



Scope[®]



Nancy Bailey & Associates, Inc.

BUILDING BRANDS THROUGH LICENSING

www.baileylicensing.com

Scope®

Wanna Get Fresh?

BRAND STRENGTH:

- * 91% Brand Awareness / 97% ACV Distribution
- * Clean, Fresh Breath
- * Powerful & Recognizable Flavors:
 - * Original Mint & Cool Peppermint



TARGET CONSUMER:

- * Young Men and Women 18-34
- * Seeking fresh-breath
- * Socially active
- * On-the-Go – Fast pace lifestyle
- * Trendy



LICENSING STRATEGY

Build upon the success of the licensed Scope Mists and Drops to develop additional “portable, on-the-go” products that conveniently deliver Scope benefits anytime, anywhere for the confidence to get “very” close.

Leverage Scope’s fresh, fun image with on trend “innovative” and “hip” products appealing to a younger demographic.

CATEGORIES OF INTEREST:

Portable Breath Fresheners including:
Mints, Gum & Gels



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For additional licensing information contact:
Frances Alvarez | frances@baileylicensing.com
Phone: (305) 668-7000
www.baileylicensing.com