



Season's Greetings from The Beanstalk Group!

Welcome to the Winter Issue of Beanstalk Broadcast, a quarterly snapshot from The Beanstalk Group, the only brand licensing agency in the Omnicom network.

This Issue features a selection of Beanstalk's clients with whom we have worked throughout 2008 to translate their core brand equities into desirable and engaging consumer products.

Warm regards [louise.french@beanstalk.com](mailto:louise.french@beanstalk.com)



Beanstalk works strategically with Jack Daniel's to secure licensees that reinforce the brand equities of authenticity, masculinity and independence.

The award-winning programme includes food and gifts that have achieved extensive retail penetration within the UK and Europe.



Jack Daniel's Gift Sets



Jack Daniel's Chocolate



Jack Daniel's Barbecue Sauces by Baxters Food Group



## JAGUAR

The Jaguar brand is a unique mix of heritage and innovation that perfectly captures the desires of today's luxury consumer.

The strategy for the licensing programme builds on this equity through luxury products that fit seamlessly with the brand's premium lifestyle image.



Jaguar Prestige Fragrance



Jaguar XF Sunglasses



Jaguar Pen



Through its licensing programme, Stanley sought to establish itself as the authority in the hardware and tool category through innovative and reliable products.

Beanstalk has secured a number of new licensees in the past year, thus further extending the brand's appeal with core and new consumers.



Stanley Plugster



Stanley Workwear



## Alan Titchmarsh™

Alan Titchmarsh is the UK's most well-known and best-loved gardener. His licensing programme, developed by Beanstalk, builds on this equity and the trust consumers have in his authority in the garden.



Alan Titchmarsh Pruning Set



Alan Titchmarsh Calendars



Alan Titchmarsh Garden Tools by Bulldog



An iconic brand famously synonymous with love, friendship and romance.

Beanstalk has worked closely with Love Hearts to develop new and engaging products that allow consumers to express their personal sentiment to their families and friends.



Love Hearts Make-Up Accessories



Silver Love Hearts Jewellery



The world's best-selling children's book author.

Beanstalk has leveraged the brand's core values of fun, creativity and imagination, resulting in two unique and captivating licensed ranges for children.



Dr. Seuss 'The Cat in the Hat' Leapfrog TAG Book and Reader



The Cat in the Hat costume

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