



Comic Book Branding & Licensing

SITUATION

You are a marketing consultant working for Entertainment Marketing Inc. Recently your firm was contracted by a successful new comic book artist to provide advice on the marketing and merchandising of products which will spin off from the popular comic book series. The artist and the company president do not have much experience in the areas of branding, licensing and merchandise. Your role as a consultant is to share your expertise to help the company generate revenue in those areas.

INSTRUCTIONS

You will be meeting with the chief artist and the president of Wonder Comics to consult on the following:

- Importance of branding
- The licensing process licensing
- A merchandising plan for the spin off products

Your recommendations for a branding, licensing and merchandising plan can be written and submitted to your teacher or presented to the class through a role play.

GUIDE / CONSIDERATIONS

1. Branding makes sense with laundry detergent...but why is it needed for comic books?
2. What might happen if Wonder Comics does not consider a licensing and merchandise strategy?

EVALUATION STANDARDS

1. Explain the value of branding and its long term benefit to Wonder Comics.
2. Understanding of the licensing process and how it applies to the Wonder Comics brand.
3. Identification of a merchandising strategy as it relates to characters and stories from Wonder Comics, including specific product ideas.