

LICENSING SERVICES 2018



WHY PURPLE TANGERINE?



We advise, support and help you implement your licensing

Dedicated to the licensing success of your brand

Senior level involvement in all areas of licensing development

Flexible working ethos

Boutique consultancy with international scope – we care and look after our clients

Experience, capabilities and reach to monetise IP

Outstanding relationships with key decision makers at all levels of the industry

LICENSING SERVICES



Purple Tangerine offers rights holders and brands the following licensing services

MARKET INTELLIGENCE... reports on the licensing market; competitor activity & analysis; industry trends

LICENSING PROGRAMME ASSESSMENT... review current licensing business and make suggestions for improvement

STRATEGIC LICENSING PLAN... determine which categories a brand can be extended into. Define primary, secondary and tertiary opportunities and timeline to target potential licensees

SALES MATERIALS... develop sales presentations and sales sheets outlining different licensing opportunities and benefits for licensees

LICENSEE SELECTION & NEGOTIATION... licensees prospecting across agreed categories, licensee recommendation and selection and deal terms negotiation

CONTRACT CREATION... drafting the deal memo (heads of terms) and standard license agreement (merchandising terms and conditions)

LEGAL NEGOTIATION & CONTRACT EXECUTION... contract negotiation through to signature

LICENSEE MANAGEMENT... oversee day-to-day management of licensees. Sales, marketing and retail support provided

RETAIL DEVELOPMENT... pitch brand to retailers to get buyer input and support. Pass interest to licensees to assist in their sales process

TRADE PR... work with the licensing trade press to secure features and products announcements

CREATIVE SERVICES... developing the creative for your brand

PEOPLE



NATASHA DYSON – LICENSING CONSULTANT

A highly commercial licensing professional and team leader with 15 years experience in the industry. Experience working both agency side and client side for small and large companies on global brands, entertainment properties and also with celebrities across adult, teen, tween and preschool age groups.



Natasha's experience covers writing licensing strategies, implementing those strategies, building licensing programmes from inception, contract negotiations, licensing sales, licensee management, client management, trade PR, marketing, retail development and sales material generation. With a brand portfolio that includes: Silverstone Circuits, David Beckham Academy, Claudia Schiffer, Muhammad Ali, Piggio, UKTV's channel Dave, Miramax Films, Tooned by McLaren, Ford and the Mary-Kate and Ashley brand.

NIGEL JONES – FOUNDER & DIRECTOR

Purple Tangerine is headed up by Nigel Jones, who has over 25 years experience in creative marketing and sports representation. Nigel has worked with leading brands including: P&G; adidas; Mars; Motorola; Kellogg's; Bausch & Lomb; EA Sports; PepsiCo/Walkers; Disney.



He has held senior positions with the world's largest advertising and public relations businesses including Saatchi & Saatchi and WPP and specializes in: Representation; Commercial Sponsorship; Sports Marketing; Brand Marketing; Public Relations; and Digital & Social Marketing. He is a graduate of the London School of Economics.

CONTACT

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ABOUT PURPLE TANGERINE



Purple Tangerine is an independent global team of marketing specialists working with both brands and rights holders - acting as a catalyst by bringing them together and nurturing the relationship. We have experience in all major sectors: sports, arts, music, charity & education and offer a fully comprehensive sponsorship service for both brands and rights holders.

We offer a sponsorship sourcing and management service, covering:

PACKAGING ... opportunities into straightforward, easy to understand offers to be presented to target brands

RIGHTS DEVELOPMENT ... branding; TV; hospitality; merchandising & licensing; data; social media; experiential

SALES MATERIALS ... develop sales presentations outlining the different rights packages on offer

SALES STRATEGY ... develop sales strategies and plans targeting potential commercial partners

PRICING ... get the best possible market price for their sponsorship

NEGOTIATION ... heads of terms

MANAGEMENT – ensure sponsors are cared for through account management



[CLICK TO WATCH OUR 15TH ANNIVERSARY VIDEO](#)

Established in 2000 by Nigel Jones, we specialise in: Sponsorship Consultancy ... Sponsorship Sales for Rights Holders ... Sponsorship Sourcing for Brands ... Marketing & PR ... Event Management ... Athlete & Celebrity Management.

Our clients include/have included: BBC Worldwide; Brands Hatch Circuits; Brighton Wheel; British Winter Sports Group; Bullrun; Cambridge Folk Festival; DRIFT; High Speed 1; London Chess Classic; Great Pacific Race; LTA; Madame Tussauds; Match Attax; Mint Group - Cinemoi Movie Channel Sky 343; NABS; Photo London; Soldiering On Awards; Team England; The Booking Office Theatre Company; The London Cup; The Tall Ships Races; The World Bowls Tour; Youth Beatz.