

SPiRiT OF THE DEAL

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UNITED COOKIES OF AMERICA IS A FICTITIOUS CLIENT OF BUILDING Q (NON-FICTITIOUS MARKETING COMPANY). UCA IS IN DEEP WITH A MAJOR LAUNCH DEPENDENT ON SECURING A KEY LICENSE--

WOODY--WE NEED AN ANSWER, DON'T THEY KNOW THAT OUR LAUNCH DEPENDS ON GETTING THIS DEAL **DONE NOW**? WE'RE HALFWAY THROUGH 2009 DEVELOPMENT--

OUR WHOLE TEAM IS WORKING ON IT. THE FOLKS WE'RE DEALING WITH HAVE THEIR OWN SET OF PROBLEMS AND RIGHT NOW GETTING THIS DONE SEEMS FAR AWAY FOR THEM...

UNITED COOKIES of AMERICA

...I DON'T WANT TO SCRAP THE WHOLE PROGRAM...

FAR AWAY? WE'RE LATE-- IF THIS DOESN'T HAPPEN INSTEAD OF A CHECK YOU'LL GET MY RESUME!

"ANOTHER LATE NIGHT..."

WE HAVE TO MAKE SOMETHING HAPPEN...

WE'VE SEEN THIS BEFORE...

HUH?!?

A FORM BEGINS TO TAKE SHAPE...

WHO ARE YOU?!

Don't you recognize me, Woody?

I am the SPIRIT OF THE DEAL!!!

THE NEXT MORNING...

WE'VE GOT IT--THE MEETING IS SET!

AND WE BROUGHT MORE COFFEE!!

THANKS-- AND HOW'D YOU DO IT?

REMEMBER THAT GUY WE HELPED OUT FIVE YEARS AGO? HE WAS AN ASSISTANT MANAGER AT EMPIRE COLA?

...HE'S NOW THE DIRECTOR OF MARKETING AT AMBER BAKERIES AND HE TOLD BUSINESS AFFAIRS THAT WE WOULDN'T WASTE HIS TIME.

GOOD NEWS--WE HAVE TWO WEEKS TO GET THIS PRESENTATION READY--

WE ONLY HAVE 1 SHOT, AND TIME IS NOT OUR FRIEND.

I'LL GET OUR TEAM RIGHT ON IT!

TWO WEEKS LATER...

I'VE NEVER THOUGHT OF LICENSING LIKE THAT...

THIS WILL BENEFIT EVERY ONE OF US!!

YOU'VE GOT A DEAL!!

THANKS BUILDING Q!!

ON THE FLIGHT BACK HOME...

GREAT WORK EVERYBODY, WE WRAPPED THAT ONE UP!

YEAH, IT WAS FUN, BUT I WONDER--


...WHAT'S THE NEXT BIG THING ON THE HORIZON?

I'M SURE WE'LL FIGURE THAT OUT!

You know it, Woody!!

NEVER THE END!!

BUILDING Q CAN HELP YOU TOO! VISIT WWW.BUILDINGQ.COM FOR MORE INFORMATION EMAIL: GARY@BUILDINGQ.COM OR PATRICE@BUILDINGQ.COM



All these years,
I have been the
one to help move
things along...


Remember the
Power Rangers--I am
the one who pushed you
to get on the plane and
get in early...flying out
to **SABAN**?

Sitting down with Debbie
and putting programs together
in the dark of the night; calling
clients on the East Coast well
past bedtime to get buy-ins
and take a chance!



Modern
Publishing
was among the
first to ship Power
Ranger licensed
product, and
the rest is
history...

Being there
FACE TO FACE was
the key...you carried the flag
for your clients and showed
the licensor that they were
the right partners...
and they were!





YEAH, WE
WERE EARLY, AND
DEBBIE WAS A
FRIEND INDEED...



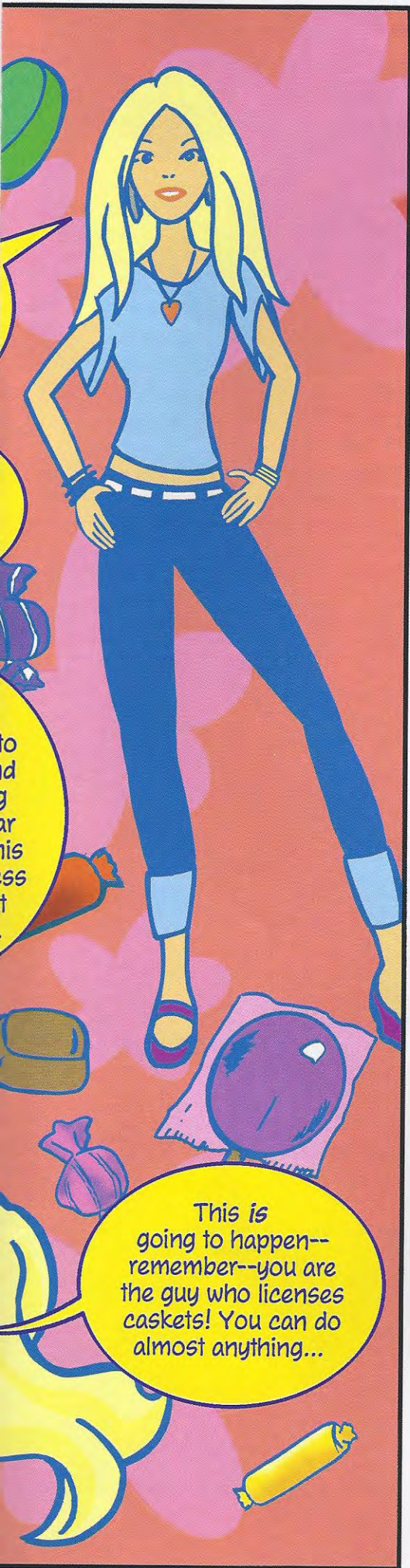
And
what about
Frankford and
Barbie?

MATTEL said "no"
every possible way, but
Building Q kept knocking on
the door, months and months
because you knew that
Frankford's vision was right
for Barbie and Mattel.

It was only a
matter of finding
the right person
to listen...



YOU
turned "**NO**"
into "**MAYBE**" in
a "**MEETING**" and
once the meeting
started it was clear
to everyone that there
was a great business
relationship...that
continues today



And what about finding a crack in a program that looks fully licensed?

Building Q was able to get Aspen Pet Company and AKC and 4Kids together.

Some might say that you were barking up the wrong tree--

But there was enough on the table to sniff out a great deal for all concerned!

This is going to happen-- remember--you are the guy who licenses caskets! You can do almost anything...

You can do it-- after all, you have the SPIRIT!

grrr!

THANKS!

HAPPY NEW YEAR!

The holiday season is always a good time to reflect on the past and set new goals for the upcoming year. For those of you old enough to remember "The Ed Sullivan Show" the following analogy will make sense. There always seemed to be a guy who kept a series of plates spinning on poles; sometimes he would have as many as 5 or 6 poles standing with a plate spinning on each and it was always amazing that none came crashing down.

In real life; I am him, spinning four plates - family, personal, business and fitness - trying not to let any of them crash to the floor. The challenge for me is I can usually keep three out of four smoothly spinning - with the fourth plate always on the verge of crashing; the fun part is it is always a different plate; depending on the moment.

I like the New Year "holiday" because I get the time to reflect and to create new goals - and I create multiple goals for each "plate." I write them down and measure myself each year on how well I do. My private goal setting goofiness is not something I share; but suffice to say the dreamer in me always wins and the goals I set are outrageous, even to me. Sometimes I actually achieve a few; on more than one occasion I have hit 75% on a particular "plate" - however, if I can "check-off" even two out of four I tell myself that I am moving in the right direction.

2007 was a particularly poor year, performance wise. So I am faced with revised goals for 2008 and an adjustment in my own

HITTING THE ROAD

The Building Q team spent the weeks leading into the holidays a bit differently than you did. Despite Patrice's requests to stop at either Saks or Macy's in NYC, or to do "store checks" at the Beverly Center in LA, there was no time for shopping.

The first two weeks in December were spent on the road with the first-ever Building Q "Reverse Summit". The idea spawned from an internal meeting where Patrice and Gary said, "more things tend to happen when we are in front of people." After Woody coined the phrase "Reverse Summit", we hit the road.

All of our client samples were loaded up, complete with the licensed laptop computer from Cameo PC, along with the urn from Eternal Image, Modern Publishing's Disney Activity Book display unit along with all other toy, novelty, candy, gift and apparel items. This gave licensors an opportunity to see, touch and feel the products from the companies we work with.

perception of reality. Which brings me to licensing - it seems like the industry needs a reality check, too. Tough economy, loss of retail shelf space; sourcing issues and cost escalation all point to a rethinking of the value equation. The premium a consumer (or the trade) will pay for a license is minimal at best; and there are manufacturers that are finding that great design and product are more important than a "B" license applied. Licensors are finding that getting support either from a licensee or a retailer is getting tougher and tougher; unless there is something special they can bring.

At BQ we often ask "Where is the equity?" when pitched a new license or program; and it is amazing how often the AE struggles with the answer. In today's environment, betting on future hope is a long shot; knowing that there is a market segment that truly is into a particular property/brand is the key to success; and partnering with the right manufacturer that can execute and deliver to that core consumer is the model for the future.

I doubt if I can make a goal out of changing the industry; even if all the kryptonite was locked in lead, I still could not check that one off. As a group we need to recognize the need for our own future livelihood - to do our own reality check and make changes.

It's a New Year, and we are all undefeated.



The final scorecard indicated that we saw over 35 licensors by visiting them in person, chatting before and after. The feedback exceeded even our own expectations. From coast to coast, the reaction was the same from all licensors, "What a great idea - it certainly was great to hear and learn more about your clients."

As with any summit, it also helps that the room leaves happy, by giving them goody bags.



Building Q™

Licensing / Marketing



News & Previews

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CLIENT	DISTRIBUTION	CORE PRODUCT LINE	CURRENT LICENSES INCLUDE (LISTED ALPHABETICALLY)
APPAREL & ACCESSORIES			
BCI	Mass, Drug, Grocery, Convenience Stores	Sunglasses, Reading Glasses, Computer Eyewear	Crayola, Hawaiian Tropic, Indianapolis 500
MTC MARKETING	Mid-Tier, Specialty, Travel Centers	Jackets, Hoodies, Flip Flops, Belts	Hooters Racing, McDonalds Racing
COLLECTIBLES, GIFTS AND NOVELTIES			
COMIC IMAGES	Mass, Specialty, Trend, Hobby	Deluxe Plush - Super Deformed Plush, Plush Backpacks, Golf Club Covers, Slippers, Collectible Card Games	Marvel, Stargate, Star Wars
PRODUCTWORKS	Mass, Drug, Grocery, Specialty, Mail Order, Warehouse Clubs	Lighted Indoor / Outdoor Decorations (Seasonal and Non-Seasonal), Illuminated Wall Décor, Christmas Tree Mobiles, Window Clings, Lighted Novelty	A Year without Santa Claus, Disney, Frosty the Snowman, Happy Bunny, Peanuts
CONSUMER ELECTRONICS			
CAMEO PC	Mass, Specialty, Catalog, Internet	Personal Computers and Laptops	Commodore, Major League Baseball, Jeep
FOOD			
FRANKFORD CANDY & CHOCOLATE COMPANY	Mass, Drug, Grocery, Specialty, Convenience Stores, Club Stores	Seasonal & Everyday Chocolate & Non-Chocolate Confections, Food Filled Containers and Gifts, Easter Baskets and Confectionery Gifts, Snacks	Barbie, Beatrix Potter, Care Bears, Disney, Dora the Explorer, Hasbro, Nickelodeon, NBA, Spongebob Squarepants
HILCO	Mass, Drug, Grocery, Convenience Stores	Non Chocolate Dispensers, Toppers & Retentative Value Containers	Mr. Potato Head, Tonka, Strawberry Shortcake
FUNERARY			
ETERNAL IMAGE	Funeral Homes	Caskets, Urns, Monuments and Vaults	American Kennel Club, Cat Fancier's Association, Major League Baseball, Precious Moments, The Vatican Library Collection, Star Trek
PARTY GOODS			
BAKERY CRAFTS	Retail & Supermarket Bakeries, Cake & Candy Supply Shops, Ice Cream Shops, Bakery Distributors	Cake Kits, Cake Toppers, Cupcake Decorations and Party Kits, Wedding Ornaments, Candles, Bakery Supply Equipment, On Demand Imaging Systems with Licensed Characters and Frames, Edible Cake Decorations	American Chopper, Batman, Betty Boop, Bionicle, Bratz, Build A Bear Workshop, Care Bears, Caterpillar, Chivas Mexico, Clifford, Crayola, Collegiate Licenses, Curious George, Doodlebops, Foster's Home for Imaginary Friends, Golden Compass, Harley Davidson, Hello Kitty, Jelly Belly, LEGO, Little Tikes, NASCAR & Drivers, Orange County Choppers, Peanuts, PGA, Pokemon, Precious Moments, Scooby Doo, Sesame Street, Star Wars, Superman, Transformers, Wow Wow Wubbzy
PET PRODUCTS			
ASPEN PET	Mass, Pet, Drug	Dog Chew Toys	American Kennel Club, Cat Fanciers Association, American Legacy, Lassen
STATIONERY AND PUBLISHING			
MODERN PUBLISHING	Mass, Drug, Specialty, Grocery, Dollar Stores, Warehouse Clubs	Coloring, Activity and Sticker Books, Story Books, Bath Books, Paint with Water, Workbooks, Cut outs, & Other Unique Formats Including: Padded Board, Block Board, Wall Flash Cards, Jumbo Floor Pads, and many novelty items	Babar, Camp Rock, Care Bears, Cheetah Girls, Hasbro Games, Hannah Montana, High School Musical, High School Musical 2, High School Musical 3, Hot Wheels, Indiana Jones, Little People, Planet Earth, Pokemon, Rescue Heroes, Tonka, The Wiggles
TOYS AND GAMES			
BASIC FUN	Mass, Toy, Specialty, Drug, Grocery, Craft Stores	Functional, Figural and Plush Keychains and Novelty Items. Talking Pens, Keychains and Bottle Openers. Holiday Ornaments, Cell Phone Charms, Magic Washcloths and Mitts, Cubisto 3-D Framing System	40 Year Old Virgin, Animal House, Blues Brothers, Care Bears, Dora the Explorer, Elvis, Etch-a-Sketch, Family Guy Go Diego Go, Guitar Hero, Hasbro's Games, Hello Kitty, Jeep, Justice League, Littlest Pet Shop, Mad Balls, Mr. Potato Head, My Little Pony, My Name is Earl, Nintendo, Pokemon, Simpsons, Sixteen Candles, Star Wars, Spongebob, South Park, Superbad, Speed Racer Movie, The Office, Thomas and Friends, Tonka, Transformers, WWE
CADACO	Mass, Toy, Specialty	Wireless DVD Games, Board Games, Crayon Paper & Activity Sets, Magic Kits	Speed Racer, Buzztime Entertainment, Doodlebops, Franny's Feet
HOBBICO	Mass, Specialty, Toy	3-Dimensional Lenticular Puzzles, 3 - Dimensional Puzzle Werx, Flat Puzzles, Educational Puzzles	Harry Potter, Looney Tunes, National Geographic, Nintendo, Pokemon, Royce B McClure Art, Teenage Mutant Ninja Turtles
WINFAT	Mass, Toy, Specialty	Electronic Learning Aids, Musical Instruments, Preschool Learning Laptops	