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THE BEATLES

'The most famous band to have walked on earth'

Despite the fact that it is the most popular group ever, with over one billion records sold to date, the term 'The Beatles' describes more than just a group and its music.

It is an adult brand with longevity. Its target group easily ranges from young people (14 – 18), the so called FOMO Group (fear of missing out), who have the feeling that they missed something extraordinary in the 1960s, to the young at heart Beatle fans 60+ and everyone in between.

When you refer to The Beatles you also describe a social and cultural phenomenon

driven not just by the continuing appeal of the music but by the song titles, album covers, the films, the image, the lifestyle – in fact all the associations that have grown up around the group over the years. In short, you describe the brand as The LOVE Brand!

Since Christmas 2015 the Beatles songs have also been airing via the major streaming platforms (Apple Music, Spotify etc.) - platforms usually used by a younger audience. During the first 48 hours they were available, Beatles songs were streamed over 50 million times. And, according to Spotify, 65% of the audience was under 34 years.

If you Google 'The Beatles' you easily get 150 million hits (Michael Jackson 48m, Rolling Stones 40m).

Their Facebook site enjoys 43 plus million fans, on Twitter they have almost 3 million followers and on Instagram 1 million followers. In 2016, the official Beatles Website counted 4 million unique visitors and 305,000+ visitors went straight to the Beatles Online Store. In 2017, they recorded a sharp increase in Europe.

Michael Lou has been running V.I.P Entertainment & Merchandising AG in Hamburg for the last fourteen years and represents The Beatles and Yellow Submarine as licensing agent in German speaking markets. Michael looks back at how licensing The Beatles were ten years ago.

"I had to call potential licensees and was asked over and over again whether Beatles fans have not passed away by now. However, over the last few years, helped by the trend for all things retro, licensees have been calling me asking whether they can have a license."

The most recent licenses reflect the wide range of target groups that The Beatles and Yellow Submarine products cover.

These go from mass market products like socks (marketed as limited edition Yellow Submarine editions by Happy Socks) to stationery products by Moleskine, LEGO´s Yellow Submarine assembly kit (more for the adult target group), to a variety of turntables by Pro-Ject from Austria that retail at around € 600 (in line with the emerging trend towards vinyl records).

In addition there is Raymond Weil´s Beatles chronometer which retails at €1150 and a very exclusive collection of writing instruments by Mont Blanc which range from €680 to €30,000 that recently hit the market for Christmas.

Michael Lou´s future plans are to license an "All you need is Love" jewellery line and to interest other market leaders to use the legendary artwork from the cult cartoon movie Yellow Submarine for fashionable sneakers/ shoes, bags, jeans and fashion accessories.