

For licensing and retail, London 2012 has been described by the London Olympic Games Organising Committee (LOGOC) as 'a chance of a lifetime' and 'two Christmases in one', predicted to generate more than £1 billion in retail sales in the UK alone.

With a host of companies across the board signed up as official London 2012 licensees, LSB takes a look at who is 'going for gold' and which products will be on track in 2011.



A Sporting 'Chance Of A Lifetime'



Outlining the licensed merchandise and retail vision of London 2012 at the Brand Licensing Europe (BLE) exhibition last October, the LOGOC commercial team had plenty to say to maintain the attention of the audience who packed the room.

Some 50 official licensees will be producing over 10,000 products for London 2012, covering everything from toys and games, stamps and coins, souvenirs, jewellery, pins and stationery, to clothing,

Left: The LOGOC commercial team who spoke at BLE. (Left) Simon Lilley, head of licensing and retail, seminar compere Kevin Roberts, the editorial director of SportBusiness Group, Charles Wijeratna, director of commercial negotiations and Warren Traeger, licensing manager, toys, games and souvenirs.

headwear and publishing.

The diverse range covers pocket money items for under £1, to highly valuable, collectable and limited edition products such as a £28,000

solid gold souvenir coin.

"What makes London 2012 really special is the core brand association, with the whole world coming together. The Games are about fighting the fight and reaching people emotionally," stressed Charlie Wijeratna, the then director of commercial negotiations at LOGOC.

For 34 official London 2012 licensees, February's Spring Fair International will be an official 'starting block', with product ranges unveiled to UK and international buyers as part of the London 2012 Olympic and Paralympic Games (LOGOC) showcase in Hall 6.

With a first shop that opened at London's St Pancras International last July, LOGOC is opening a



range of London 2012 shops to showcase official licensed products, including a 40,000ft megastore in the Olympic Park. But as Simon Lilley, LOGOC's head of licensing and retail points out, "the Olympic and Paralympic Games are an opportunity for all retailers in the UK to sell London 2012 products."

"Licensing will do more than create revenue," says Simon. "It will also play a vital part in raising brand awareness, creating excitement and engaging future generations in sports, activity and the spirit of the Olympic and Paralympic Games."

In November 2009, Golden Bear was named as LOGOC's master toy and gift licensee, part of the London 2012 merchandise programme for Wenlock and Mandeville, the official London 2012 mascots.

The company is producing a host of exciting products, including soft toy mascots, keyrings, charm accessories, collectable figurines, 'stick on' mascots and character backpacks across the London 2012, Team GB and Paralympic brands.

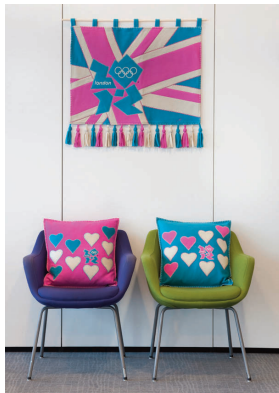
"Our mascot range offers something for everyone, young and old," comments Golden Bear's chairman and co-founder John Hales.

Last summer, Golden Bear launched into the market with 2012 limited edition pieces of Wenlock and Mandeville mascots and they sold out in 36 hours! The company confirms that in 2011, the full range will be rolled out and will include Union Jack Wenlock, Mandeville as a Beefeater and Wenlock as the Queen's Guard. Golden Bear also made the sound decision to appoint Elgate and Is It Art as their exclusive distributors to cover the independent souvenir, gift and greeting card retail sectors.

Winning Moves will be launching its range of London 2012 games at Toy Fair 2011 and Spring Fair International.



Below: Among the new collection of London 2012 products from Jan Constantine.



Topping the list will be a brand new British Olympic Legends Monopoly board game, which is being created to celebrate the greatest British sportsmen and women in the history of the Olympic Games, with more than 30 sporting icons swapping places with the traditional Monopoly sites of Mayfair, Park Lane and Pall Mall. The public will be given the chance to vote for their

favourite British Olympic Legend, determining who will win a place on the board. "The results of the public vote will be announced later in the year and it is anticipated the game will be in the shops by the Autumn, in time for Christmas 2011," confirms

Winning Moves' marketing manager Fiona Hortopp.

Home textile company Jan Constantine, which recently launched its first London 2012 collection, hand-embroidered with the London 2012 brand emblems, mascots, hearts and the word 'Love', will be launching graphic pictograms, the Olympic Museum Collection and the Team GB collections in 2011. "The diversity of these ranges, which will include cushions, throws, wall hangings and accessories, will create a very eclectic look for the Constantine Collection," says Jan.

Above & below: Golden Bear's charm accessories and cuddly Wenlocks.



London 2012

For Links of London, 2011 will see the launch of two new collections: a high-end women's collection and a unisex offering. "More London 2012 charms and play beads will also be unveiled throughout 2011 and 2012," says senior press officer Jamie Holloway.

Below: A 3 piece set, among the many London 2012 products from WWRD.



Inset: Links of London's double strand Play bracelet.

WWRD too, has a large range of London 2012 product launching under the Johnson Brothers, Royal Doulton, Wedgwood and Waterford brands. Items range from a Johnson Brothers porcelain mug at £4 from Royal



Doulton, to premium Wedgwood and Waterford product. "Already there has been a great response to the product range," confirms WWRD's marketing manager Antony Robson.

In housewares, Alex Bloom, commercial director of Speakmark, comments: "We are seeing a strong appetite for product across a number of areas. Obviously, sports bottles are the key volume driver but we are getting a strong response for our adult housewares and adult lunchware too."

Left: A rigid water bottle from Speakmark.

In the world of publishing, Pyramid International, the official poster licensee for LOCOG 2012, will be launching its exclusive Olympic poster range which currently includes four posters and four lenticular posters, with others in the pipeline, while Letts



Below: Pyramid International posters featuring Mandeville and Wenlock.



Size Of The Prize
More than £650 million of domestic sponsorship revenue has already been raised, with licensing royalty revenues anticipated to generate approximately £80 million.

Filofax's London 2012 collection includes wire and casebound diaries and notebooks which will be available to retailers in a phased launch between now and July 2012.

Right: A Letts collector's diary.

Meanwhile, That Company Called IF is very excited about its new range of book-related gifts for London 2012. "Our designers have been busy developing the London 2012 product range which includes book lights, page



markers, and bookmarks in metal, plastic and paper. "They're innovative gifts with a bright and modern feel and we're confident there is a design for everyone's taste," says IF's marketing co-ordinator Tracey Hick. **Below: Products from That Company Called IF.**



As Simon Lilley commented at the BLE seminar: "We have been looking for

companies going the extra mile with their products, to include unusual ones, and some that are new. But with all our licensees, the quality really shines through."