



# SPOTLIGHT ON: NANCY BAILEY & ASSOCIATES



## Nancy Bailey and Associates Bring Color, Innovation to Licensing

**Last year, Nancy Bailey was inducted into the LIMA Hall of Fame for her contributions to the licensing industry. That doesn't mean, however, that the agency which bears her name is slowing down. Far from it. Just in time for our Corporate Brands feature, we've got four features on Nancy Bailey and Associates, starting with one on the company itself.**

A pioneer and leader in brand extension licensing programs, Nancy Bailey & Associates was one of the first agencies to develop the concept of brand extension licensing. With more than 25 years of specializing in trademark brand extensions, the company provides outstanding client service and extensive expertise that yields successful programs and long-term client relationships for some of America's biggest brands.

A licensed brand extension program is a dynamic business tool, and the key to success is properly identifying a brand's unique equity to be extended into other products so they are seamless to the consumer. For example, use Mr. Clean on a broad range of cleaning accessories, and you'll provide consumers and the trade with "magical" cleaning solutions and have the No. 1 selling mop in America. Apply the Vicks brand name to vaporizers and you'll have an entire line of healthcare products and an astounding 80 percent vaporizer market share.

USA TODAY has been licensed as a retail brand for airport stores to reinforce the

brand's strong appeal to travelers. USA TODAY-branded stores launched this year at New York-LaGuardia, Indianapolis, and Detroit airports. These stores are part of a USA TODAY licensing program that includes numerous publishing deals and other merchandise licensed by USA TODAY and Nancy Bailey & Associates. This program is nominated for LIMA's Best Corporate Brand Program of the Year in recognition of its breadth and success.

Many Fortune 100 companies know the value of licensing and have trusted Nancy Bailey & Associates to build their brands, adding profits to their bottom line. Major brands like Crayola have found that whether decorating a child's room with Crayola colors from Sherwin-Williams Dutch Boy Paints or creating fun treats for the whole family with Crayola Crafty Cooking Kits, brand extensions let the Crayola brand surround kids where they live, learn, and play.

"We have an incredible team of professional licensing veterans and industry experts with broad-based licensing, marketing, sales,

and retail experience that allows us to offer expertise in many consumer product categories and industries," says Nell Roney, president of Nancy Bailey & Associates.

Brands and trademarks are valuable assets to any company, and Nancy Bailey & Associates has a proven ability to leverage and protect them. The company continues to grow and most recently announced two new clients, Energizer and Sterno, whose brand extension licensing programs will be featured next month in Las Vegas at the Licensing Show.

In recognition of her pioneering work and major contributions to the trademark licensing segment of the licensing industry, Nancy Bailey was inducted last year into the Licensing Industry Hall of Fame, becoming the first inductee for trademark licensing. "It was such an honor to be recognized for our work and to join such a prestigious group of colleagues. I want to congratulate Greg Battersby on his induction to the Hall of Fame this year. It is well deserved," says Nancy Bailey, chairman. ●●●●

# 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. Call us to find out how we can help you unleash the power of your brand.

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BUILDING BRANDS THROUGH LICENSING

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Visit us at Booth #1851 at the 2009 International Licensing Expo June 2 – 4, 2009

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# SPOTLIGHT ON: NANCY BAILEY & ASSOCIATES

CORPORATE CORNER



## ..... Energizer Program Keeps Going, and Going...

**It began in 1989 as a simple concept: Energizer batteries would last far longer than those of its competitors. Its mascot? A pink bunny, who pops up on television screens to this day. The bunny brings the message of long-lasting energy to the public, the same way the company's brand extensions do. Power up: we're going to take a stroll through Energizer's licensing program.**

More than 100 years ago, Energizer invented the first dry cell battery for home use and has never looked back. Consumers around the globe turn to the Energizer brand to provide them with the innovative solutions they need to power their lives.

Energizer has the industry's most comprehensive portfolio of battery technology, including the Energizer MAX premium alkaline batteries, Energizer Ultimate Lithium, Energizer Advanced Lithium, NiMH rechargeable batteries and chargers, and specialty batteries. Energizer is the leader in providing portable power geared toward today's digital age. Whether it's a gadget consumers can't live without, hearing a favorite song, photographing a special moment, or needing a flashlight when the power goes out, Energizer batteries are designed to let consumers select the right battery to not only fit their devices, but their lifestyles.

The Energizer product line also includes flashlights and lighting products designed

with the latest innovations in lighting technology. Energizer's unsurpassed quality and performance has made it the top selling flashlight brand in the market. From camping to emergency situations, Energizer portable lights deliver optimal performance consumers rely on to help light the way.

In 1989, the Energizer Bunny drummed his way onto television. He quickly became an American icon and has since appeared in more than 100 commercials. Referenced time and time again by people of all ages and from all walks of life, his never-quit attitude has become an iconic symbol of determination and perseverance. Celebrating his 20th birthday this year, the Energizer Bunny continues to reassuringly beat his drum, demonstrating the long-lasting power of Energizer batteries.

Energizer products can be found in virtually all distribution channels, including mass-market retailers, grocery, convenience, drug, and department stores. Enjoying 99 percent consumer brand awareness and billions of

consumer impressions, Energizer is a universally known, trusted household brand.

Research confirms that the brand's strength allows it to be extended into a wide variety of categories and products that encapsulate the brand's equities of long-lasting power, connectivity, and innovation. Energizer has had great success with its current licensed products including video gaming charging stations, automotive batteries, automotive jump starters, and inverters. Building upon this success, the program will focus on extending the brand into outdoor lighting, outdoor entertainment, emergency preparedness, home security, and health and wellness.

Nancy Bailey & Associates, Inc., which represents the Energizer brand for licensing, will officially kick off the licensing program at Licensing Show in Las Vegas. During the show, the agency will host a celebration honoring the 20th birthday of the Energizer Bunny on Wednesday, June 3, from 1:30-2:30 p.m. at their Booth #5402, Shoreline Level. ●●●●

# Boost your sales with the long-lasting power of the Energizer® brand.



## Dependable. Powerful. Innovative. *Energizer.*

Energizer continues to power people's lives around the globe by going beyond the battery and introducing new solutions that give consumers the power to play, work and unplug. Energizer keeps challenging the technology to be more usable, dependable, portable and sustainable. Licensing plays an important role in the Energizer Spirit. *Keep Going®.*



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

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

Visit us at Booth #1851 at the 2009 International Licensing Expo, June 2 - 4, 2009.



# SPOTLIGHT ON: NANCY BAILEY & ASSOCIATES

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## Sterno Heating Solutions

**With more and more people choosing to entertain and barbecue at home rather than shelling out hard-earned cash to wine and dine out with friends, Sterno heating solutions have become the life of the party.**

Sterno is the No. 1 name in canned gel fuel and portable heating solutions and a brand that consumers recognize and trust to provide safe portable heat where they live, play, and entertain. The brand provides unmatched performance in situations where flame heat and temperature must be reliable. Sterno enjoys an 85 percent market share and was recently awarded the highest honor by American Masters of Taste.

usage: Entertaining, Outdoor, and Emergency. Entertaining is by far the biggest segment for the brand. It's a huge market of approximately \$25 billion in sales of up-to-date cooking equipment and supplies.

Sterno's research identifies the 'Confident Entertainer' and 'Passionate Party Planner' as consumers who are represented in 53 percent of entertaining households. These households entertain 20 or more times a year and are look-

mainstay at many sporting events across several demographics.

Entertainers are a very emotionally involved group of consumers. Sterno-branded products that provide a variety of warming solutions and portability are appropriate for this growing market. Ninety-one percent of consumers say they like to keep food warm for guests because it shows that they care. Sterno products facilitate better control of the entertaining experience by

**The move towards at-home entertaining has been growing and has become even more important with the current economy.**

"Sterno—The Final Touch of Perfection" delivers reliability, predictability, and repeatability and helps make possible the celebration of beloved traditions, memories, experiences, and events. Consumers have confirmed that, from their perspective, they would trust Sterno-branded products that used heat sources other than gel fuel, including electric, gas, or candle heat.

In addition to its ubiquity in food service applications, Sterno is broadly distributed in food, mass, and all major retail channels. Sterno has done extensive research around the entertaining consumer and has found that the retail market segmentation for the brand is based on three distinct platforms and consumer

ing for products that will help them have greater control over the entertaining event so that they can provide the perfect food for the perfect party. No other brand is perceived as delivering against this consumer unmet need.

The move towards at-home entertaining has been growing and has become even more important with the current economy. Dinner parties, barbecues, and "just hanging out with friends" account for more than half of all entertaining occasions. Entertaining accounts for almost one-fourth of grocery spending.

Outdoor entertaining continues to grow in popularity whether in-home or away from home. Homeowners have upgraded backyards and patios, and tailgate parties have become a

providing food at the perfect temperature that is all ready at the same time. This allows the host to spend more time with guests, which is a common goal of entertaining consumers.

The licensing program for Sterno will focus on the entertaining experience with products that provide control and help make entertaining easier, including chafing dishes, induction cooking/warming trays, insulated carriers for casseroles, portable warming drawers, portable grills, and patio heaters.

In addition to entertaining products, emergency preparedness has also been targeted for licensed products.

Nancy Bailey & Associates is managing the licensing program for the Sterno brand. ....



*Sterno-The choice of professional chefs has also provided warmth at your family events for almost 100 years.*

*Sterno - The Final Touch of Perfection™*

**License the #1 HOT Brand\***  
*for*

- Chafing Dishes • Fondue Pots
- Food Warming/Cooking Appliances
- Grills and Accessories
- Patio Torches/ Fire Pits/ Fire Logs/ Charcoal
- Lighters • Emergency Preparedness Kits

*Heated by electricity, gas, fuel, or candles*



**Contact Linda Morgenstern: linda@baileylensing.com • Tel: 561-447-6607**

\*85% market share in canned heat category

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# SPOTLIGHT ON: NANCY BAILEY & ASSOCIATES

## There's Gno Place Like Travelocity For Roamers

Like to travel? You're not alone. And those who love to use Travelocity for their adventures have found a friend in Travelocity's Roaming Gnome, which is one part of a licensing program that includes apparel, toys, and even Halloween costumes. Here's a ride through Travelocity's licensing world.



Travelocity and Nancy Bailey & Associates will ensure consumers "never roam alone" as Travelocity licensed products make their retail debut in a variety of product categories this year. As one of the largest travel companies in the world, Travelocity is the brand consumers think of when planning a trip. Through licensing, the brand can be associated with every aspect of the travel experience.

The Roaming Gnome, synonymous with Travelocity, is an integral part of the licensing program. He has quickly become one of the nation's most amusing and endearing advertising icons. With hilarious quips such as "I can't lose my shirt because it is painted on" and "Kindly tip that mimosa down my snorkel," The Roaming Gnome nods his hat to the sunny side of travel, appealing to a wide range of consumers. By leveraging his whimsical wisdom and many different costumes, several product categories make perfect sense, including apparel, fashion accessories, toys, and collectibles. Products

debuting this year include Halloween Costumes from Rasta Imposta (ranging from infant to adult sizes) and Roaming Gnome garden statues. Other Roaming Gnome categories are in the works.

Another focal point of the licensing program is brand extensions that fulfill Travelocity's mission to provide their consumers with innovative travel solutions, helping to enhance the customer's trip beyond the online confirmation page. The company is seeking partnerships that support Travelocity's commitment to being the traveler's champion before, during, and after the trip in categories such as airport kiosks, audio tours, GPS, luggage, and electronics, including cell phones.

This year, Kena Kai's new line of Travelocity-branded wallets and travel accessories will be launched to extend the brand beyond the Travelocity website where travelers make their travel arrangements. These products will incorporate Kena Kai's exclusive DataSafe radio frequency (RF)

shielding technology to protect today's new "contactless credit cards" and "ePassports" from wireless identity theft. Kena Kai's impeccably designed and technologically savvy products are right on equity with Travelocity's promise to provide consumers with travel solutions they'll be proud to display and use.

"We have been very pleased at the positive reception we've received to licensing this brand as it's something new and has a point of difference. We are seeking innovative partners who can marry the functionality of the Travelocity brand and the fun-loving free spirit of the Roaming Gnome into new and innovative products," says Elisha Janet, account executive, Nancy Bailey & Associates, Inc. Product categories available for licensing featuring the Travelocity logo, the Stars Design, and The Roaming Gnome include, but are not limited to, apparel, book and map publishing, luggage and travel accessories, electronics, airport lounges, kiosks, and retail space. ●●●



Have your people call my people.

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From garden ornament to global icon: The journey continues.

He's charming, droll and slightly mischievous. And now available for licensing opportunities. In addition to The Roaming Gnome, Travelocity itself is also open to new ventures. Just imagine the good times ahead when you put these two proven brand builders to work for you.

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