

## Shouldn't Your Mom Be Proud Of You, Too

My mom sent me a birthday card, and she wrote inside that she was proud of her son. It made me feel great, and it made me think...

Can any one person impact the way our industry behaves? Can you make a difference? Maybe...Maybe not. One thing is for sure; as the licensing industry has grown the respect that the marketing community gives us "licensing folk" remains low. Package goods companies, ad agencies, and others boast about their marketing prowess and professionalism. As licensing becomes more and more mainstream, we, as marketers, need to earn the respect of our marketing "peers." How? By acting and conducting business in a professional and respectful manner.

We work with many licensees and almost every licensor. It is uncomfortable at times to describe to a seasoned marketing executive why an account executive is not returning important phone calls simply requesting a comment on a proposal submitted weeks ago. Lest you think I am exaggerating, here is a sample of real actions we have faced during the past several months:

A client sent corrections to a contract to which the licensor replies (after 3 weeks) that, "the fax you sent was too thick...I don't want to make that many changes" This was followed by, "For this kind of a deal (money) we aren't going to change anything." When informed that the contract miss-spelled the

licensees name and other material errors, the response was simply "Oh?"

A disconcerting comment from a licensor "We got your proposal and it looks good. As soon as we hear from everyone else in the category we will make our decision."

We sent in a proposal...called for 6 (six) weeks following up...no return call...finally got through only to hear... "Oh, I guess I owe you a call...No I haven't read the proposal, it is right here on my desk."

It goes both ways. We once heard from a client who was looking at a contract... "Do we really want this license?" And once we had a client about to sign a contract that had been on the desk for a month and he asked "Would it be bad form to call and try to get the guarantee cut in half?" ... (The time to ask these questions is at the proposal stage.)

We all have our stories...some are funny, some are painful, and some cost a lot of money.

My point is that many newcomers to the biz don't understand why it has to be so... so... unprofessional. "Yes." "No." "Thank you." "I'll call you back." All are easy additions to our vocabulary. We understand that everything takes longer than we all want, and yes, life can be frustrating, but as you sit across the table working out issues, ask "If I explain these actions to my mother, will she be proud?"

*Wally*

## DragonBall Z Merchandise To Take Off

The buzz on DragonBall Z from Funimation Productions keeps on growing, and merchandise becomes available to the masses throughout 2000. Bob Brennan, Director of Licensing for Funimation says, "We identified the categories we wanted to be in, and are excited that many of Building Q's clients are now DragonBall Z licensees."



team is very excited about creating product with the excellent graphics available from the show."

Backpacks, travel and duffle bags ship in 1st Quarter 2000. The excitement is just as high at Briefly Stated for the line of sleepwear, boxer shorts and loungewear. Kyle Alpern, VP of Marketing and Licensing noted DragonBall Z as "a great property for our boys demographic."

At the Summer '99 MAGIC Show, BRIEFLY STATED and AD SUTTON AND SONS were very busy writing orders on DragonBall Z merchandise.



On the hard goods side, WARREN INDUSTRIES prepares to display their line of puzzles for Toy Fair 2000. MODERN PUBLISHING will

kick off 2000 with a complete line of coloring, activity, puzzle and maze books featuring Goku, and the rest of the DragonBall Z characters.



"This is really going to take off come 2000." said Michael Lebowitz, VP of Sales for AD Sutton. "Our creative

## X-MEN Claw Onto The Screen Summer 2000

The wait is over for fans of Marvel Comics X-MEN. After years of legal wrangling, the live-action film hits the screen in the Summer of 2000.

Taking advantage of the merchandise opportunities from X-MEN are COLLECTIBLE CONCEPTS GROUP and BRIEFLY STATED. CCG will make limited

edition, collectible replica props from the movie, along with developing a collectors club sold via the web. BRIEFLY STATED gives retailers the opportunity to bring the comic book heroes to their shelves with a line of sleepwear and boxer shorts.

Look for the thrilling products and movie this July!



Building Q

Licensing / Marketing

# Get Out Of That Rut

Oscar Wilde said,  
"Consistency is  
the last refuge of  
the unimaginative."  
So stop getting up  
at 6:05.  
Get up at 5:06.  
Walk a mile at dawn.  
Find a new way  
to drive to work.  
Switch chores with  
your spouse  
next Saturday.  
Buy a wok.  
Study wildflowers.  
Stay up alone all night.  
Read to the blind.  
Start counting  
brown-eyed blondes  
or blonds.  
Subscribe to an  
out-of-town paper.  
Canoe at midnight.  
Don't write to your  
congressman,  
take a whole scout  
troop to see him.  
Learn to speak  
Italian.  
Teach some kid  
the thing you do best.  
Listen to two hours of  
uninterrupted Mozart.  
Take up aerobic dancing.  
Leap out of that rut.  
Savor life.  
Remember, we only  
pass this way once.

## NEW BUSINESS

Our business is based on relationships and continuity. We are blessed with strong clients across a broad range of product categories, and it is always exciting to begin new relationships with strong companies who recognize the value and growth that licensing can represent.

Additions to the Building Q client roster throughout 1999 include the following top-tier companies:

**BASIC FUN:** As the leader and "creator" of the key chain category, BASIC FUN has revolutionized the business. Often copied, however no one else can match their distribution, creativity, and commitment to the category that they "own."

**KOSMAKARE INTERNATIONAL:** The primary mission of KOSMAKARE is to develop the children's character bandage and lip balm business in the United States. Gone are the days of the "step and repeat" art on bandages. Kosmakare's proprietary technology allows them to center and register graphics on bandages. All their children's products are marketed under the Kidz Health™ brand.

**ROSEART INDUSTRIES:** Roseart resurrected the mass-market licensed craft kit business and is synonymous with the category. The company continues to grow and ROSEART product can be found in Toy, Stationary, and Accessory departments in mass, specialty and mid tier stores. Fast, creative, with leadership in licensing and distribution, Roseart is looking to continue their strong growth in both current categories as well as always looking for new opportunities to maximize their sourcing and distribution skills.

**SOMA INTERNATIONAL:** A direct import company with strong domestic distribution (SOMA currently sells all mass merchants, as well as most specialty toy retailers), Soma is looking to acquire licenses to drive their growth for 2000 and beyond. Covering a variety of juvenile categories, Soma brings their manufacturing expertise together with a domestic design and product sensibility.

# Client News & Previews

## APPAREL AND ACCESSORIES

**AD SUTTON & SONS** Leading the way for 2000 is DRAGONBALL Z! The popular Japanese Anime show makes its debut in the AD Sutton line with backpacks, duffles, fannypacks, and much more! 2000 also includes the first appearance of CART RACING, and PADDINGTON BEAR bags. As a leader in the diaper bag segment, parents love AD Sutton's product offering. In addition to their on going TELETUBBIES, HEALTHTEX and KOLCRAFT lines, look for the introduction of BABY SNOOPY gift set items.

**BRIEFLY STATED** Y2K kicks off in a big way for the leader's in the manufacturing and production of fashion boxer shorts, sleepwear, and loungewear. The popular children's game CRAZY BONES graces a line of sleepwear. DRAGONBALL Z fans of all ages will be able to show their support with a full line of loungewear, sleepwear and boxer shorts for boys. Marvel Comics fans get ready for Briefly Stated's introduction of X MEN items in time for the movie, along with a full offering of SPIDERMAN products late 2000 or early '01. Don't forget the ongoing favorites like: EPISODE I, AUSTIN POWERS, WCW WRESTLING, DR. SEUSS, and HASBRO GAMES.

**GIANT MERCHANDISE** Innovative, creative, imaginative, and resourceful are only some of the words used to describe Giant Merchandise. They continue to be the leader of imprinted T-shirts and fleece. Their strong distribution network into the mass, mid-tier and specialty areas make them a preferred licensee. 2000 brings the introduction of BUBBLE GUM wearables for girls, and ROLLERJAM for boys. Their ongoing line continues with EPISODE I, BLUES CLUES, ARTHUR, RUGRATS, and PEANUTS.

## COLLECTIBLES

**COLLECTIBLE CONCEPTS GROUP** Yeah Baby! Collectible Concepts Group continues to enjoy great success with their line of AUSTIN POWERS COLLECTIBLES. Check out [www.powersclub.com](http://www.powersclub.com) for some of their great AP merchandise. TERMINATOR fans - get ready. CCG introduces a line of collectible items from T1 and T2 in 2000. The X MEN movie hits in 2000, and Collectible Concepts Group is planning on a wide range of items for their line for the fans of the Marvel Comics series. X MEN will also have an on-line presence with a collectors club. Stay tuned for details!!

## ELECTRONICS

**POLYCONCEPT USA** 2000 is going to be a very exciting year for the leaders in the manufacturing and design of novelty consumer electronics. Poly's M&M's line is growing with a variety of brand extensions for Y2K. The complete line will be on display at CES. The unveiling of COCA-COLA electronics takes place as CES as well. COLEMAN branded electronics debut in 2000, and SLINKY telephones are sure to be a fun item. Their continuing line of CRAYOLA electronics are a hit with kids of all ages.

## FOOD

**FRANKFORD CANDY & CHOCOLATE COMPANY** A leader in mass market distribution of retentative value food filled containers (more than just tins), Frankford Candy and Chocolate Company is poised for a big year in 2000. Their RUGRATS tins have received rave reviews, and look for a broader assortment of seasonal candies and chocolates throughout the year. Their CURIOUS GEORGE and WOODY WOODPECKER lines continue to perform at retail. BEATRIX POTTER hollow chocolates debut in time for Easter this spring.

## HEALTH & BEAUTY AIDS

**KOSMAKARE INTERNATIONAL** Kosmakare International owns the hottest new technology in the HBA industry. Registered and centered graphics on clear bandages! No longer is it a step and repeat process. For the young ones, look for their line of TELETUBBIES adhesive bandages. For the older kids, WWF bandages portray photo real graphics, giving them the look of a tattoo. 2000 promises to bring a wide variety of brands and characters to consumers using this new technology!

## PUBLISHING

**MODERN PUBLISHING** Coloring books, storybooks, workbooks, sticker books and story books are the expertise of this leading player in the category. 2000 will be an exciting year for the company with the release of formats featuring DRAGONBALL Z and DIGIMON MONSTERS. Their WCW formats continue to be strong performers. Other favorites continue to be strong at retail including: DISNEY CLASSICS, FURBY, HOT WHEELS, FISHER PRICE, and the evergreen girls property - BARBIE!

## SCHOOL SUPPLIES/CRAFT & ACTIVITY

**ROSEART INDUSTRIES** Offering over 750 products including crayons, markers, paints, molding compounds, cosmetics, and activity kits, RoseArt strives to create new and exciting toys, crafts and stationary products for children. Based on units sold, RoseArt is the number one manufacturer of arts and crafts products in the United States. Licensed products to look for in 2000 include DRAGONBALL Z and Disney's DINOSAURS. RoseArt's current licensed product offering features POKEMON, DISNEY STANDARD CHARACTERS, TOY STORY II, and TARZAN.

## SOCIAL EXPRESSION/SEASONAL

**CLASSIC BALLOONS** Classic's mylar balloons are greeting cards filled with air! Over the past few years, the company has built their business using a variety of licensed and non-licensed offerings. Football Fans, Classic's jersey shaped NFL QUARTERBACK CLUB balloons, and SUPER BOWL balloons will add to your Super Bowl party. Everyday licensed product offerings include LITTLE SUZY'S ZOO, BOYNTON, LITTLE BEAR and THREE STOOGES.

**GEMMY INDUSTRIES** A market leader in seasonal and everyday animatronics. Next year will be a key one for the Dallas based company. SCOOBY DOO anchors the 2000 offering, with continuing seasonal favorites such as Halloween icons PEANUTS, and CASPER. Christmas brings FROSTY THE SNOWMAN, and ALVIN AND THE CHIPMUNKS. The everyday line expands in Y2K with the addition of SOUTH PARK'S CHEF. ELVIS PRESLEY swings his hips in the company's everyday offering for the new millennium. Also look for line extensions of their dancing sports gorillas with MAJOR LEAGUE BASEBALL GORILLAS, along with NASCAR's DALE EARNHARDT.

## TOYS AND GAMES

**BASIC FUN** This company is the innovator and creator of the keychain category. They have been entrusted by the worlds leading toy companies to create working keychains that symbolize their most important products. Some of the toys they have transformed into keychains include: BARBIE, HOT WHEELS, and ETCH A SKETCH. They also do a broad range of character keychains featuring RUGRATS, TOY STORY 2, AUSTIN POWERS and POKEMON. Look for an exciting array of innovative keychain and novelty products for the new millennium.

**SOMA** Soma International Ltd. was established in 1968 as a trading company selling toys and sundries products made in Asia to wholesalers and importers in America and Europe. As the sourcing network grew, Soma quickly became agent for a number of U.S. branded toys and gifts manufacturers whose products were made in Asia. Soma gradually specialized in the design and manufacturing of toys. While maintaining its toys trading business, the company started marketing its own branded products about 15 years ago. The company looks to acquire licenses for their line of vehicles, remote controls and hand held children's games.

**WARREN INDUSTRIES** Warren is a leader in the puzzle category, expanding their line to a wide variety of puzzle formats including floor, block, inlaid, and "my-size", just to name a few. They also manufacture, design and create their own board games too! M&M's games and puzzles highlight 2000, followed by the introduction of DRAGONBALL Z puzzles. For the little ones, CLIFFORD promises to be a hot item. DISCOVERY CHANNEL crafts, activities, games and puzzles are exclusive to the mid-tier retailers in 2000, and have garnered excellent reactions. Other licensed product lines that continue into 2000 include LEGO, POWER RANGERS, and CURIOUS GEORGE.

Product Development Q (PDQ) can solve a single design or engineering problem, or coordinate an entire team development effort from concept to sourcing for production. With a constant eye on overhead to net profit, PDQ can perform any or all of the functions that you expect from the most extensively staffed R&D department.

PDQ's management team has more than 40 years of combined experience in the total range of project management and product development and design. The company's "hand's on" abilities compliment finely honed project/product management skills. PDQ is as comfortable working with new technology, along with sketching out early concept designs. Our staff's communication skills make PDQ the ideal liaison to manufacturers, licensing and marketing vendors, outside inventors, and vendors.

Companies we have recently worked with include: CTW, Fisher Price, Hope Industries, Johnson and Johnson, Lyrick, Mattel, Minnetonka Brands, Nickelodeon, SEGA, Tyco Toys, Toy Craze, Electric Mobility, and K'NEX.

[www.BuildingQ.com](http://www.BuildingQ.com)

What services do you offer? Who do you represent in the apparel and toy categories? How do I get previous issues of these newsletters? How did Woody do in the last race he ran?

The answers to all the above and much, much more is now available online. [BuildingQ.com](http://BuildingQ.com) made its debut in December and the hits keep on coming. For an entire list of services we offer, our current client list, and the latest news on our clients, check out our new website.

We think you will find it both informative and fun. Take a few moments to visit the website, and feel free to click on the "contact us" icon with any suggestions on how to make the site more beneficial for your needs.

## TRADE SHOW NEWS

The first quarter is traditionally one of the busiest times of the year to travel to a variety of trade shows. Building Q clients will be showcasing their products at trade shows throughout the first quarter of 2000. Here is a preview of the shows and clients who will exhibit their products:

### CONSUMER ELECTRONICS SHOW

JANUARY 6-9, 2000  
Las Vegas Convention Center

#### CLIENT

POLYCONCEPTS USA

#### Look for...

Coleman, M&M's, Crayola, Slinky, Coca-Cola

### TOY FAIR

FEBRUARY 13-17, 2000  
Toy Building/Javitz Center, New York City

As always, Toy Fair 2000 promises to be one of the most hectic weeks of the entire year. Running from showroom to showroom build's your endurance skills by going up and down the stairs, or your patience in waiting for elevators!

Be sure to visit these exciting showrooms to see their full line of products for 2000.

#### CLIENT

BASIC FUN

#### Look for...

Crazy Bones, Pokemon, Toy Story 2, Barbie, Hot Wheels

MODERN PUBLISHING

DragonBall Z, Digimon, Crazy Bones, Teletubbies, Hot Wheels, Barbie, and WCW.

GEMMY INDUSTRIES

Scooby Doo, Pink Panther, Elvis, Casper, Peanuts, Frosty the Snowman, Alvin and the Chipmunks and Major League Baseball

ROSEART INDUSTRIES

Disney Classic Characters, Toy Story 2, Tarzan, Pokemon, Crazy Bones, DragonBall Z, M&M's

SOMA

TBA

WARREN INDUSTRIES

DragonBall Z, Power Rangers, Clifford, M&M's, Curious George, Lego, Sesame Street

### WINTER MAGIC

FEBRUARY 14-17, 2000  
Las Vegas Convention Center

Winter Magic always provides a getaway from the harsh winter of the Northeast and Midwest. Building Q clients to look for at MAGIC include:

#### CLIENT

AD SUTTON & SONS

#### Look for...

M&M's, DragonBall Z, Clifford, Baby Snoopy, Little Bear, CART Racing

BRIEFLY STATED

DragonBall Z, WCW, Crazy Bones, X-Men, Spiderman, Franklin

GIANT MERCHANDISE

Crazy Bones, Bubble Gum, Roller Jam, Blues Clues, Rugrats

**We look forward to seeing you throughout our travels during the first quarter of 2000.**

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