



**BENEFITTING FROM**  
**BRAND LICENSING**

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**PRESENTED BY:**

**ALI EL-HAGAR**

LICENSING DIRECTOR - TURNER (MENAT)

COMMERCIAL DIRECTOR - TURNER (TURKEY)

# Today.

- WHAT IS BRAND LICENSING
- BENEFITTING FROM BRAND LICENSING
- CASE STUDIES: LOCAL & INTERNATIONAL  
SUCCESS STORIES



WHAT IS BRAND LICENSING?





# BRAND LICENSING

- Brand Licensing is defined as the process of leasing/renting a trademarked or copyrighted entity (known as a property) for use in conjunction with a product, service or promotion.
- The property could be a name, likeness, logo, graphic, quotes, signature, character or a combination of several of these elements.

## EXAMPLES OF PROPERTIES LICENSED GLOBALLY



FICTIONAL CHARACTERS



EXISTING CONSUMER BRAND



A FAMOUS CELEBRITY



A POPULAR SONG

IN 2017, THE TOTAL REVENUE FROM GLOBAL SALES OF LICENSED GOODS AND SERVICES WAS

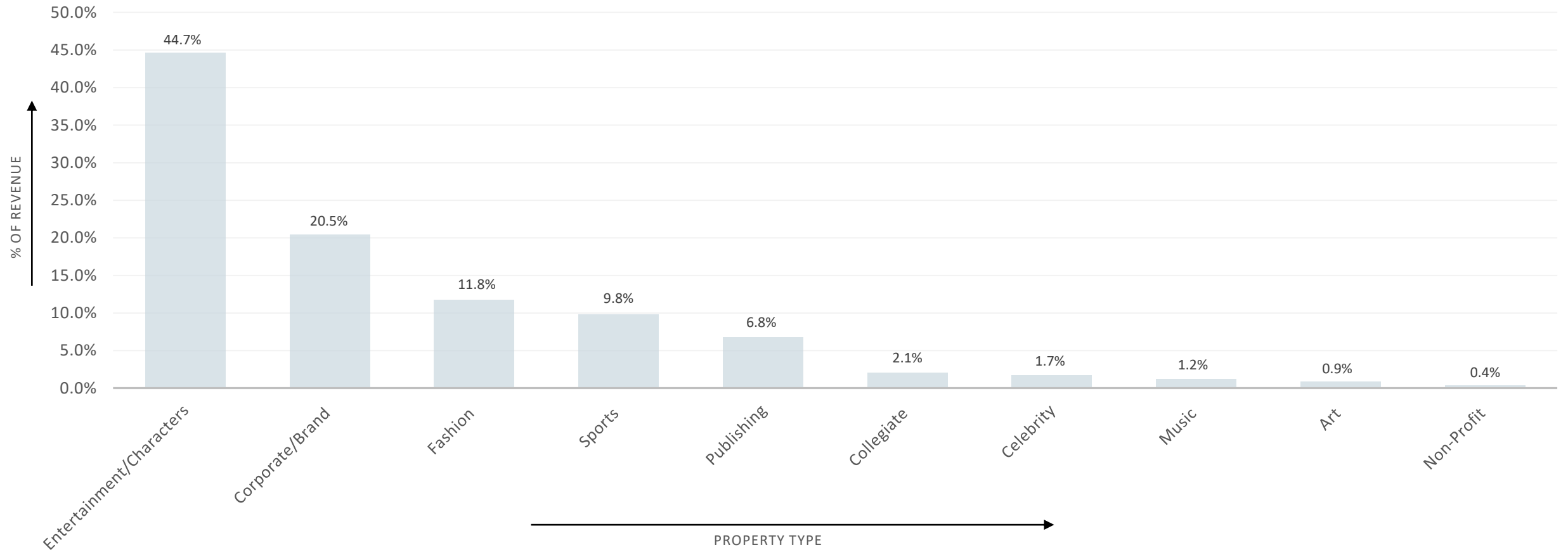
\$271.6

BILLION

(+3.3% GROWTH FROM 2016)

# BRAND LICENSING INDUSTRY

REVENUE FROM GLOBAL SALES OF LICENSED GOODS AND SERVICES BY PROPERTY TYPE, 2017\*



\* Source : LIMA 2017

# BRAND LICENSING INDUSTRY - CATEGORIES

PERCENTAGE OF REVENUE FROM GLOBAL SALES OF KEY PRODUCT CATEGORY OF LICENSED GOODS AND SERVICES IN 2017



APPAREL, ACCESSORIES & FOOTWEAR  
(35.5%)



TOYS & GAMES  
(24.8%)



HOME & DECOR  
(11.5%)



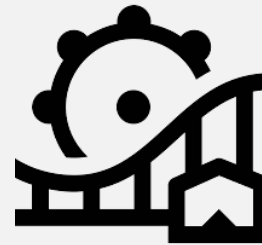
FOOD & BEVERAGES  
(6%)



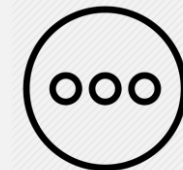
INFANT  
(2%)



PUBLISHING  
(6%)



THEMED ENTERTAINMENT  
(2.1%)



OTHERS  
(14.2%)



AND THE TOTAL REVENUE IN 2017 FROM GLOBAL SALES OF LICENSED FOOD & BEVERAGES

\$16.3

BILLION

(+4% GROWTH FROM THE PREVIOUS YEAR)



**BENEFITTING FROM  
BRAND LICENSING**



FIND THE RIGHT BRAND

# AT TURNER WE CREATE FANS

## OUR CORE KIDS BRANDS



## KIDS LOVE US!



ENGAGED KIDS BECOME FANS



FANS + PESTER POWER



TARGETED CUSTOMER BASE

# AND WE KEEP OUR FANS ENGAGED ACROSS MULTIPLE TOUCHPOINTS

## ON-AIR



66M+

HOUSEHOLDS  
ACROSS MENA

## ONLINE



#1 MOST VISITED  
KIDS WEBSITE IN MENA

1.3M+ MUV & 21M PV



1.1M+  
SUB



4.1M+  
FANS

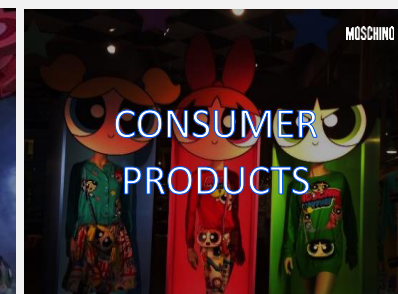


91K+  
FOLLOWERS

## ONGROUND



THEMED  
ENTERTAINMENT



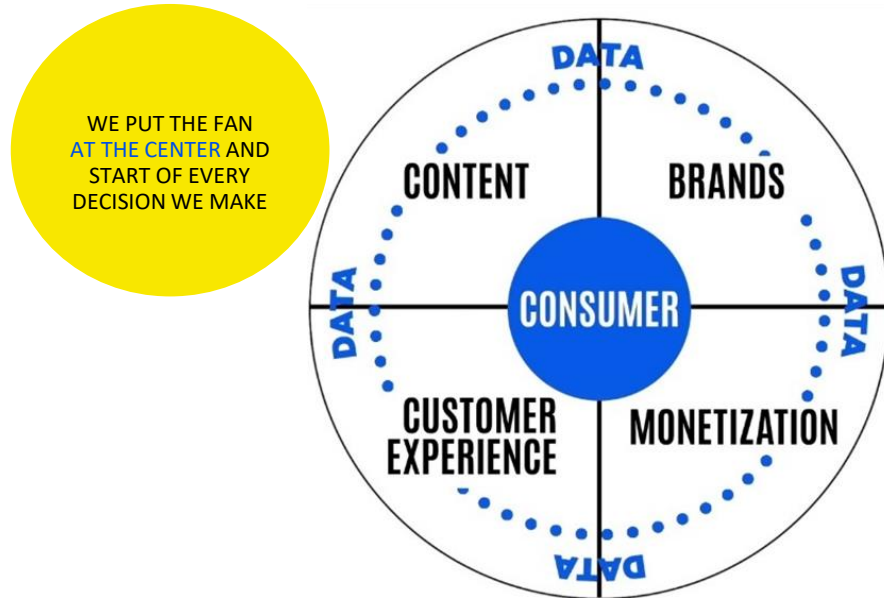
CONSUMER  
PRODUCTS



UNIQUE FAN EXPERIENCES

PUT FACTS FIRST

# AT TURNER, RESEARCH IS AT THE HEART OF OUR DECISION MAKING!



WE INVEST HEAVILY IN LOCAL & INTERNATIONAL RESEARCH, BOTH INTERNALLY & EXTERNALLY

E.G.: KIDZ GLOBAL, IPSOS, KIDS COMPASS, KTLM

AND WE ARE PERSONALLY COMMITTED INTO UNDERSTANDING OUR FANS



FOR EXAMPLE:  
WATCHING LINEAR TV IS STILL THE:



**#1**

LEISURE ACTIVITY KIDS SPEND MOST TIME ON (AVG: 1 HR. 40 MINS/DAY)\*

**#1**

CLAIMED DISCOVERY METHOD FOR NEW BRANDS\*

**95%**

OF KIDS HAVE PESTERED THEIR PARENTS FOR SOMETHING SEEN ON TV\*\*

Source: \* Ipsos Research for All kids aged 4-11 in KSA, \*\* According to a survey on raisingkids.Co.Uk



LOOK FOR **ADDED VALUE PARTNERSHIPS** AND NOT  
SIMPLE CHARACTER SLAPPING

# AT TURNER, OUR LICENSEES BENEFIT FROM AN INTEGRATED APPROACH

## OUR APPROACH CAN INCLUDE:

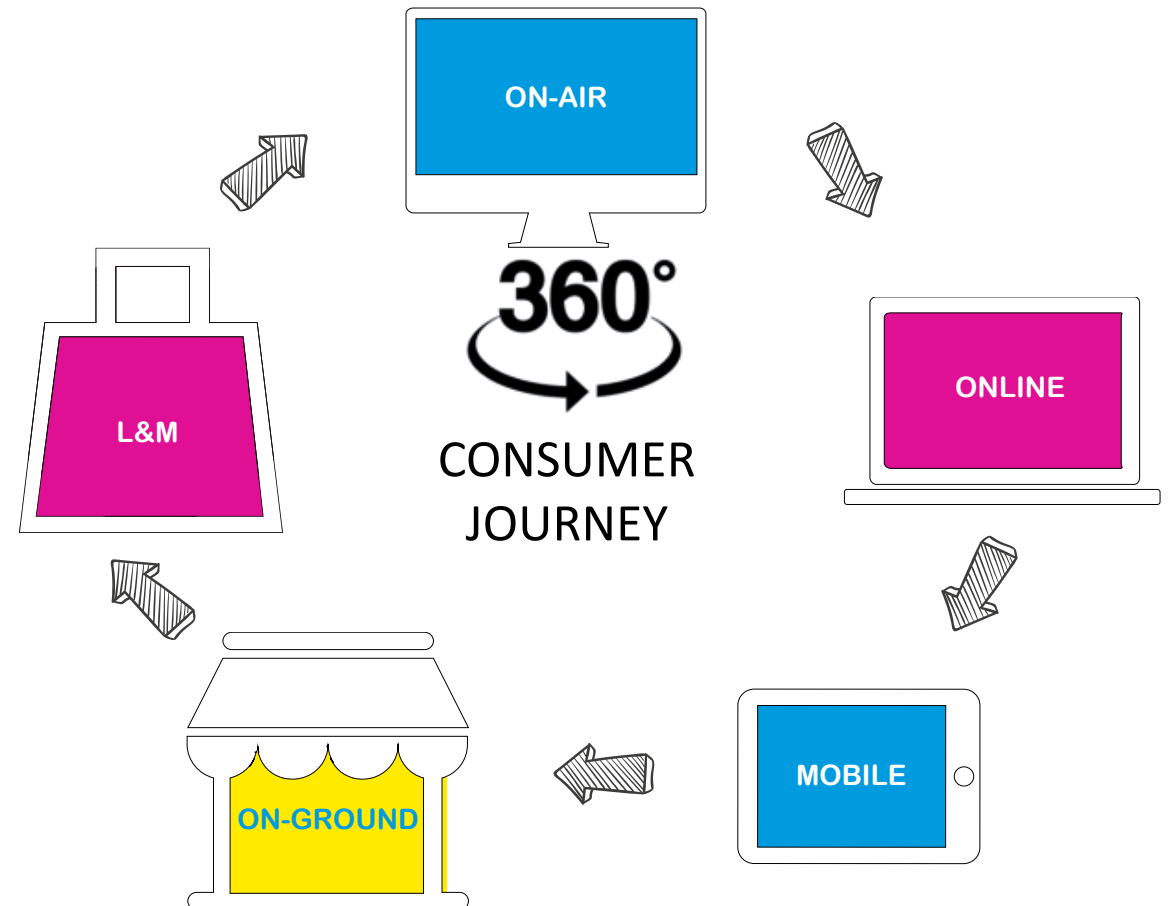
- ✓ Licensed Products/Experiences
- ✓ On-Air/On-line Commercials
- ✓ Sponsorships & Promotions
- ✓ Events and Activations
- ✓ Product placement

## VIA A MULTI-PLATFORM STRATEGY:

- ✓ TV
- ✓ Digital
- ✓ Retail
- ✓ Experiential

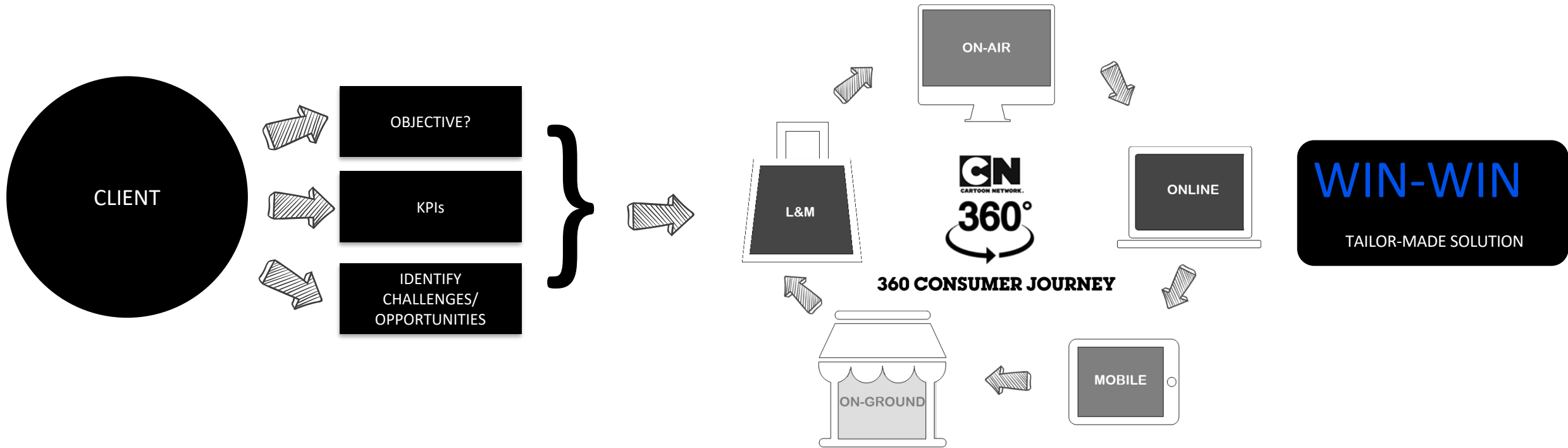
## TO DELIVER RESULTS:

- ✓ Awareness
- ✓ Participation
- ✓ Sales



SET SHARED KPI'S  
WITHIN ALLOCATED BUDGETS

# AT TURNER, WE PROVIDE TAILOR-MADE SOLUTIONS



WORK WITH THE BRAND PRINCIPAL AS THEY ARE  
DIRECTLY VESTED INTO THE BRANDS SUCCESS

# NO OTHER MASS MEDIA CONGLOMERATE HAS INVESTED LIKE TURNER IN MENA



**Turner**

KEY CHANNELS IN MENA



STRONG LOCAL PRESENCE

TURNER DUBAI OFFICES

ON-GROUND PRESENCE SINCE 2002 - HUB OF ALL COMMERCIAL OPERATIONS

AND A DEDICATED LICENSING TEAM



ALI



CHRISTINA



JUSTIN



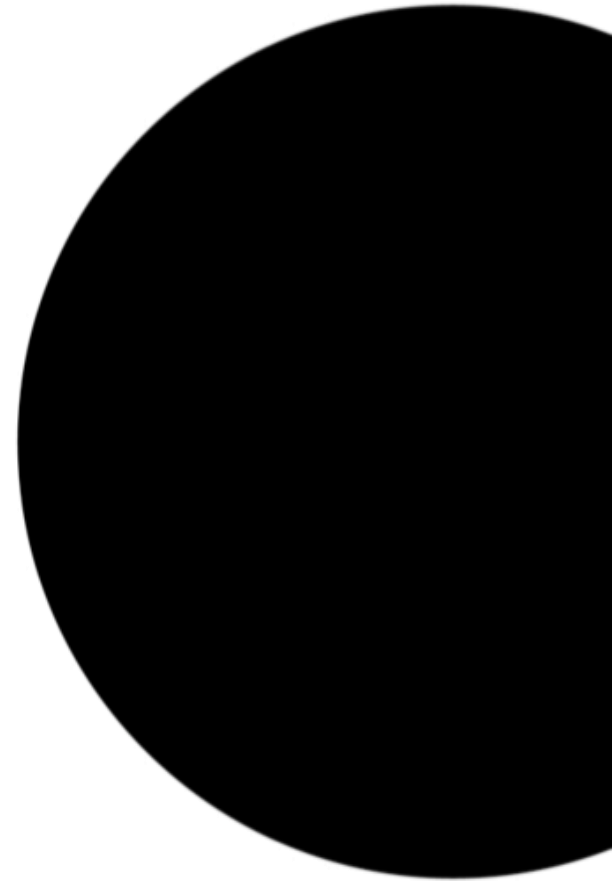
EVA



ASHWIN

***TURNER***

**CASE  
STUDIES.**



# MIRINDA PROMOTIONAL CAMPAIGN

## SAMPLE CASE STUDY: PROMOTIONAL LICENSE

We **BARE**  
BEARS

X



WHEN: 25. 12. 2017 – 30. 04. 2018 (4 MONTHS)

### OBJECTIVE:

- ENGAGE WITH TEENS & ADULTS
- ENHANCE BRAND EXPOSURE
- CREATE MULTIPLE TOUCHPOINTS

### BRAND SYNERGIES:

- BOTH BRANDS RESONATE WITH SIMILAR TARGET AUDIENCE
- WBB – PHENOMENAL BRAND EXPOSURE ACROSS APAC
- FANS ENGAGE WITH WBB ACROSS 44.2 MILLION TOUCHPOINTS!





# MIRINDA PROMOTIONAL CAMPAIGN

## CAMPAIGN : PROMOTIONS

### OUTDOOR/INSTORE POS

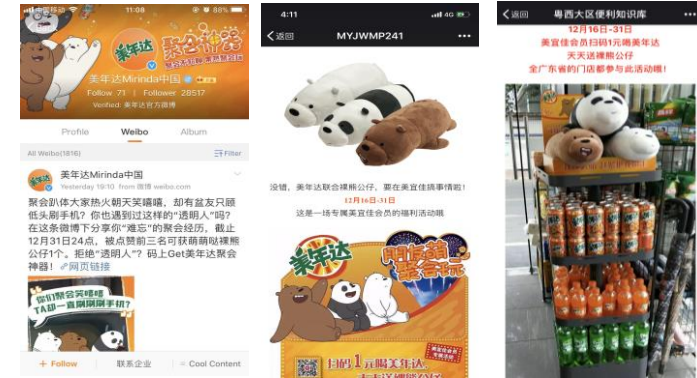


PRODUCT PACKAGING

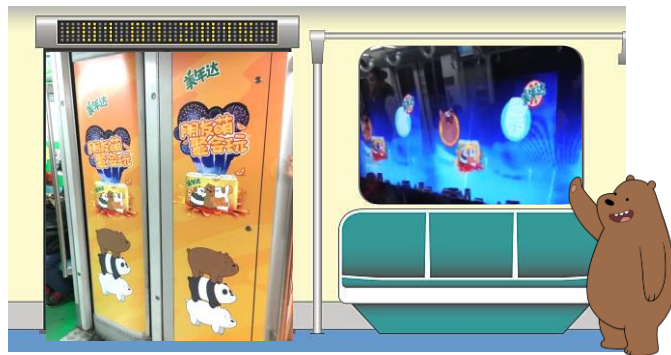
### DIGITAL/MOBILE GAMES



### PR/KOL



### OUTDOOR ADVERTISING



### SOCIAL MEDIA



### ON-GROUND ACTIVATION



# MIRINDA PROMOTIONAL CAMPAIGN

## CAMPAIGN : RESULTS

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DISTRIBUTION ACROSS CHINA

**10,000+ POS**

AT ALL OUTLETS INCLUDING HYPERMARKETS,  
SUPERMARKETS, CONVENIENCE STORES, & ONLINE PLATFORMS

TALK OF THE TOWN AMONG

**TEENS & ADULTS**

BRAND EXPOSURE TIMES:

**500,000,000+**



# ALMARAI CHEESE TRIANGLES

## SAMPLE CASE STUDY: MERCHANDISE LICENSE



WHEN: APRIL 2018

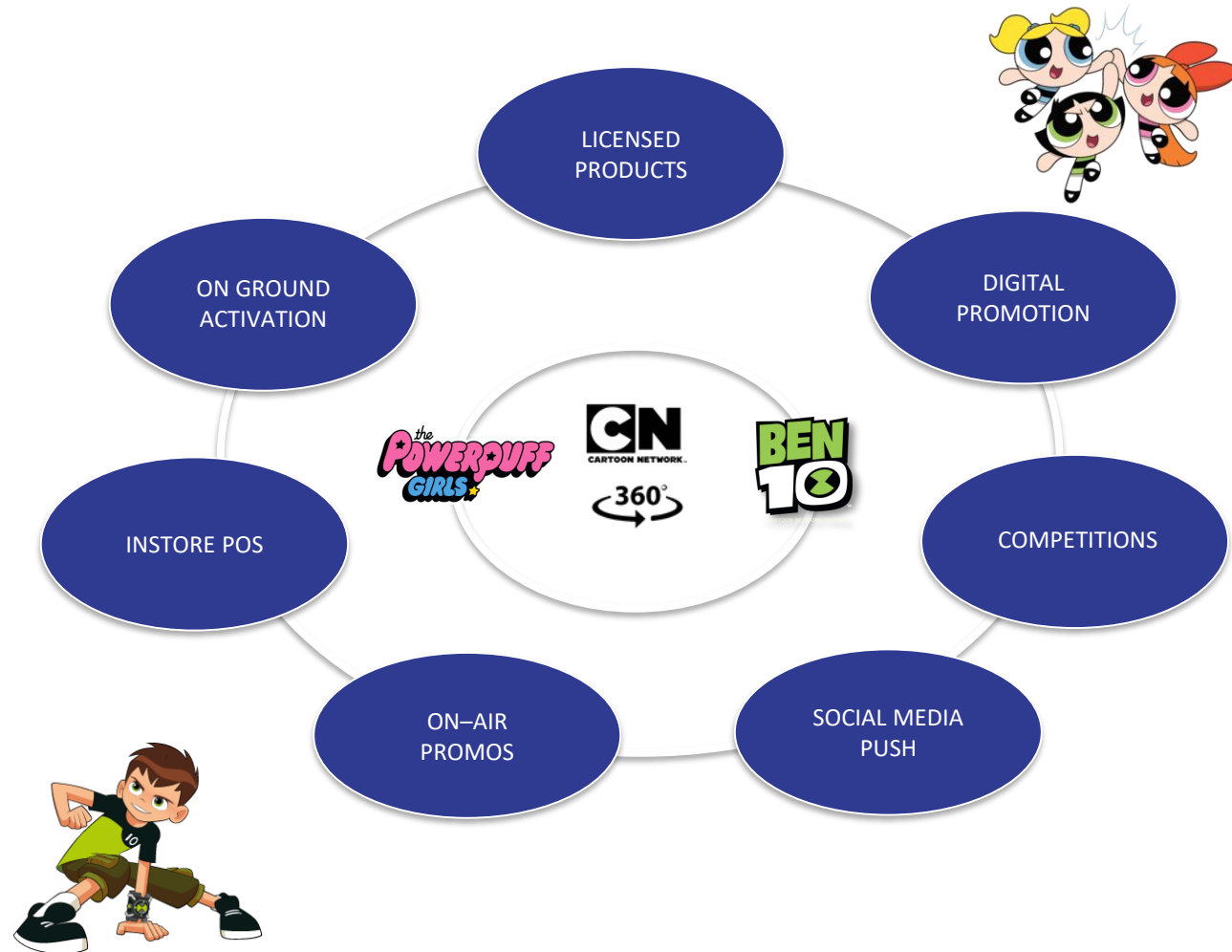
### OBJECTIVE:

- INCREASE MARKET SHARE AMONG KIDS SEGMENT
- DRIVE SALES
- INCREASE BRAND AWARENESS WITH KIDS AND FAMILIES

### BRAND SYNERGIES:

- TARGET AUDIENCE RESONATES MOST WITH BEN 10 & PPG
- PROVEN TRACK RECORD IN THE REGION
- BRAND RESONATES WITH MOTHERS

REGION: GCC



# ALMARAI CHEESE TRIANGLES CAMPAIGN : PROMOTIONS

PRODUCTS

INSTORE POS

COMPETITIONS

ON-AIR TVC



DIGITAL GAMES

SOCIAL MEDIA

ON-GROUND ACTIVATIONS



# ALMARAI CHEESE TRIANGLES CAMPAIGN : RESULTS



**GAINED**  
MARKET SHARE\*

**INCREASED SALES\***  
IN KEY PERIOD WITHIN THE REGION

**INCREASED BRAND ENGAGEMENT**  
THROUGH A 360 CAMPAIGN  
WITH KIDS AND FAMILIES IN THE REGION



\* FIGURES & PERCENTAGE CONCEALED FOR CONFIDENTIALITY REASONS

REMEMBER,  
LICENSORS ARE BRAND OWNERS BUT

**YOU**

**ARE THE CLIENT!**

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THANK YOU

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QUESTIONS?