

Case Studies: How Brands Are Capitalizing on New Consumer Trends

From Funko to V&A, the latter are some of the best brands learn from as you embark on your licensing journey.

BY

BRAND LICENSING HANDBOOK
The brand licensing industry is a rapidly growing market, with brands like Funko and V&A leading the way. These brands have successfully capitalized on new consumer trends, such as the demand for unique, collectible items and the desire for brands that offer a sense of community and identity. This article explores how these brands have achieved success and provides insights for other brands looking to enter the market.

One of the key factors in the success of brands like Funko and V&A is their focus on creating unique, collectible items. Funko, for example, has built a massive following by offering a wide range of Funko Pop! figures, which are small, stylized vinyl figures of popular characters and celebrities. V&A, on the other hand, has become a household name for its affordable, trendy clothing and accessories, which often feature unique designs and collaborations with other brands.



YOUR ESSENTIAL GUIDE TO THE
BRAND LICENSING INDUSTRY



Understanding Brand Licensing

Licensing is defined as the process of leasing a trademark or copyrighted entity (known as a property) for use in connection with a product, service or promotion.

When a brand owner licenses a trademark or copyrighted entity, they are essentially allowing another party to use their brand name or logo on a product or service. This can be done in a variety of ways, including through direct licensing, where the brand owner licenses the rights to a third party, or through a licensing agent, who acts as an intermediary between the brand owner and the licensee.

There are many benefits to brand licensing, including the ability to expand a brand's reach, increase revenue, and create new product lines. However, it is important to understand the risks involved in licensing, such as the potential for brand dilution or the loss of control over the brand's reputation. This article provides a comprehensive overview of brand licensing, including the different types of licensing, the benefits and risks, and the steps involved in the licensing process.

For more information on brand licensing, visit our website at www.licensing.com. You can also contact our licensing agents for more information on how to get started with brand licensing.

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The Licensing Business Handbook

**Karen Raugust, EPM Communications,
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detailed consideration of what has made them so successful Through the presentation of case studies in the sectors particularly interested in brand licensing including the art character entertainment fashion jewelry sports and toys sectors this book aims to highlight opportunities limits and challenges from both the licensor and licensee s perspectives In particular these case studies represent an effective basis for comparing different experiences and brand licensing strategies allowing readers to understand both best practices and pitfalls to avoid when building an effective and enduring licensing program Chapter objectives summaries key learning points and discussion questions reinforce understanding and aid reflection Practical yet theoretically grounded this book is particularly suitable for postgraduate MBA and executive education students interested in strategic brand management licensing strategy and brand expansion This book can also serve as a valuable guide for professionals interested in expanding their brand portfolio This book provides effective tools to evaluate the strategic side of brand licensing and the selection of the appropriate company to be a licensee Online resources include PowerPoint slides a test bank of exam questions a case list and discussion questions

A Manual for the Guidance of Justices of the Peace and Special Justices of the Peace Hercules Tennant,1891

15 Licensing Super Trends for 2020 and Beyond Karen Raugust,2020-02-15 The business of licensed products and services continues to transform at a faster pace than ever before Everyone involved in licensing is keenly aware of the intense competition among properties as technology has lowered barriers to entry and of the parallel and continuous decline of shelf space at retail coupled with the difficulty of being discovered online Even more importantly licensing executives are dealing with fundamental changes in how consumers shop and in how they consume products services experiences content and marketing messages The pace of the business has also accelerated requiring practitioners to try novel models new categories and services new partners new deal structures in a quest for constant innovation all while avoiding too much risk But there are overriding themes that remain steady and are likely to continue to do so over the coming years These super trends provide a blueprint that can help guide licensing executives as they look ahead Each creates consequences across property types product categories territories and retail channels and each is likely to last for the foreseeable future providing context for deal making going forward

15 Licensing Super Trends for 2020 and Beyond takes you through these overriding developments highlighting three to five shorter term trends 56 in total that underline the implications of each Fifteen research tables labeled as Datapoints and 27 sidebars highlighting additional examples Spotlights provide more insight At the end of the report we identify the factors that tie together all 15 of the overriding super trends and take a quick look into the future

15 Licensing Super Trends for 2020 and Beyond is written by Karen Raugust author of the trend publication RaugustReports and dozens of books and reports on licensing including *The Licensing Business Handbook*

15 Licensing Super Trends offers a roadmap for licensors licensees licensing agents retailers and others involved in licensing as they navigate the bumps ahead

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and Beyond examines 15 overriding trends that will endure for the foreseeable future as well as 70 shorter term
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