

# Licensing



# 3 Reasons Licensing Can Grow Your Business



New Customer  
Growth



Marketing  
Exposure &  
Publicity



Enhanced  
Credibility &  
TRUST

*First...a little of  
my experience  
in how licensing  
can impact  
revenue and  
company  
positioning*







# What did this achieve?



New Customer  
Growth



Marketing  
Exposure &  
Publicity



Enhanced  
Credibility &  
TRUST

But What if we found a  
MEGA-Influencer?







**drew &  
jonathan™**  
*home*

# New Customer Growth

- ▶ Targeted marketing - tap into licensor's fan base
- ▶ New aesthetic
- ▶ New price positioning
- ▶ New categories
- ▶ Brand recognition
- ▶ New story to tell

# Marketing Exposure & Publicity

Understand how a licensor will support the program

- ▶ Social Media
- ▶ PR
- ▶ Appearances
- ▶ Content

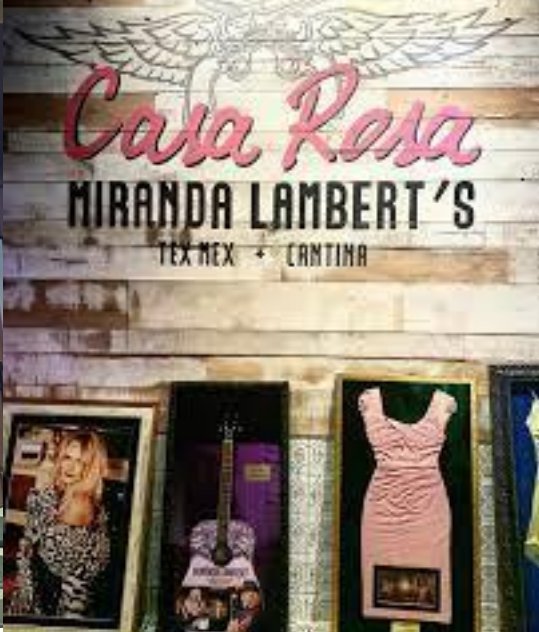
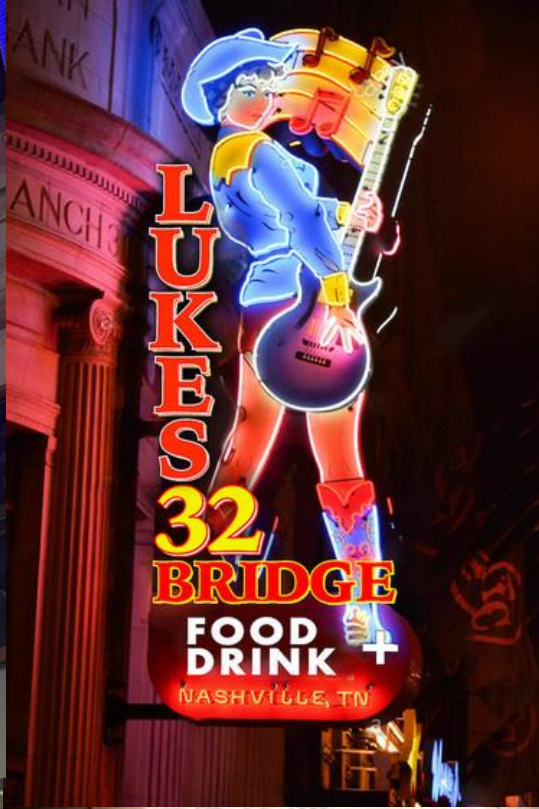
# Enhanced Credibility & TRUST

- ▶ E-Score
- ▶ Consumers TRUST people
- ▶ Over 65% of Americans consider celebrities credible sources for social and political issues

Equity is created from  
how a brand makes the  
customer feel

The power of Celebrity Influence can be a game changer...





# Thank You!

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