

America's Favorite Tradition

PAAS®



Eventually, the eggs break. But not the tradition.

Only Easter. Only PAAS.



Nancy Bailey & Associates, Inc.

BUILDING BRANDS THROUGH LICENSING

www.baileylicensing.com

America's Favorite Tradition

PAAS®

BACKGROUND

The PAAS® brand has been synonymous with the Easter Season for over 125 years. A tradition for generations, PAAS® helps create special moments for families to share the joy of Easter and provides children and grandchildren with holiday memories to last a life time. With 95% consumer awareness, PAAS® is the leader in the U.S. Easter egg decorating market and the clear category leader in innovation.

MARKETING SUPPORT

PAAS® is committed to maintaining its leadership position in the Easter egg-decorating category with national advertising and promotional campaigns that include:

- TV support for the leading brand in the Egg Decorating Category
- Full-page print ads to appear in popular family and women's magazines with 10.5 million circulation
- Powerful in-store advertising and promotional tie-ins with other premium brands
- Website continually updated with new Easter egg decorating tips, games, activities and crafts for moms and kids
- Colorful, eye-catching graphics featuring the lovable Cotton™ the Rabbit, Feathers™ the Duck, and Lollichop™ the Lamb, and all of their delightful friends
- Proud sponsor of the annual New York City Eggstravaganza, as well as many other events around the country



RESEARCH

- With 56% dollar share, PAAS® is the market leader
- 84% of families prefer PAAS® Egg Decorating Kits over other brands
- 92% of Moms (ages 26-45) say they plan to purchase a PAAS® Egg Decorating Kit
- Core consumers of PAAS® are larger households with kids
- PAAS Medium & Large Friends Kits are the #1 and #2 selling kits in America

LICENSING PROGRAM

PAAS® represents over a 125 year tradition of quality and consumer trust, and is the premier Easter brand. The PAAS® brand appeals to adults and children alike, providing terrific licensing opportunities in product categories targeting the Easter season. Licensing the PAAS® brand will add instant recognition to your products and provides strong consumer appeal through the entire spring season.

Categories available for licensing include:

Toys - Books - Party Goods - Social Expression - Bakeware

Collectibles - Candy - Chocolate - Plastic Eggs - Easter Baskets - Apparel



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