



Kazachok Licensing Forum April 11 & 12th 2012

Reporting on conferences

The 2012 Kazachok Licensing Forum offered a **high-quality conference cycle** hosted by expert speakers. These recognized specialists shared their feedback and market analysis with the audience.

The conferences began on Wednesday morning at 9.30 a.m. by a very trendy topical issue: **'Licensing in the digital era'**.

- **Vladimir Lelouvier** from *Multimédia à la Une* masterfully hosted it. The digital development is sustained by a need for programs and contents for every kind of target range. With audiences seeking experiences, what's the key to successful digitalization?

Amandine Cassi from *Eurodata* noted that digital developments have positive results on TV ratings. In France, there are 39 Million web-surfers that include 30.3 Million video-surfers. Programs that display brand strategies are the ones that stand out. The issue is about finding the suitable ways to monetize satisfactorily by quantifying visitors and analyzing and qualifying their behavior patterns.

Térence Mosca from *TM Consulting* reminded us that the Apps market represents 5 Billion dollars worldwide, 50% of which comes from entertainment. The right property and the right media are the requirements for good monetization. Establishing a concept on the long-term requires a good marketing campaign.

Justine Ryst from *Endemol* clearly insisted that one of the key factors is associating with the suitable licensing partner since this isn't a traditional licensing situation. It is necessary to have a good idea of what kind of audience is targeted in order to satisfy its expectations since the targets are more and more demanding and versatile. A 360° scheme is more than ever a must.

Good digitalization involves a few key factors to bear in mind. The brand has to be strong, a digital products' brand effect is needed, the relationship with the distributor must be excellent, marketing needs to be sustained and also rely on off line, social media, communities and last but not least, prices must remain variable and be tested beforehand. The best concepts are undoubtedly yet to be invented!

The second conference at 2-30 pm was about **'Extension of adult brands'**.

-Consultant **Dominique Cuvillier** opened the debate by explaining that adult buying patterns are utilitarian/functional, assertive/social, and entertaining/imaginative. Therefore the issue is to imagine products that make sense for the individual buyer. There are three main trends emerging: gamification, nostalgia and proximity (a canny mix between proximity and availability).

Loïc Guilloux from *Prisma Media* felt that media brands have a very strong impact in terms of image and status. The Press is currently having trouble so licensing is a way to make the

business model evolve. It represents 5% of Prisma Media's diversification activity and their goal is to double and even triple that figure. He used *Femme Actuelle* and *Geo* properties as illustrations.

Stéphane Baudrey from *JB Martin* explained that two of their accessory categories are enjoying growth : shoes and hand bags. As a licensee of such brands as Kenzo (men's shoes), Eden Park, Paul & Joe for men, Paul & Joe Sister or Elle, Stéphane Baudrey made a clear distinction between luxury brands and media brands. Luxury brands live on their acquired status and existing recognition. To the contrary media brands evolve slowly: French buyers require 6 seasons to get accustomed to a new label on shoes.

The ingredients for an adult brand to perform satisfactorily are: creativity, marketing, real long-term brand strategy, expertise, excellent quality of products and very professional attitude about the categories of products developed.

On Thursday we began by an eagerly awaited conference that unveiled market figures, with figures becoming more and more difficult to obtain. The **GFK** team presented '**Licensing developments for 4 markets**' - Entertainment ; Sunglasses, Eyeglasses and Watches; Textile and Baby care, and finally Luggage – evidently based on their Licensing Barometer. They used Hello Kitty and Cars as a guiding thread since both properties had similar activities in 2011 although they are also present in different areas. Next year's prospects are based on the numerous expected films that will provide recurring visibility for the heroes as well as growth prospects in the fashion categories. For further details about this keynote please contact Cécile Poulet at GFK directly : cecile.poulet@gfk.com / +33 1 47 14 44 34

At 2.30 **Maxime Fischer** from *Carel* took the reins of this Forum's last conference. He delivered a very practical case study about '**Licensing and Textile**'. A specialist of children and baby clothes since 1952 - licensed products now represent 50% of the Carel Group's sales. The licensing market is very competitive and having the right property simply isn't sufficient nowadays, even less when the market is suffering from the economic crisis. So how can a property stand out? That is the company's guiding thread: Carel has been developing Disney properties (among others) for over 20 years and knows how to exploit perennial licenses, it's the company's DNA. Maxime Fischer showed the limits of the Rome Treaty and cross-boarding. The current price war is triggering quality issues, which is a virtuous circle. DTR contracts, the supremacy of some properties to the expense of others, the economic crisis, and classics perceived as safe havens, all of these factors are responsible for properties not been seen as a way to stand out any more. Carel's strategy focuses on innovation. They developed a new brand – MySenses – a concept of label tags on products that react to stimulus. This development relies on an innovative strategy, R&D investments and a fine-tuned sales strategy targeting different territories. In this case the licensing deal is taken one step further since Carel signed a technological licensing contract with the Canadian company that owns the rights to this technology. Carel is constantly thinking about new possibilities and turning to new markets to pave the way for the future.