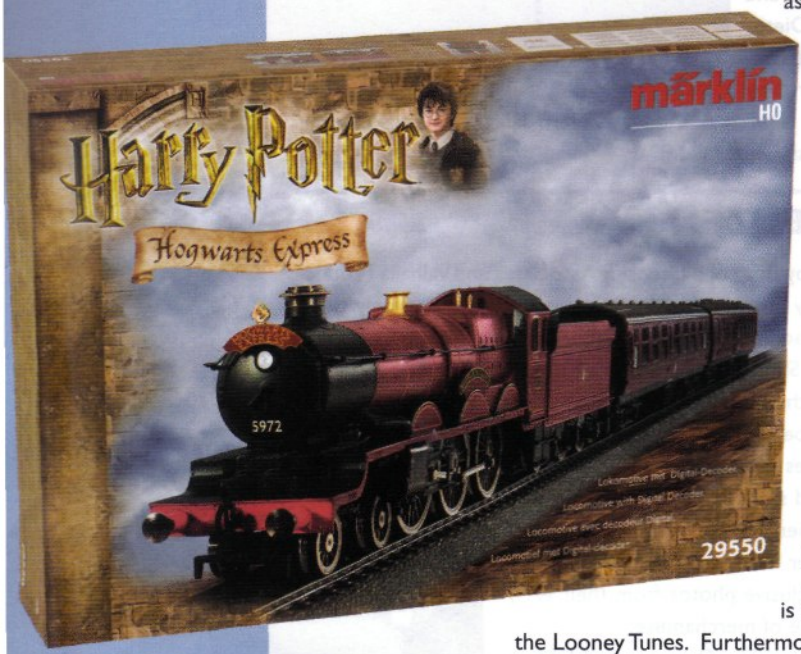
GERMANY

PROMOTIONS FROM WARNER BROS GERMANY

Working with some of the most well-respected licensees and partners, Warner Bros Consumer Products Germany continues to build campaigns and programs, supporting their brands.

Recently, Ferrero, one of Europe's leading confectionery company's introduced Gemany's best-selling chocolate bar Duplo featuring Tom & Jerry. Over a period of several weeks customers could find one of 24 different Tom & Jerry stickers in each chocolate bar. Ferrero supported the promotion with an extensive marketing campaign on television and in print, in addition to in-store posting, internet-sites and cross promotions with Warner Home Video und Warner Movie World.

Tom & Jerry were also the main characters in a partnership with the motorway service areas "Tank & Rast". From July to September 2003, two special kids meals (in cooperation with Coca Cola and Iglu) were offered in "Tank & Rast" restaurants. Every beverage included in these meals was served in a Tom & Jerry glass, which the children were allowed to keep. Furthermore every child was given a Tom & Jerry puzzle. This promotion was supported by daily radio spots, as well as numerous POS activities e.g. counter displays, door stickers, floor graphics, ceiling hangers and streamers.



Märklin was awarded the rights by Warner Bros. Consumer Products to create "Hogwarts Express" model train sets, inspired by the feature film phenomenon, Harry Potter. A company with a long-standing tradition, Märklin is famous for the quality of its products. They are the leading producer of model railways and have created a technically intricate Hogwarts Express start-set for kids, which was successfully introduced to market in October 2003.

SCA, producers of home paper products will be featuring a major Tom & Jerry in-pack and on-pack promotion beginning in August 2004. The promotion will be accompanied by a marketing campaign including TV-spots.

Another important licensee for Warner Bros. Consumer Products in Germany is Swiss company SIGG, the brand leader for high quality drinking systems for leisure and sports use. SIGG products are distributed in over 40 countries worldwide and SIGG is brand leader of the European market. For their young customers SIGG is offering a special kids edition that features different characters from the Looney Tunes. Furthermore SIGG will be a licensee for the upcoming UEFA Cup 2004.

One of the biggest licensed properties for 2004 will be German property "Laura's Star". Since 1996 "Laura's Star" has been a highly successful children's book by author Klaus Baumgart and produced as a popular television cartoon in 2002. The 13 episodes aired on the public channels Kika and ZDF. Laura's Star has now been made into a feature film that will open in German cinemas this fall. Warner Bros. Consumer Products will create a very focused licensing program for this property and the first line of products will debut in conjunction with the film's release in September 2004.

MOTOROLA APPOINT VIP

Motorola, one of the worlds leading technology enterprises, has appointed VIP Entertainment & Merchandising AG, Hamburg, to expand its brand licensing into Europe. The contract was signed directly by VIP's President Sir Michael A Lou with Motorola's Corporate Director Brand/Trademark Strategy and Licensing, Raymond K. Uhlir Jr., who overseas the licensing activities from Libertyville/Illinois. The current roster of Motorola's licensees includes many renown companies and Ray Uhlir is confident that their sales of Motorola-brand products will top the one billion Dollar mark at wholesale. Although many of the licensed products come from the Far East, Lou is confident that there are numerous companies in Europe who would qualify as Motorola licensees. In particular Lou is looking to license product categories that Motorola already has for instance mobile phone accessories, portable digital equipment (such as cameras, DVD-, CD- and MP3-players), wireless computer peripherals etc. VIP was previously active for IBM in the same field until IBM decided to postpone overseas licensing until the US market was fully exploited.