



# Inspiring Limitless Creativity

## Create

- ... dreams
- ... possibilities
- ... passion
- ... understanding
- ... confidence
- ... opportunity
- ... futures
- ... enthusiasm



**Nancy Bailey & Associates, Inc.**  
BUILDING BRANDS THROUGH LICENSING

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



Brand Castle  
Crafty Cooking Kits



Advanced H<sub>2</sub>O  
Color Coolerz



Sunstar Americas  
Oral Care



Whisper Soft  
Bedding



Sherwin-Williams  
Dutch Boy Paints

## About Crayola

Since 1903, Crayola has been providing imaginative ways for children to colorfully share their world and express limitless creativity at home and in the classroom. Crayola colors your world, creates innovative product ideas, captivates children and connects emotionally with parents. With an extensive line of innovative arts and crafts materials. Crayola partnerships bring the brand to life throughout the home and lifestyle needs. Partner with Crayola and you too can make something bigger happen at retail.

## Crayola Consumer

### Primary Purchaser

Moms with kids 18 mos-10 years

Moms see Crayola as a brand:

- That offers **quality** product
- They **feel good** about buying
- With lots of **products kids like**
- Promoting **imagination**

### Primary User

Boys 18 mos-6 years

Girls 18 mos-10 years

Children see Crayola as a brand:

- That's **fun** to play with
- With products for **kids** their age that their **friends play with**
- Offering a lot of **cool products**
- They **ask Mom to buy**

## Marketing Support

Crayola will generate billions of media impressions through year-round advertising, point-of-sale displays, P.R., Crayola.com, retailer and consumer promotions.

Categories available for licensing through Nancy Bailey & Associates include:

**FOOD ✦ HOUSEWARES ✦ HOME FURNISHINGS & ROOM DÉCOR ✦ PERSONAL CARE**

## Brand Strengths

- ✦ Evergreen property, 106-year heritage
- ✦ 5 generations of connections with families
- ✦ 100% brand awareness\*
- ✦ #1 brand of children's art supplies\*
- ✦ #1 innovation leader in Children's Creative Experiences
- ✦ #1 quality brand\*\*
- ✦ #1 brand with moms, teachers and kids\*\*
- ✦ #1 brand kids request to play with\*\*
- ✦ 85% penetration in HHs with children

## Licensing Program

### Objectives:

- Surround kids with creativity where they live, learn and play
- Produce and market innovative, best-in-class product that is uniquely Crayola
- Retain essence of the brand
- Drive sales

Crayola's many licensing partnerships are making Crayola a true lifestyle brand – available in almost every category at retail.



**For additional information, please contact:**  
 Frances Alvarez • frances@baileylicensing.com  
 Tel: 305-668-7000