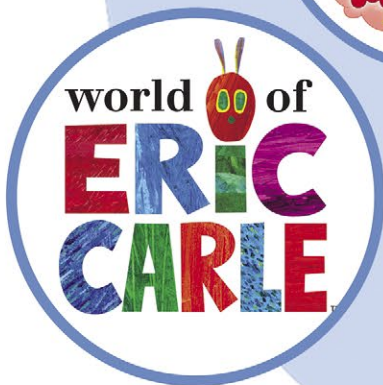


LICENSE CONNECTION

connecting
brands & business



Zealand wool and have a slight 3D effect. The soft and cuddly rugs fit any type of children's room. The rugs are certified with the GoodWeave label. At the end of May, Tiamo will release new Miffy soft toys. The Fun at Sea collection includes a great variety of baby products: from cuddly toys and rattles to a play mat and music box. The collection is blue/grey and white striped and is decorated with colourful sea-themed illustrations. The trendy Miffy soft toy collection by International Bon Ton Toys is expanding. This April, the popular corduroy Miffy will be available in even more colours, including a soft yellow buttercream and an orange pumpkin. And Miffy gets a new friend! A new snuffy design will be available in three different colours.

The Smurfs, from Belgian creator Peyo, celebrated their 60th anniversary in 2018. The Smurf movies have taken over \$1 billion in revenues and there are currently 9 seasons of the Smurfs television series. Two Smurf comic books are created each year and the Smurfs YouTube channel is planned to be translated into 41 languages.

In terms of products, to date, over 100 million of the Schleich figurines have been sold and over 100 million Kinder Eggs in Europe since 2013. Over 60,000 tons of Haribo Smurf candies are sold each year.

Beyond their hugely successful broadcasting career, the Smurfs are also proud ambassadors of the United Nations goals set in 2015 with the aim of eradicating extreme poverty, combating inequalities and injustice and effectively tackling the problem of climate change by 2030.

The Smurfs have communicated uni-

versal values such as solidarity, courage, tolerance, work, respect for nature and the environment and these values transcend age, gender and cultures. It is thus quite natural that the Smurfs wish to be involved in charitable works. They are preferred partners because they enable charities and organisations to popularize a message and make it accessible to all. Over the years, The Smurfs have been able to support good causes, for example Think Pink, FireSafe, UNICEF, International Day of Happiness, Android 34, Cap 48, and so on.

IMPS, who manage the rights for the Smurfs, was founded by Veronique Culliford, Peyo's daughter and, over the years, they have been associated with numerous licensees including Le Lombard, Dupuis, Hachette, Scholastic, Simon & Schuster, De Agostini, Panini, Warner Music, Universal Music, Sony Home Entertainment, PEZ, Chupa Chups, Ferrero, Haribo, McDonald's, Delacré, Gap, H&M, C&A, Benetton, Women's Secret, Jakks, Schleich, Ubisoft, Capcom, Lidl, and Agrokor. IMPS are also developing new licenses based around other key characters from Peyo's works – including Johan and Peewit and Benny Breakiron.

Acomar Films' hit pre-school show Bing continues to gather strength in the Benelux region. With eighteen licensees now on board, exciting new products and continued expansion in the digital space, Bing is being established as a top pre-school property.

Leading Dutch cosmetics company Caresse BV is the latest partner to join Bing's best-in-class licensees for the region, set to produce a range of health and beauty products. This new deal follows recent renewals with Vadobag (bags, cases and umbrellas), Aymax (bedding) and Veldkamp (meet & greet). TM Essentials have also widened their Bing portfolio to now offer bath accessories and kids room furniture. Thanks to the meaningful connection Bing has with its young audience, sustained strong performance

across all touchpoints and the efforts of local agent License Connection, Bing attracts licensees across a wide variety of categories.

In addition, Master Toy Partner Spectron is expanding its range and is launching hero lines Bing's Squeaking Talkie Taxi, Bedtime Bing with Owl and Train & Mini House Playsets for spring/summer 2021. Spectron has seen booming sales to date, with Bing stocked in all major toy retailers in the Netherlands and Belgium.

Bing is broadcast in the Netherlands on NPO Zappelin where it is a top show among its age group. In Belgium, Ketnet launched the new series dubbed in Flemish in January this year, attracting a flood of Bingsters, with Bing achieving a majority audience share in its timeslot. Bing has also been



a hit on the big screen with the latest theatrical experience, Bing's Christmas and Other Stories, ranking in the top 10 at the Dutch box office.

Audience engagement deepens online, with Bing's Dutch Facebook page seeing followers grow by 106% YoY. Bing's Dutch YouTube channel has enjoyed a 58% YoY increase in views and 110% YoY increase in watch time hours, along with a growing subscriber base. Laura Clarke, Head of EMEA Licensing and Merchandising, Acomar Films, said: "We are delighted that Bing moves and delights an ever-growing number of fans in the Benelux region. Bing has been warmly embraced by audiences and retailers alike and we are working hard to continue its growth, especially looking forward to the brand new Bing live show coming this Autumn. We also have more very exciting news in the months ahead.

Kidzroom is a bags & backpack brand owned by Dutch licensee Vadobag who have a long history of creating



licensed products with entertainment properties from Disney, Hasbro, Nickelodeon etc.

The past few years they have been working hard on their own brand Kidzroom, and this has now taken off in the Netherlands and Germany.

Kidzroom is a very visual brand, with recognizable designs originating from the Scandinavian and Dutch design culture. The brand values are focused on experience and style. With Kidzroom Vodabag aims to empower kids to explore more and bring a moment of happiness to the life of kids and parents alike.

Kidzroom is positioned in the market as a quality brand for an affordable price, squarely in the mid-market and with a very strong online distribution. The brand targets new parents with babies 0 – 4 years old, and parents with kids from 4-8 years old. The brand is carried by customers including Zalando, bol.com, Jollyroom, Babydump, DreamLand, BabySam, Kleertjes.com, Prenatal, Otto Group, Amazon, Wehkap and Babypark.

This year Vadobag has released a licensing program for the brand. Currently they are in contact with several licensees from the Netherlands to introduce licensed products in the market in 2022.

License Connection is an independent Licensing Agency & Consultancy Company with more than 20 years of experience in the Licensing Industry. Partnering with National and International Brand Owners by representing their rights in the Benelux and in Europe. Their personal and pro-active approach creates longstanding partnerships and successful campaigns in Retail and Consumer markets.

On of License Connection's brands is Art Wise, and their IP Allie the Ellie. Allie the Ellie, designed by the Dutch creator, Ellen Langendam is a character especially for the little ones. Allie the Ellie has made a good start with its current daily exposure on NPO Zappelin, broadcasting Series I and II. They are working on new developments of Series III as well as an App, which will be an App based on intuition only. Furthermore they are currently discussing potential licensed products and a potential cinema event. Allie the Ellie will be ready for International distribution and is represented by License Connection for all International Licensing opportunities.

Rainbow Pets is a new Dutch design brand, developed by TM Essentials and represented by License Connection. It is based on the story about little pets playing in the backyard and saw a rainbow. They ran into the rainbow and played with all the colors and turned into Rainbow Pets.

Girls are really excited to have their pets coloured as a rainbow. And with Rainbow Pets this will be possible It is Rainbowlicious. License Connection is looking forward to cooperating with 3rd parties throughout Europe. The property is targeted at girls aged 5 to 10 years old.

BN Licensing BV report that Loeki the Lion is celebrating his 50th anniversary this year.

Loeki was born in 1971 and created by designer and puppet animation producer Joop Geesink. In 1972 Loeki started his successful career at the STER, (Stichting Ether Reclame), where he featured in more than 7.000 four-second animated clips over a period of 32 years.



From 1976 to 1986 he was also known as “Le petit Lion” on the French national television channel TF1 where he taught the French audience his typical expression Asjemenou and brought Voila back to the Netherlands.

Recent years have seen Loeki as a full page cartoon in Okki, as the mascot of the Huis ten Bosch theme park in Japan, and as the recipient of the Gouden Loeki audience award for best commercial and featuring in the Carnival Festival in family park De Efteling (The Netherlands). Commercially he was hired to appear in advertising campaigns for supermarkets Edah and C-1000 and Samsung Nederland. This year Loeki will return to STER in his short animated films, featuring in commercial breaks on the Dutch national channels 1, 2 and 3.

Commenting, STER director Frank Volmer said, “STER is a fan of Loeki and sees itself inextricably linked to the little lion because of their shared history.”

Loeki will also start his TV appearances in Spring this year which is an important advertising year for many brands with sporting events like the European Football Championships followed by the Tour de France and the Olympic Games in Japan. Loeki has been given a new look by Geesink Studio for his return.



Interview: Daphne Kellerman

Daphne Kellerman heads up License Connection which has been a leading light in the Benelux region since it was formed in 2002.

Becky Ash caught up with Daphne Kellerman to find out more.

“License Connection is a highly proactive agency with a number of long lasting partnerships including Discovery Entertainment (Animal Planet, Eurosport and Discovery) which we have represented for over ten years.” explained Daphne Kellerman. “We have also represented Bing from Acamar for four years and, until the recent changes, represented Hasbro for ten years and eOne for eight years.”

Despite the Covid-19 pandemic, License Connection signed a number of new brands and is looking forward to developing these over the coming years.

One sector that is key for the company is publishing. License Connection now represents a number of book-based properties including The Gruffalo, Paddington and The Very Hungry Caterpillar. In addition, they have recently signed Walker Publishing for Guess How Much I Love You, Maisy and We are Going on a Bear Hunt.

A further recent signing is Moonbug/The Point 1888 for all their brands which include Cocomelon, Blippi and Morphie.

“We are very proud to work with both teams,” explained Daphne Kellerman. “The Benelux is strong on the online side, both in terms of streaming and consumer products, so we are ready to create new licensing partnerships.”

License Connection has also signed Chefclub, the online food and cookery brand which generates over a billion organic monthly views across all platforms around the world. Chefclub talks to more than 95 million followers across the globe and reaches more than 200 million people monthly by tailoring content to fit with each social platform’s DNA. Chefclub’s performance is very well balanced across all platforms and children, teenagers, men and women find a reason



to engage with their content – they are leaders on all social networks: on Tiktok talking to teenagers, on Snapchat, with young adults; with women on Facebook and Instagram, and so on. Bing has been a License Connection success story and the program has grown to include seventeen partners now. Product ranges range from toys and creative products to apparel and health and beauty products. License Connection works closely with local retailers and are delighted with Bing’s sell-through, both in physical stores and, more so since the pandemic, online.

Daphne Kellerman commented on the brands that they represent. “As a company we are very proud that we represent such a variety of brands – from Baby (Allie the Ellie, a local Dutch brand) and pre-school (Bing and Cocomelon) to classic book brands (The Very Hungry Caterpillar, The Gruffalo, Paddington) to Millennial brands such as Bouffant & Broken Hearts of Kendra Dandy and Chefclub.”

Daphne Kellerman sees huge potential in the Benelux region. “With a 30 million population, people in the Benelux countries are early adapters. Online streaming is very accepted and growing and online consumer product sales are showing tremendous growth.”

And the future? “We are very much



looking forward to going to physical shows again. The licensing industry is an industry where we are all at our best if we see each other and, literally connect; where you can touch and feel the brands and talk to the people behind these brands. It’s all about connecting and that’s what we are all about at License Connection!”



LICENSE CONNECTION SIGNS MOONBUG ENTERTAINMENT

License Connection has extended its brand portfolio with Moonbug Entertainment Ltd., thanks to an appointment by its Master Agency, The Point. 1888.

Moonbug Entertainment, one of the largest digital media companies in the world, has a portfolio, rich with some of the biggest children’s brands in the world. The portfolio achieves approximately 6.5 billion digital views per month across YouTube, Sky, Netflix and other platforms.

As a part of this relationship, License Connection will oversee the development and distribution of products for three key Moonbug properties, CoComelon, Blippi and My Magic Pet Morphle, in the Benelux market. By connecting new partners and existing licensees in relation to local retailers, License Connection will build a solid licensing program in the Benelux.

CoComelon is the number one kids’ YouTube channel in the world and teaches children how to take on everyday activities with a positive attitude and enthusiasm. Kids can easily relate to the universal themes and everyday narratives such as eating your vegetables, learning to tie your shoes and getting ready for bed.

Blippi is another of Moonbug’s most popular brands with over 12 billion views worldwide. Blippi is a fun and playful character who educates and entertains 2-6-year-olds.

With over 18 million subscribers around the world, My Magic Pet Morphle follows a magical friendship between a little girl, Mila, and her pet, Morphle, who can morph into anything – a sweet puppy, a giant truck, a cool dinosaur or anything that Mila’s playful mind can imagine.

As the lead agent for the Benelux region, License Connection is now part of an EMEA wide brand licensing programme.

“We are excited to work together with such innovative companies as Moonbug Entertainment and The Point. 1888. The content of the Series combined with its digital distribution are a new, fresh and powerful combination that will strongly resonate with young families in both Holland and Belgium. We are very much looking forward to cooperate close together with both teams,” said Daphne Kellerman, owner of License Connection.

Commenting on the new partnership, Gabbi Langdorf, Senior International and Brand Manager at The Point. 1888, said: “For a brand licensing programme of this scale and stature, we wanted to have the world’s best agents on side. License Connection really understands the new digital world that kids live in and that properties on Youtube, Netflix, Amazon and others can have just as successful a launch at retail as those on a traditional broadcaster, if not more so.”