



# NANCY BAILEY & ASSOCIATES

## MISSION... ACCOMPLISHED

**Nancy Bailey & Associates didn't just want its brands to survive the recession... it wanted to create a space for them to thrive. With light at the end of the tunnel now visible, they've done just that. Here's a look at some of the newest programs and what's next...**

Despite the economic downturn, Nancy Bailey & Associates launched several new licensed brand extensions including: a uniquely designed line of Scope® portable breath fresheners for fresh breath anytime, anywhere; Coppertone® Polarized Lenses, which provide 100 percent UVA and UVB protection for your eyes; Febreze® vacuum bags and filters that deliver odor elimination and leave a fresh scent—a first in the category. Travelocity® and the Travelocity Roaming Gnome® captured the attention of several licensees and retailers with a line of travel accessories; New COVERGIRL® Beauty Tools and Accessories are currently in distribution. Mr. Clean® celebrates 10 years as the pioneer of household brand extension licensing program and is still going strong.

### FEBREZE®

In 1998, Procter & Gamble (P&G) gave households a breath of fresh air with the launch of Febreze® known today as the preeminent brand for eliminating odors and freshening the air and fabrics. Febreze® core products range

from ridding pet odors and tackling sweat stink to decorating the home with premium scented home décor. It continues to be one of the fastest growing brands in P&G's portfolio of household brands and continuously brings innovative products to market. To extend the unique Febreze equities of odor elimination and fresh scent, Home Care Industries, a leader in floor care accessories, was licensed to develop and launch an extensive line of Febreze® Premium Allergen Filtration Vacuum Cleaner Bags and Filters. Using a uniquely designed, patented, easy-to-use freshness strip and proprietary odor eliminating technology, Febreze vacuum bags and filters are like no other line in the marketplace. It makes vacuuming a whole new experience! Other licensed categories being explored are pet accessories, closet and organization products, and more.



### BOUNCE®

The OneCare Company keeps its line of licensed Bounce® lint rollers "fresh" by adding new scents like the newest



Bounce® with Febreze™ Lint & Freshness Roller in the Spring & Renewal fragrance. This product combines two powerful brands that consumers love. The roller is scented with a unique scent transfer technology to enrich fabrics with freshness while the tape helps remove lint and pet hair. The Bounce with Febreze Lint & Freshness Rollers are widely distributed at Walmart, Target, and drug and grocery chains.

### SCOPE®

Wanna get fresh? For the first time in Scope's 40 year history, Scope® is available in a convenient, portable form providing consumers with on-the-go fresh breath. In conjunction with P&G's Scope® brand, Health-Tech, Inc. launched an innovative line of Scope® Portable Breath Mists and Drops targeted to young, "on-the-go" consumers. HTI formulated the flavors using proprietary Scope ingredients so consumers would experience the distinct minty Scope taste in the licensed products. For years, there was little innovation in portable breath fresheners, and this line has invigorated the retail category giv-

# Our Mission: Unleash The **POWER** of Your Brand.



Many Fortune 100 companies know the value of licensing and have trusted us to build their brands. Our experience and unique ability to analyze a brand's equity and extend it to appropriate product categories has resulted in dramatic increased market power for many of America's biggest brands. We get the job done with our unparalleled service and expertise in trademark brand extensions. Call us to find out how we can help you Unleash The POWER of Your Brand.

## **Nancy Bailey & Associates, Inc.**

BUILDING BRANDS THROUGH LICENSING

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Visit us at Booth #5629 at the 2010 International Licensing Expo June 8 – 10, 2010

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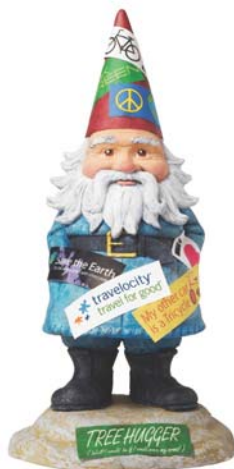
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**Item:** Scope Portable Breath Mists and Drops

**Manufacturer:** Health-Tech Inc.

**Distribution:** Walmart, Target, Drug and Grocery chains



**Item:** Treehugger Roaming Gnome

**Manufacturer:** Exhart for Travelocity

**Distribution:** QVC.com, CBS.com, and Meijer stores

ing consumers “kissably close” fresh breath anywhere, anytime. Available in two Scope flavors: Original Mint and Cool Peppermint and the recently introduced Scope Outlast™ brand for longer-lasting fresh breath. Available in more than 30,000 retail doors across all channels.

To further target younger consumers and add excitement to the launch, HTI utilized Scope spokesperson, Ryan Seacrest, on POP displays, including off-shelf displays, counter displays, end caps, etc. The endorsement provided a strong, visual impact and instant credibility to the product. Delivering the Scope experience outside of the normal oral care routine is a natural extension for the brand as reflected by the program’s tremendous success. Additional oral care accessories from HTI are planned under P&G’s Scope Outlast™ and Oral B® brands. New licensing opportunities are available for gum and mints.

## TRAVELOCITY®

This brand licensing program hit the ground running in 2010 with the launch of several new products. It focuses on brand extensions and lifestyle products many featuring the Travelocity® Roaming Gnome®, synonymous with the brand. As the brand’s icon (and a bit of a celebrity, appearing on CBS’s The Amazing Race and reaching more than 50,000 fans on Facebook), The Travelocity Roaming Gnome reflects the whimsical side to the sometimes daunting experience of travel. Additional categories for licensing include: luggage, apparel, GPS, travel games & toys, electronics/software and more.

Exhart debuted their Travelocity® Traveling Gnome garden statues on QVC’s Spring Gardening segment selling out within hours-- an additional show is planned in

June. The Travelocity Roaming Gnome statues are available for purchase on QVC.com, CBS.com, and at Meijer stores.

MIZCO International launched Travelocity® Travel Accessories at CES and Housewares Show. The 30+ sku line includes products designed to make traveling easier including passport holders, a three-dial combination TSA lock, luggage straps, genuine leather luggage tags, and others to accommodate and support the myriad of electronic devices travelers carry these days.

The Travelocity® Talk Abroad Travel Phones and Service from Cellular Abroad were launched this year. The “pay as you go” service provides unlimited free incoming calls in 70 countries and service in over 200 countries along with competitive rates for outgoing calls. These state-of-the-art phones will soon be available through various travel websites, including SkyMall and Slowtrav.com, as well as on the Cellular Abroad and Travelocity websites.

With identity theft the No. 1 fraud in the United States, Kena Kai’s Travelocity™ branded wallets and travel accessories feature their exclusive DataSafe radio frequency shielding technology. This is designed to protect today’s new “contactless credit cards” and “ePassports” from wireless identity theft--a must for today’s travelers. The line includes men’s and women’s wallets along with passport holders in full-grain Italian leather.

One of Travelocity’s many sustainability initiatives is their Travel for Good® program that seeks to make the world a better place, one trip at a time, through green travel and voluntourism efforts. Travelocity’s Travel for Good brand is available for license on items that are environmentally responsible and sustainable; i.e., bamboo or organic cotton apparel or travel accessories. Licensees may feature their products on Travel for Good’s website, and a



portion of the proceeds from licensed products can be applied towards off-setting consumer's carbon footprints.

## COPPERTONE®

Coppertone is THE name in sun protection, and licensees have benefited from the power of the brand. Through licensing, Coppertone's sun protection equity is extended into sunglasses from Select-A-Vision; Polarized Lenses from Vision-Ease; and coming soon, a line of UV protective headwear from IV Gear. This line is made from an innovative fabric recommended by The Skin Cancer Foundation that blocks 98% of UVA and 99% UVB protecting sensitive skin areas from damaging sun exposure. Other licensed categories of interest to further extend Coppertone's sun protection equity include: UV apparel, umbrellas, and juvenile products.

## MR. CLEAN®

A decade ago, the Mr. Clean licensing program was introduced at the Housewares Show as the first household cleaning brand to be licensed. Butler Home Products launched an extensive line of Mr. Clean cleaning tools, and Magla Products introduced a line of disposable and reusable gloves. Strong branding and product innovation, along with the Mr. Clean equity of "making cleaning easier" has been critical to the growth of the program. Both licensees have benefited from the power of Mr. Clean achieving double-digit growth for their companies. Celebrating a decade of licensing excellence, Mr. Clean is also available for licensing in additional categories.

## ENERGIZER®

It's been an exciting year for Energizer® licensing. At the January 2010 CES Show, licensee Universal Power Group, Inc., was honored with the Popular Mechanics 2010 Editor's Choice Award for the innovative

Energizer All-in-One Auto Charger. X-Pal's unique lithium-polymer iPhone back-up battery was a game-changer enabling travelers to stay connected while it also functioned as a high-tech phone case. PDP introduced an upgrade to their inductive charging system for gaming equipment. There is strong interest from licensees in categories appropriate for the Energizer brand, such as cell phone and computer accessories, computers, innovative lighting products (battery-operated, solar and electric, generators/heaters, digital memory, health monitoring and home security. And of course, the Energizer Bunny is also being licensed on apparel and other novelties.

In exciting related news, the Eveready® brand is available for licensing. As a complement to Energizer's brand equity of innovative, long-lasting power, Eveready has a heritage of quality and value you can trust.

## NESQUIK®

The popularity of the Nesquik brand, America's bestselling brand of flavored milk, and the broad appeal of the Nesquik Bunny are ideal for strategic brand licensing. The licensing program will be kicked-off at the Licensing Show available for licensing in a variety of product categories, including housewares, consumption-based products, apparel, toys, plush, collectibles, software, and media applications.

## USA TODAY®

*Airport Revenue News* (ARN) recently announced the 2010 winners of its prestigious Best Airport & Concessionaire Awards that included USA TODAY Travel Zones, licensed by HDS Retail. They were recognized for the Best Retail Store Design for their Indianapolis location.

*Please visit Nancy Bailey & Associates, Booth #5629 at Licensing Expo to discuss ways to extend the power of your brands.*



**Item:** Coppertone Sport High-performance sunglasses

**Manufacturer:** Select-A-Vision

**Distribution:** drug, club, food, mass



**Item:** Mr. Clean Magic Eraser Mop

**Manufacturer:** Butler Home Products

**Distribution:** mass, dollar, drug, home channel