



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

In today's tough global economic environment, this Issue celebrates the success of iconic brands within Beanstalk's portfolio that continue to build emotional connections with consumers through superior licensed product extensions.

Beanstalk brands nominated for Licensing Awards 2009

Two of Beanstalk's clients' iconic brands - Vespa and Love Hearts - have been nominated for the "Best Licensed Brand Range (Soft Goods)" Award at this year's Licensing Awards.



The Vespa-adidas collection, sold under the adidas Originals label, was brokered by Beanstalk and is the first major global licensee for Vespa. Launched in Spring 2009, the range has been a phenomenally successful collaboration of two of the world's leading brands.

The co-branded range celebrates the unique and rich heritage and authentic lifestyle credentials of both Vespa and adidas in a range of men's footwear and apparel. The range is available in adidas Originals stores and leading retailers worldwide.



Love Hearts beauty accessories, which include make-up bags, mirrors and brushes, capture the brand's fun and youthful spirit for its core tween and teen audience. The range, which has achieved placement in leading retail chains in the UK, including Superdrug and Claire's, effectively builds on the appeal of cheeky, sentimental phrases. Plasters that promise to "Kiss it Better" and make up bags and mirrors that say "You're Gorgeous" and "Super Model" appeal directly to the target audience for whom sentimental messaging is a key communication tool.



Paris Hilton Apparel Collection

Paris Hilton's Apparel Collection allows brand admirers to emulate her carefree, affluent and glamorous lifestyle through her latest range of fashion apparel and accessories.

Beanstalk is working closely with Paris and her team to leverage her appeal as a world-famous trendsetter, and translate her style into aspirational products.

Paris Hilton apparel is available in over 400 doors across Europe. The collection is sold through prestigious department stores and independents including El Corte Ingles and Coin.



Land Rover phone: as tough as its vehicles

Land Rover has launched the Land Rover S1 by Sonim, a rugged, waterproof and shockproof mobile phone designed to meet the needs of those who work and play in the great outdoors.

The mobile phone was recently unveiled by the world's greatest explorer, Sir Ranulph Fiennes (pictured), fresh from his successful ascent of Mount Everest.

Beanstalk and Land Rover have worked together to inspire, create and deliver the brand's sense of adventure through superior licensed products. The new Land Rover S1 phone is the latest addition to the programme's range of outdoor apparel, bikes and eyewear.

The Land Rover phone is available at leading UK retailers including Tesco.



Lip balms that look too good to eat

Beanstalk has a long-standing relationship with Swizzels Matlow through its development of the Love Hearts licensing programme, which has product extensions in beauty accessories, jewellery, cakes and apparel.

Beanstalk has further built on Swizzels Matlow's portfolio of historic confectionery brands with the launch of lip balms under the Double Dip, Drumstick, Double Lollies and Rainbow Drops brands. These flavoured lip balms are their brands' first foray into brand extension under the licensing model.

Packaged in the sweets' distinct colours, they will be available in key teen retailers including Claire's and River Island.

