

*Drum up retail
excitement with the
Power of Energizer®*



Nancy Bailey & Associates, Inc.
BUILDING BRANDS THROUGH LICENSING

Energizer



BRAND POWER

- * The Energizer history of breakthroughs in innovation began over 100 years ago
- * Energizer growth strategies have been proven in the marketplace by providing 75% of category growth outpacing all competitors¹
- * \$1 Billion + Invested in Last 20 Years in advertising and brand support
- * Global brand with batteries and lighting in 165+ countries
- * Distribution across all retail channels
- * Leader in product innovation since 1896

POWERFUL BRAND EQUITY

- * Ad Age ranks Energizer Bunny® among top 5 advertising icons
- * Energizer Bunny® creates a powerful, emotional relationship with consumers
- * "Keep Going®" spirit signifies Energizer® never-ending quest for innovation
- * Long-lasting, Reliable, Portable Power

ADVERTISING & PROMOTIONAL SUPPORT

- * Delivers 6 billion consumer impressions annually through multiple media avenues
- * Greatest share of voice vs. other battery competitors
- * Multiple touch points to keep pace with changing media consumption habits
 - Network/Cable TV
 - Print, FSI
 - Licensed products
 - Social Networking
 - Packaging/Merchandising
 - Gaming
 - PR
 - Consumer
 - Promotions



ENERGIZER POWERS LICENSED PRODUCTS

Licensed products have proven successful in extending the powerful equity of the brand beyond the core products including: rechargeable "pack" batteries, automotive supplemental power, gaming accessories, power packs for laptops & cell phones, etc.

POWER UP YOUR LICENSING BUSINESS WITH THE ENERGIZER® BRAND. KEEP GOING®!

Other categories available for licensing:

Emergency Preparedness • Holiday Lighting • Computers • Home Security • Generators • Heaters • Solar/Wind Power • eBooks



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