leader.	All (Workbooks)	Jan Klorenz, jan@prh.com
Pokeka	Designer lifestyle brand known for high profile retail collaborations.	Apparel & accessories, electronics, furniture, home decor, publishing.	Maria Amato, Grant Gilman Partners

*Licenses or reserved.

Banner Ad
580 px wide
140 px tall

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Advertising on www.thelicensingletter.com

thelicensingletter.com is where executives go for answers to data-driven questions, from marketing information to the detailed contact information for a new deal.

Top Banner, Sidebar and Skyscraper (double the length of Sidebar) ads are available, and each can provide a link back to the advertisers website, research, a white paper, or an email address.

Advertisers can begin for as little as \$400.

Contact **Jen Frost** for advertising options, insertion scheduling and to learn how advertising on thelicensingletter.com would complement your current marketing activities:

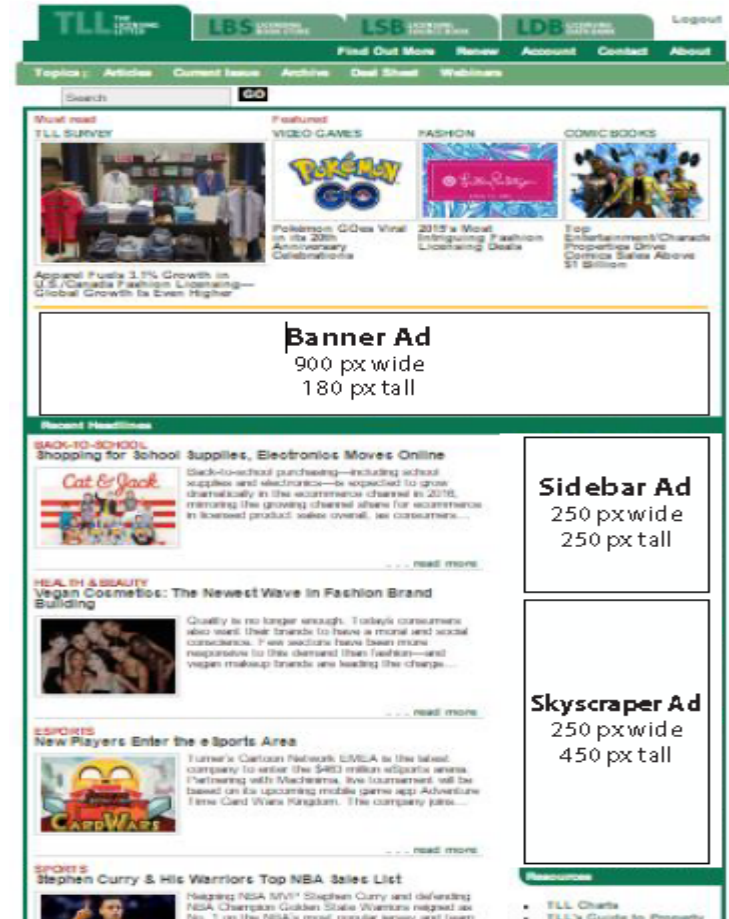
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Advertising on thelicensingletter.com



The screenshot shows the website's layout with several advertising spots highlighted:

- Banner Ad:** 900 px wide, 180 px tall. Located below the main navigation and featured content.
- Sidebar Ad:** 250 px wide, 250 px tall. Located in the right-hand sidebar.
- Skyscraper Ad:** 250 px wide, 450 px tall. Located in the right-hand sidebar, below the sidebar ad.

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TLL Marketing Opportunities

Sponsored Webinar

TLL puts on several educational webinars for licensing executives throughout the year. Marketers can get their message across by sponsoring a webinar, having their logo attached to marketing for the webinar, receiving acknowledgement from the moderator, and having your marketing slide inserted into the webinar deck.

Pricing begins at \$1,500.

Contact Jen Frost to discuss the webinar schedule and to learn more about how webinar sponsorship can complement your current marketing activities:

Jen@PlainLanguageMedia.com

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Licensing Webcast

Licensing Webcasts take advantage of TLL's marketing routines and membership lists by having TLL help you develop your own webinar, marketed to TLL audiences, for your company's products and services.

This is an effective and cost effective option to reach the decision-making licensors, licensees, agents and consultants, maximizing your message both in North America and internationally.

Pricing begins at \$4,000.

Contact Jen Frost to learn more about Licensing Webcasts and to review scheduling (Licensing Webcasts are very popular and should be scheduled months in advance). To learn more about how a Licensing Webcast can complement your current marketing activities: **Jen@PlainLanguageMedia.com**