

Public Relations
*A Marketing Strategy
for Global Content & Licensing*

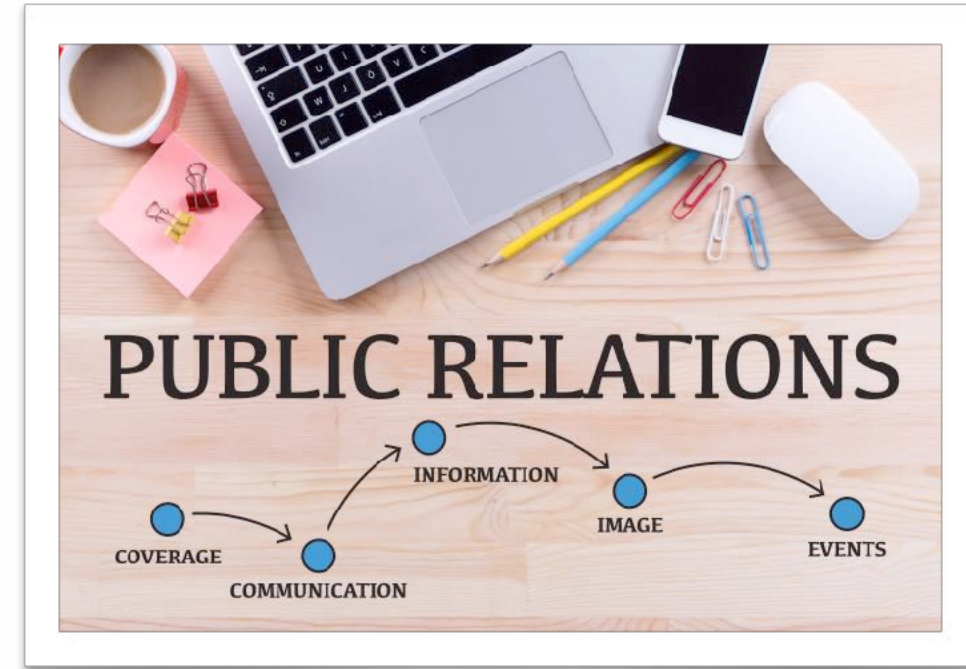
Why Public Relations (PR)?

- PR is a cost-effective way for companies in the broadcast, licensing and content-related industries to gain exposure for their IP.
- Using a specialist PR agency means a company can gain benefit from existing strong media relationships. Copy, be it press releases, placed features or comments and quotes, will be written to a high standard and presented in such a way that the media find it interesting, engaging and easy to use so coverage is maximized.
- Working with the right PR company is a proven way to help you stand out from the competition.

Benefits of PR

PR offers various benefits including:

- Potential for a huge reach.
- Cost effective both with or without a tie-in advertising budget.
- A great way to raise the profile of a company and its key executives.
- Supporting a company's partners making the company more attractive to work with.
- Raising online and social media presence.
- Improved search result rankings.



- PR is an influential step to market a contents-related business and earn credibility in the broadcast and licensing industries.
- The integrity gained greatly increases visibility, awareness and goodwill.



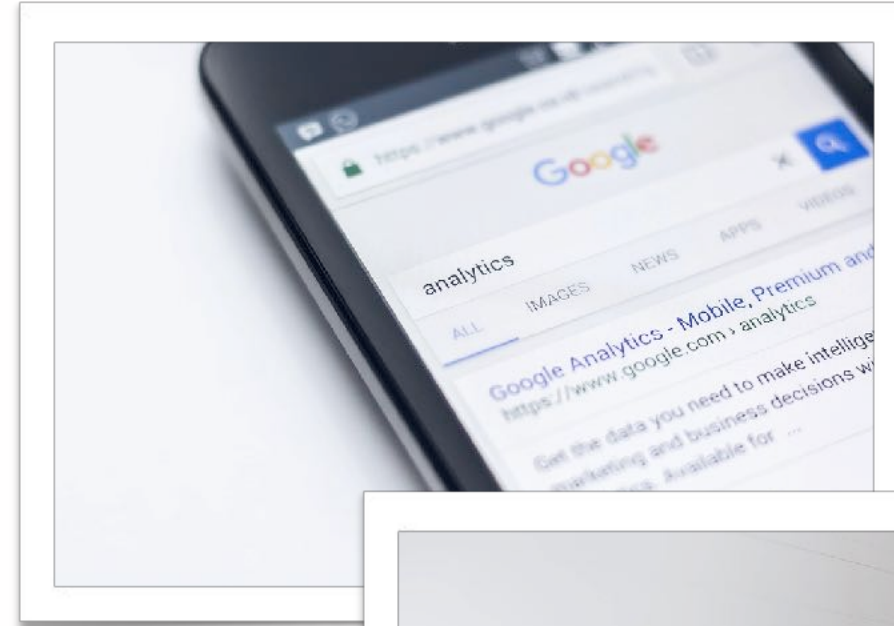
Enhancing Trust

- Well written PR copy is often used word-for-word by the media so messages are correctly relayed and the reader gains a sense of confidence.
- Resulting coverage will work to enhance a client's potential customer base and business productivity.



Maximize Web Traffic

- If the online and social media PR coverage is optimized in the right way, search result rankings can increase and can serve as a catalyst to drive traffic to a client's website.
- Persuasive online PR has the power to convert site visitors into potential customers and increase brand visibility.





kgmpr.com

Enquiries for Japan, Korea and other Asian markets:



ZenWorks Co., Ltd. www.zenworks.jp info@zenworks.jp

Kilogrammedia's Ethos

*“We are a **hands-on** tight knit team, who aim to not just react to client requests but to **anticipate** what they might want or need. That some of our clients have been with us for more than a decade, we feel, is testament to **how hard we work** to deliver great results. We are always **friendly and approachable** and like the industries we work in, we are very sociable. **We love what we do** and the people we do it for and most of all **we love to say, ‘yes’**“*

Jane Garner, Kilogrammedia founder

What Kilogrammedia does

Kilogrammedia is a **licensing and broadcast specialist PR agency** based in the UK with clients around the world.

Kilogrammedia's **aim is to act as an external press office** for its clients covering everything needed to **maximise coverage** for their licensing and broadcast based news.

Kilogrammedia Services

Creating great content for its clients

Writing press releases (unlimited)

Managing the approvals process

Selling in and writing, where appropriate, placed features

Dealing with incoming press enquiries

Arranging quotes and comments from clients to meet press needs (these can be written by Kilogrammedia for client approval if required)

Writing show previews

Assisting with activity such as awards entries

Managing small to medium sized events

Writing client social media activity

Sharing its clients' news

Distributing press releases to appropriate media

Distributing imagery

Distributing show previews

Arranging interviews - email, telephone, face to face (if the latter Kilogrammedia staff would always be in attendance)

Sharing useful but never confidential information

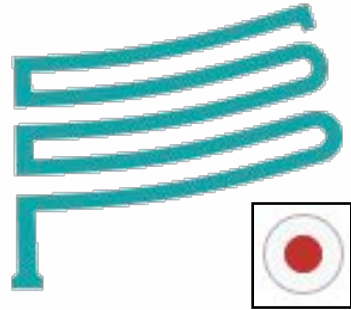
Reporting

Kilogrammedia report in whatever way suits its clients best and can include:

- Written reports
- Regular phone/Skype calls
- Meetings at key trade fairs

In addition Kilogrammedia supply press coverage in PDF format on a monthly basis

Some of Kilogrammedia Clients (past & present)



Some of Kilogrammedia's work

licensing WORLDWIDE

Poetic Brands backs Miffy And Garfield

Licensed clothing specialist renews contracts for two of best-selling brands in portfolio

Poetic Brands has renewed contracts for two of its best-selling brands – Miffy and Garfield

Created by Dutch artist and author Dick Bruna, Miffy is the bunny who stars in a series of books that have been translated into more than 50 languages and sold more than 25 million copies. Miffy is also the subject of a new collection of clothing.

toyworld
the business magazine with a passion for toys

LICENSING NEWS

Shopkins goes from strength to strength

Published on: May 11th, 2017

PreschoolNews.net

Licensing drive to bolster That's not my... brand

Buildoo Licensing to expand hit children's publishing property into new categories.

Buildoo Licensing has secured a new deal to represent the bestselling 'That's not my...' brand in the UK.

That's not my bunny...

PreschoolNews.net
Online Daily
15 March 2018
Circ: 10,000

licensing WORLDWIDE

Golden Bear signs up for World of Dinosaur Roar

Murture Rights appoints master toy partner for new preschool property.

Murture Rights has appointed Golden Bear as the new master toy licensee for The World of Dinosaur Roar brand, as well as the classic Dinosaur Roar property.

Golden Bear is now setting to work creating a line of plush and plastic toys, puzzles, games and bath accessories.

The initial launch will feature puzzles, card games and a range of soft toys featuring some of the stars of The World of Dinosaur Roar. It will launch in spring/summer 2018, while further wider roll outs are planned for late 2018 and early 2019.

toyworld
Online Daily
4 July 2017
Circ: 10,000

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LICENSING SOURCE.net

Natural History Museum unveils Oasis collaboration

After its first ever fashion collection – which its first ever licensed women's fashion collection – the Natural History Museum x Oasis collection is inspired by the work of the artist.

LicensingSource.net
Online Daily
23 May 2018
Circ: 10,000

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toyworld
the business magazine with a passion for toys

LICENSING NEWS

Shopkins goes from strength to strength

Published on: May 11th, 2017

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Animation Magazine

Italian Toon Hit 'Winx Club' Getting Live-Action Makeover at Netflix

Netflix is adapting Italian studio Rainbow's iconic animated series 'Winx Club' into a live-action series for young adults, turning the six-year-old cartoon into a major live-action event. The series will be available on Netflix in the UK.

Animation Magazine
Online Daily
15 March 2018
Circ: 20,000

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LICENSING MAGAZINE

GEMMA INTERNATIONAL LANCERÀ LA GAMMA MOOMIN AL PROGRESSIVE GREETINGS LIVE

BM E-NEWS

BM E-News
Online Weekly
27 February 2018
Circ: 30,000

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LICENSE GLOBAL

RHS Plants Confectionery Deal

The U.K. charity has added new fudge and chocolate coated honeycombs to its candy offering

EUROPE: The Royal Horticultural Society has extended its partnership with The Gourmet Candy Company for a new confectionery range.

The expanded RHS confectionery line will now include new fudges, chocolate coated honeycomb bars.

The RHS confectionery line will be available through existing retail partners across the U.K., as well as through new outlets including Waitrose Food and Home Stores with additional deals in the U.S., Sweden and Italy, under licence.

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World Screen newsflash

Nick LatAm Preps Premiere of Heidi, Bienvenida a Casa, from Mondk Producciones, for March.

World Screen News
Online Daily
9 February 2017
Circ: 35,000

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LICENSE European Update

ROCKET LICENSING TO REP ELF ON A SHELF

License Global - Euro update
Online Weekly
18 April 2018
Circ: 44,000

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TOTAL LICENSING REPORT

New Season of Masha and the Bear Premieres in the UK

Season three of Masha and the Bear now airs weekdays at 6 p.m. on Cartoonito in the UK. The series also has two spin-offs on YouTube: Masha's Tales and Masha's Spooky Stories.

Other broadcasters that currently air the new season include HBO Europe, Minimax, Czechka TV, TVP Poland, NBCU France, Telequebec, France TV, Canal Plus France, Kika, De Agosini Kid, RTS Switzerland, and Tiny Pop UK.

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licensing WORLDWIDE

Sory Creative Products launches Pingu shopping mall

Raffi of Pingu-inspired events follows success of new TV series in Japan

Sory Creative Products Inc. (SCP), which manages licensing in the Japanese market for Pingu, announced an agreement with Japanese licensee Minami Fukuoka Retail Management Co. Ltd.

Taking place over the course of the launch of the new anime series, SCP will be launching a Pingu-themed shopping mall in Japan.

The mall will feature a range of Pingu-themed merchandise, including toys, clothing, and food.

The mall will also feature a range of Pingu-themed events, including a Pingu-themed fashion show.

The mall will be open from 10 a.m. to 6 p.m. on weekdays, and from 10 a.m. to 8 p.m. on weekends and public holidays.

The mall will be located in the Pingu-themed shopping mall in Japan.

mip.tv

NEWS 1

Monday 9 April 2018

MIP TV - News Magazine - Day 2
Print & Online
9 April 2018
Circ: 10,500

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RAINBOW ANIMATION

License Global - Euro update
Online Weekly
18 April 2018
Circ: 44,000

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Licensing.db

Juichi Yoshikawa brings his amazing art to a nationwide advertising campaign

Eye as a HERO!

Licensing.db
Online Daily
26 April 2018
Circ: 100

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kidscreen

Hip to be square

Italy's Mondo TV preps new preschool property Cuby Zoo for consumer products

Mondo TV is looking to build a new preschool property, Cuby Zoo, which will be a new addition to the company's portfolio.

The property will be a new addition to the company's portfolio, and will be a new addition to the company's portfolio.

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Some of Kilogrammedia's social media work

Further showcasing work across social media



Building brand awareness using social media

Some of our media partners: 900,000+ B2B circulation potential!

LICENSING MEDIA: 348,900 circulation



120,000*
Worldwide



20,000
Europe

TOTAL LICENSING

84,000
Worldwide



60,000
Worldwide

LICENSING **SOURCE**.net

10,000
Europe



20,000
France/Worldwide

Licensing.biz

15,000; Worldwide

licensing TODAY
WORLDWIDE

6,000

Worldwide (Digital only)



8,000
Italy

B@ANDORA®

5,900
Germany/Europe



Circulation not available
Worldwide

BROADCAST MEDIA: 555,300 circulation

World Screen

126,000*
Worldwide

TBIVision

Television Business International

18,000*
Worldwide

SCREENDAILY

110,000*
Worldwide

kidscreen

13,000
Worldwide



102,000
Worldwide

contentasia

9,500*
Worldwide

C21Media

100,000
Worldwide

Broadcast

36,000*
UK



40,800*
Worldwide

kilogrammedia®
the licensing specialist pr & marketing agency

*Combined Print and Digital

Key Publications - Licensing



License Global magazine is the premier publication and leading source of content, news and trends for all top-level brand licensing and retail executives and key decision-makers.

Official EVENT Coverage:

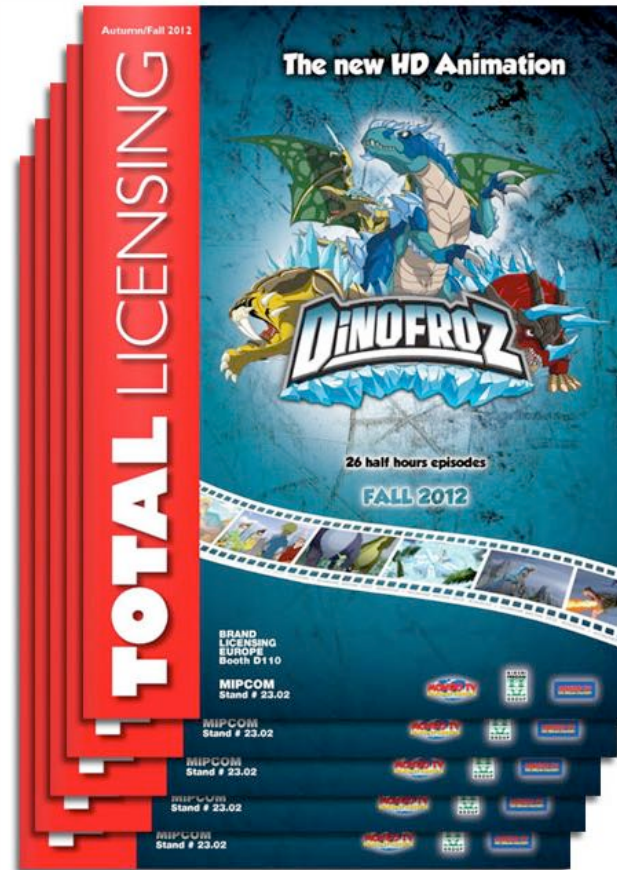
- Licensing Expo
- Brand Licensing Europe
- Licensing Expo Japan
- Licensing Expo China

MULTI-PLATFORM Reach:

- 6 issues yearly, in PRINT and DIGITAL
- Official Show Dailies
 - Licensing Expo
 - Brand Licensing Europe
- E-Newsletters
 - Daily, Weekly, European Editions
 - Breaking News, Special Editions
- Website
 - Searchable content

License Global reaches your target audience with award-winning coverage of the international licensing industry on all platforms.

- **TOTAL AUDIENCE REACH:** Circulation to 95,000+ executives
- **6 PRINT ISSUES YEARLY:** Distributed at all major trade events, plus bonus digital editions around major trade shows
- **TRADE SHOW DAILIES:** Official, exclusive on-site coverage at
 - Licensing Expo
 - Brand Licensing Europe
 - Licensing Expo Japan
 - Licensing Expo China
- **E-NEWSLETTER:** Daily updates on global licensing news, plus special digital enterprise and custom reports
- **WEBSITE:** 153,000 monthly unique visitors during industry events
- **NYC SUMMIT:** The premier East Coast licensing event of the year



TOTAL LICENSING FLAGSHIP QUARTERLY MAGAZINE

EDITORIAL AND ADVERTISING INFORMATION

Total Licensing is the flagship magazine of the company, published quarterly. Giving detailed insight and features, news, trends and developments in key licensing market sectors including entertainment, brand, celebrity, sports etc around the world, Total Licensing magazine is the only tool you need to keep ahead of the competition.

Digital And Print Circulation

Total Licensing is read by 82,000 individuals in 104 countries.

Digital issue circulation breakdown

Total by region		Total by business	
35%	Europe	39%	Licenses/Mfr
29%	North America	34%	Retail Buyer
21%	Asia	10%	Ad/Promotion
8%	Latin America	8%	Licensing Co
5%	Australasia	6%	Publishing
3%	Other	3%	Other

Print issue circulation breakdown

Total by region		Total by business	
37%	Europe	36%	Licensee/Mfr
29%	North America	32%	Retailer
19%	Asia	17%	Ad/Promotions
7%	Latin America	7%	Licensing Co
5%	Australasia	5%	Publishing
3%	Other	3%	Other

Key Publications - Broadcast

MEDIA KIT 2018-2019 kidscreen®

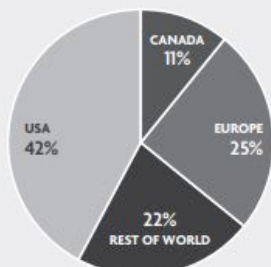
A 360-degree approach to kids entertainment industry coverage

The leading magazine serving the information needs and interests of kids entertainment executives. Published six times a year, Kidscreen is delivered to more than 9,000 entertainment decision-makers around the world, in addition to bonus copies distributed at major industry events.



DISTRIBUTION

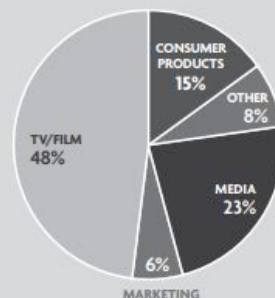
Readers by region:



CIRCULATION
9,250*

*Measured in April 2018 using internal data.

Readers by company type:



World Screen MEDIA KIT 2019

TVKIDS

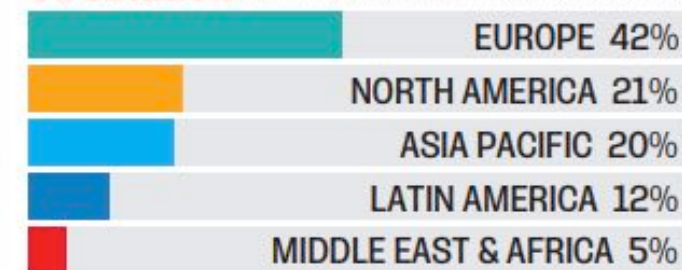


World Screen is sent to:

- Chairmen, Presidents, CEOs, Managing Directors
- Heads of programming, program planning, scheduling and co-productions
- Acquisitions executives in every department for every program genre
- Satellite, cable and OTT operators and programmers.

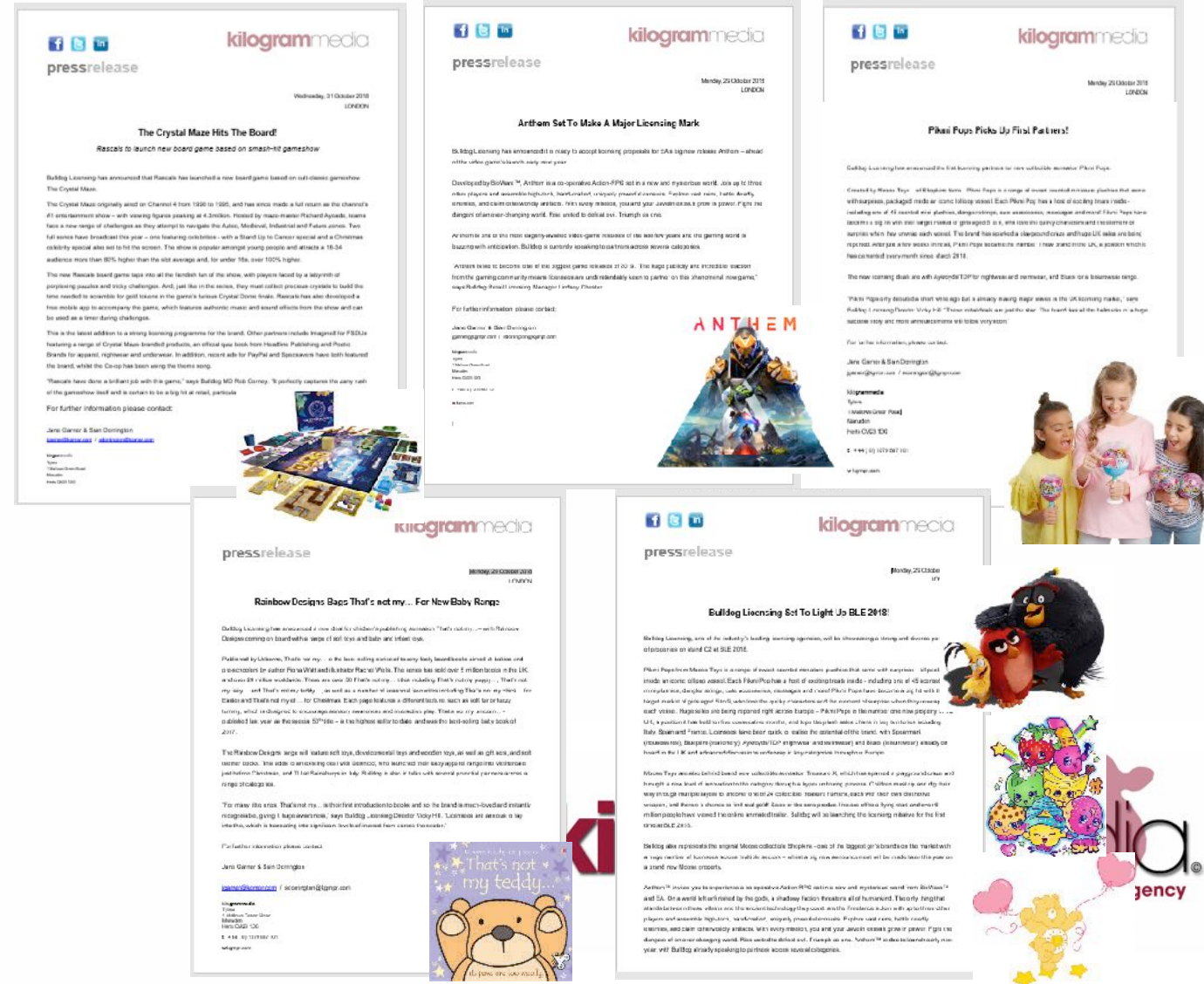
World Screen is also sent to ad agencies, distributors, producers and trade organizations worldwide.

Circulation



Client Case Study - overview

- Bulldog Licensing is one of the leading licensing agencies in Europe. It has been a client at Kilogrammedia for more than ten years.
- Kilogrammedia sends key Bulldog executives clippings of media coverage resulting from their activities.
- All Kilogrammedia clients get clippings sent on a monthly basis.
- Most of the coverage the clippings contain will come from releases or articles distributed by Kilogrammedia in the two preceding months. This does, however, depend on publication lead times.
- This study focuses on clippings sent to Bulldog in October 2018. Specifically it reflects recent coverage relating to five releases distributed in the preceding August and September.

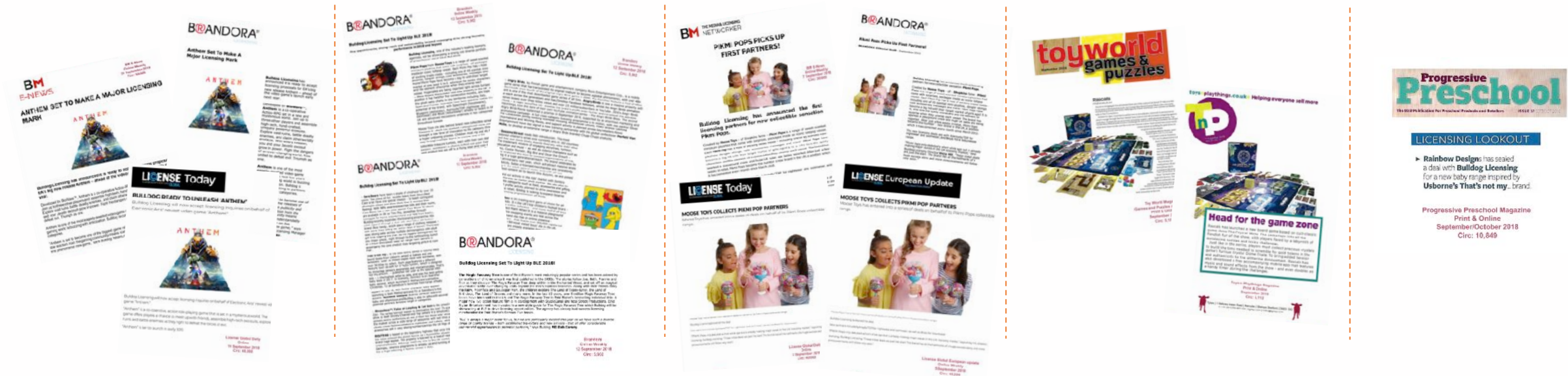


Client Case Study - media coverage



BULLDOG LICENSING
BRANDS WITH PEDIGREE

www.bulldog-licensing.com



- The October 2018 report alone was used in media with a total circulation of 320,115 which equates to a reach of 960,345.
- The advertising equivalent value of this coverage is **approximately UK£17,100****
Currency equivalents @12 November 2018: US\$22,200 / CNY 154,000 / KRW 25.1 million / JPY 2.53 million

**Reach is generally considered to be three times circulation when it comes to print media*

***Please note there are no strict rules as to calculating AEV. For AEV calculation, one page of editorial is the equivalent of one page of advertising at the standard advert pricing.*

Client Case Study - cover sheet



BULLDOG LICENSING
BRANDS WITH PEDIGREE
www.bulldog-licensing.com

kilogrammedia			Cover Sheet:				Bulldog - 2018						
Publisher	Media	Date	Daily	Weekly	Monthly	Quarterly	Clip Title	Circ Zones	Circ	£	\$	€	
Anthem release - 19.9.18													
BM E-News	Online	21.9.18		✓			Anthem release	www	30,000				
Brandora	Online	19.9.18		✓			Anthem release	www	5,902				
License Global Daily	Online	19.9.18	✓				Anthem release	www	40,000				
BLE preview - 12.9.18													
Brandora	Online	12.9.18					BLE preview (4 pages)	www	5,902				
Pikmi Pops - First partners A&B and S&B - 3.9.18													
BM E-News	Online	7.9.18		✓			Pikmi Pops - First partners (A & Blues)	www	30,000				
Brandora	Online	5.9.18		✓			Pikmi Pops - First partners (A & Blues)	www	5,902				
Brandora	Online	12.9.18		✓			Pikmi Pops - First partners (S&Blueprint)	www	5,902				
License Global Daily	Online	5.9.18	✓				Pikmi Pops - First partners (A & Blues)	www	40,000				
License Global Daily	Online	12.9.18	✓				Pikmi Pops - First partners (S&Blueprint)	www	40,000				
License Global Euro	Online	5.9.18		✓			Pikmi Pops - First partners (A & Blues)	www	40,000				
License Global Euro	Online	12.9.18		✓			Pikmi Pops - First partners (S&Blueprint)	www	40,000				
Toys n Playthings	Online	4.9.18	✓				Pikmi Pops - First partners (A & Blues)	www	5,125				
Toys n Playthings Magazine	Pr & On	Sep-18			✓		Pikmi Pops - First partners (A & Blues)	www	5,112				
Licensing.biz	Online	3.9.18	✓				Pikmi Pops - First partners (A & Blues)	www	22,000				
LicensingSource.net	Online	3.9.18	✓				Pikmi Pops - First partners (A & Blues)	www	10,000				
That's Not My...Rainbow designs release - 23.8.18													
Progressive Preschool Magazine	Pr & On	Sept-Oct 18			✓		That's Not My... Rainbow Designs	www	10,849				
Total Licensing Report	Online	2.9.18		✓			That's Not My... Rainbow Designs	www	100,000				
Brandora	Online	29.8.18		✓			That's Not My... Rainbow Designs	www	5,902				
Kidscreen	Online	23.8.18	✓				That's Not My... Rainbow Designs	www	13,000				
License Global Daily	Online	23.8.18	✓				That's Not My... Rainbow Designs	www	40,000				
Licensing.biz	Online	23.8.18	✓				That's Not My... Rainbow Designs	www	22,000				
LicensingSource.net	Online	23.8.18	✓				That's Not My... Rainbow Designs	www	10,000				
PreschoolNews.net	Online	23.8.18	✓				That's Not My... Rainbow Designs	www	10,000				
Total Licensing Report	Online	23.8.18		✓			That's Not My... Rainbow Designs	www	100,000				
Toy World	Online	29.8.18	✓				That's Not My... Rainbow Designs	www	1,200				
Crystal Maze - Rascals board game release - 20.8.18													
Toy World Magazine	Pr & On	Sep-18			✓		FYI - Crystal Maze - Rascals release	www	5,184				
Toys n Plaything Magazine	Pr & On	Sep-18			✓		FYI - Crystal Maze - Rascals release	www	5,112				
Toys n Playthings	Online	22.8.18	✓				Crystal Maze - Rascals release	www	5,125				
Gifts Today	Online	22.8.18	✓				Crystal Maze - Rascals release	www	7,093				

- Please note that not all the coverage that individual releases received is shown here. This study solely concerns coverage that was in and clipped by early October ad that had not been included in a previous report.
- The coverage highlighted in yellow was supplied in October. Non-highlighted coverage was supplied as part of previous reports.

Kilogrammedia people and what they do



Jane Garner: Founder of Kilogrammedia

Jane's personal experience as a PR in the licensing and broadcast fields stretches back more than 20 years. A former journalist, Jane fully understands how to maximise press coverage for clients and counts many of the key media contacts as personal friends.

Robert Garner: Company Director

Although very regularly in the UK Robert, who is Jane's brother, is based in Shanghai, China. His role as Company Director sees him deal with finance and legal issues as well as being available as a general 'sounding board'.



Sian Dorrington

Sian works closely with Jane and is renowned for her efficiency and organisational skills. Amongst other things she is charged with keeping track of the numerous press releases being worked on at any given time and ensuring that they have been through the full approval process before distributing them to the press with appropriate imagery.

Vaughan O'Grady and Martin Sayers

Vaughan and Martin are Kilogrammedia's writers. They work on specific clients quickly getting to know them and their key projects. They write everything from press releases to placed features and aim to turn around copy quickly and accurately for client's approval.



Kilogrammedia people and what they do



Rachael Florence

Rachael manages social media for Kilogrammedia and those clients who require this service. She is hugely experienced at working across all key platforms and is able to advise on new ones as they appear. As well as regularly posting relevant news, she monitors the sites continually, ensuring quick response to follower questions and comments



Jackdaw

Jackdaw is in charge of all things chewing, he is also Head of Security greeting all visitors with great enthusiasm

Decia Lane

Decia's role is to manage the huge amounts of press that Kilogrammedia generates.

She turns both print and online coverage into PDF clippings that are emailed on a monthly basis to the client along with a cover sheet and relevant information about the media in which it appears. We know that clients use the clippings as a business tool and we aim to present them in such a way as to facilitate this



Fee structure

To a very large extent, Kilogrammedia work on monthly retainers. This allows them to address all opportunities both proactively and reactively without referring back to the client in regards the cost and time. Once a retainer is agreed, it is fully inclusive. They do not charge disbursements so clients get no surprises when it comes to invoicing.

Fees are invoiced from and paid directly to Kilogrammedia. ZenWorks, Kilogrammedia's agent, is not involved in any monetary transactions except where specialist foreign language assistance is required.

Fee Packages (prices in UK£)

Standard Plan (6 months) - *full unlimited service* - £1,500 per month

Standard Plan (12 months) - *full unlimited service* - £1,400 per month

Trial Plan (3 months) - *full unlimited service; one-time use only*
- £1,400 per month

Asian Language Support Option - separate charge payable to ZenWorks for Korean, Chinese and Japanese language support. Please enquire to info@zenworks.jp for details.

Fee Packages (prices in UK£)

Trade Show Package Plan - £2,000 per show

- Trade show preview to all media covering the show
- Larger article, created by KGM, for one leading print media title
- Media interview with key executive in an online daily media. Pre or post show publication.
Interview via e-mail with KGM assisting with responses
- Show onsite press interviews
- Liaison with the show PR company
- Promoting Client for reactive opportunities
- Providing materials for the show press office
- Media coverage report in PDF format including relevant media information

*All services where available at a show.

Single Press Release Plan - £700 per release

- Press release creation based on Client sourced information
- Press release approvals and revisions
- Targeted/curated media distribution based on Client goals
- PDF clippings service with media information

Fee Packages - Foreign Currency Equivalent Pricing

The following foreign currency pricing is for guideline purposes only. Billing will be in UK£.

PR Service Fee Table & Foreign Currency Equivalent

	United Kingdom UK£	China CNY	Korea KRW	Japan JPY	U.S.A US\$
	Fee Per Month				
Standard Plan (6 months)	1500	CN¥13,509	₩ 2,201,754	¥221,930	\$1,947
Standard Plan (12 months)	1400	CN¥12,608	₩ 2,054,971	¥207,134	\$1,817
Trial Plan (3 months)	1400	CN¥12,608	₩ 2,054,971	¥207,134	\$1,817
	Package Price				
Trade Show Package Plan	2000	CN¥18,012	₩ 2,935,673	¥295,906	\$2,596
Single Press Release Plan	700	CN¥6,304	₩ 1,027,485	¥103,567	\$909
UK£1 Exchange Rate (12 November 2018)		CN¥9.0058	₩ 1467.8363	¥147.9532	\$1.2982

How to contact us...

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- rmb@zenworks.jp
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