



## HONEY MONSTER

Instantly recognised and loved character. The Honey Monster and Sugar Puffs are in every supermarket in the UK, TV advertised and high profile. Licensees on board include apparel, dress up, collectables and giftware. Brand support includes in store promotion, ATL advertising, costume appearances, PR and sampling.

[www.honeymonster.co.uk](http://www.honeymonster.co.uk)

## PAM AYRES

World renowned poet and entertainer Pam Ayres has a unique appeal. Pam has a high media profile, tours regularly and is publishing her autobiography in 2011 which will generate significant PR. As well as access to Pam's poetry text, licensees can use a specially commissioned style guide of artwork. A perfect license for gifting and greetings.



Photography by Trevor Leighton

## BRITVIC

Start Licensing represents Britvic Soft Drinks brands in licensing. Brands include:

**Robinsons:** the UK's favourite squash range – the number one still soft drink in the take-home market

**Robinsons Fruit Shoot:** the number one children's brand in the UK

**J20:** the number one packaged soft drink in the licensed channel

**R. Whites Lemonade:** still going strong and most famous for the secret lemonade drinker

**Tango:** a modern icon, famous for its irreverent sense of humour

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



## UNILEVER – SELECTED BRANDS

Start are representing a range of iconic Unilever brands:

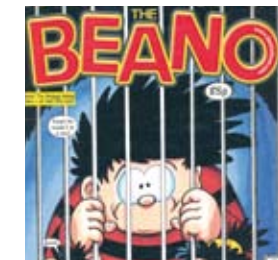
**Pot Noodle:** Brand leader with 80% value share of the Instant Hot Snacks market and £81m annual sales.

**Bovril:** second biggest seller in category (behind Marmite) with over 15% value share of the Meat Extracts market and £9.3m annual sales.

**Peperami:** Brand leader with 50% value share of Hand Held Meat Snacks market and £44m annual sales.

**Slimfast:** Brand leader with 44% value share of the Slimming Aids market and £30m annual sales.

Data source: Mat 19th Feb 2011 IRI



For more details on Start's portfolio of properties please contact Ian Downes on 0208 337 7958 or 07776 228454.

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Twitter: @StartLicensing

[www.startlicensing.co.uk](http://www.startlicensing.co.uk)

Start Licensing is a results orientated licensing agency with a bespoke approach to the licensing business...



### THE BEANO & THE DANDY

The home of a number of classic characters such as The Bash Street Kids, Minnie the Minx, Roger the Dodger, Desperate Dan, Dennis the Menace & Gnasher.

The Beano is published weekly and the Beano Max every month. Best selling Annuals published every year. Licensees include Wild & Wolf, Brulimar, Kimm & Miller and Secret Ingredient.

See [www.beano.com/retro-beano](http://www.beano.com/retro-beano)

### DENNIS & GNASHER

Two of Britain's best known characters now have their own BBC cartoon series. Shown regularly on the BBC the series has proved to be a ratings success. Supported by publishing and website activities there is a growing licensing programme including Portico, Humatt, Smiffy's, Blues and Vogue Housewares.

<http://www.dennisandgnasher.com>



### BANANAMAN

Bananaman was originally in Nutty Comic and has been a star of The Dandy for many years. Licensing has been very successful with a Dress Up costume from Smiffy's, apparel from BC International and Trufflesuffle. Delta have reissued the BBC broadcast cartoon programme from the 1980s as a DVD boxset. A classic character with retro appeal.

[www.startlicensing.co.uk/brands/bananaman.html](http://www.startlicensing.co.uk/brands/bananaman.html)

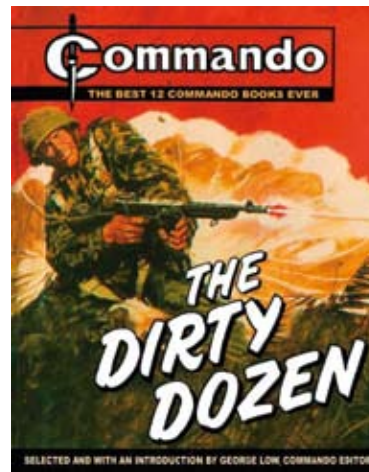
All imagery used with permission of the owners

### JACKIE

Classic magazine brand. Immensely popular in the 1970s now having a second life through licensing. A nostalgic brand with a complete archive available. Licensees include Carlton Books and EMI Music.



### COMMANDO



Commando has been publishing stories of action and adventure to its readers since the 1960s. These stories, with their mixture of excitement, danger and courage under fire, and the dynamic artwork that accompanies them, have won Commando a loyal readership over the decades. Licensees include Carlton Books and EMI Music.

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

### JACQUELINE WILSON

Jacqueline Wilson is one of the UK's most successful children's authors appearing regularly in the Best Seller lists. The books are illustrated by Nick Sharratt. Licensees include a monthly magazine from DC Thomson, calendars from Portico and a DS game from P2 Games and GBEye for Posters. There is a brand new website to support the brand. TV adaptations of the books include Tracy Beaker Returns which has been a success story.

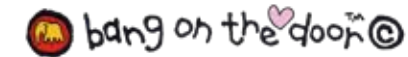
[www.jacquelinewilson.co.uk](http://www.jacquelinewilson.co.uk)



### BANG ON THE DOOR

Award winning art and design brand. Contemporary characters with vibrant colour palettes. Licensees include Personalised Memento Company, Little Star Creations, Carrots UK, Paper Projects, DNC and Portico. Developments include links with Charities, magazine competitions and print on demand products.

See [www.bangonthedoor.com](http://www.bangonthedoor.com)



### BANG ON THE DOOR FABRIC ANIMALS

Blueprint launched a very successful stationery range which has been followed by products from Bluebird Designs, Primary Teaching Services and Shreds, creating a very original licensed collection.

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



### BIG & SMALL



A charming series that has been featured on CBeebies, BBC1 and BBC2. Established as a ratings hit Big & Small is a high quality series. Each episode has an original song. Licensees include ITV DVD, Harper Collins and Namco. Voices are provided by Lenny Henry and Imelda Staunton.

[www.kindleentertainment.co.uk/bigandsmall/](http://www.kindleentertainment.co.uk/bigandsmall/)