

# BIG & SMALL



## Big and Small Licensing Newsletter September 2009

**Hello there!** Welcome to the brand spanking new edition of the Big and Small Licensing Newsletter. It's a very exciting time at Big and Small HQ, as the launch dates for many of the products are now almost upon us, and the major event in the licensing calendar, Brand Licensing, takes place at the end of this month. More on that in a moment...

**Big and Small Hit the Market** – That's right folks, Big and Small are about to arrive on the market place, with a whole range of top quality licensed products (see the picture bottom right). From headphones to height charts, t-shirts to jigsaws, the B&S merchandise is a fantastic example of licensing at its best – and if the emails received at HQ are anything to go by, there is plenty of demand! Most products will be launched at a shop near you by mid-October. Exciting times...

**A Big Brand for a Big Event** – The other major news is that Big and Small are returning to Brand Licensing this month, bigger and better than before. This year they have their own slot in the TV Lounge, which will feature a special appearance by the one and only Mr. Lenny Henry. Along with presentations by our licensees, and hilarious clips from the show, this will be a great opportunity to show buyers and other licensees why B&S is a big brand for small people. The TV Lounge slot will take place at **12.00 on Wednesday 30<sup>th</sup> September**, the first day of the event. Come and say hello at our Start Licensing stand, number 350 and the B&S costume will be around all day for photo opportunities. Grab a picture - your kids will think you're the coolest.

**C&M Licensing Join the Big and Small Stable** – We say a big hello this month to C&M Licensing, the latest licensee to join the Big and Small team. They'll initially be designing nightwear, with a view to producing underwear further down the line. Good to have you aboard!

**Hot Off The Press** – The licensed products are receiving attention from the press, with Rare securing coverage in *Toys n' Playthings*, *Daily Express*, *The Sun*, *The Daily Telegraph*, *Toy News*, *Televisual*, *License Global*, *Busytyme*, *The Bookseller* and *The Licensing Book*.

**Supply and Demand** – We've had lots of emails from parents telling us how much they and their children enjoy the show, and asking where they can get hold of merchandise. I thought I'd include a couple here to give you an idea...

'My 7 mth old daughter loves the show and I would like to know where I can buy the DVD.'

'My son loves big and small and have bought him the dvd. I cannot find any merchandise at store level or on the internet, can you give me details of how to find them.'

'I am absolutely desperate to get my little boy the plush toys of big and small and hopefully the others too. He is a mad mad fan and watches nothing else than pre recorded big and small, Is there anywhere i could possibly buy them direct from??? x Many Thanks ( Mum in sure desperation ) !!'

That's all from me for now, I'm off to get as many freebies as possible from Brand Licensing.

See you there!

