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**Brandgenuity 2018 Highlights**

2018 will be another big year for Brandgenuity! Brandgenuity will continue the expansion and management of the global licensing program for the BMW Group.

Brandgenuity will develop crave-able lifestyle and food extensions ranging from meat snacks and salty snacks to condiments and sliced cheese for White Castle®, America’s first fast-food hamburger chain and the home of The Original Slider®. The agency will grow the Mrs. Fields licensing program around indulgent snacks and desserts including confections, baking ingredients, frozen breakfast. Brandgenuity will build a licensing program for TCBY with a focus on frozen novelties and yogurt-based snacks.

Brandgenuity signed Anheuser-Busch InBev to represent the world’s largest beer brands for licensing in Canada, Europe and Asia. Brandgenuity will explore food extensions for Anheuser-Busch InBev brands in Canada, as well as to build on the success of Pave a la Leffe cheese in categories including crackers, condiments and confectionery.

In Europe, Brandgenuity is seeking partners to expand the Welch's brand into better-for-you, mom-approved food and beverage categories including juice, frozen fruit, smoothies and more. Hawaiian Tropic’s licensed range of fragrances continues to go from strength to strength in the UK, with new categories including gifting in development as the core range expanded to new retailers, including Boots. Brandgenuity will also continue its representation of the NFL Players Association in Europe.

Brandgenuity will grow the licensing program for the hot new toy brand, Fur Babies World, which launched exclusively at Walmart in March, and will roll out to other major retailers this year. Brandgenuity is seeking licensees across categories including toys, games, puzzles, apparel, accessories, publishing, back-to-school, home and many more.

Brandgenuity continued its long-time representation of MGM Studios and their library of new and classic titles. In 2018, Brandgenuity will extend new films *Anna and the Apocalypse* as well as the new animated film, *The Addams Family*, and *Creed 2*.

Brandgenuity will continue to expand the licensing program for the hit animated series, Oddbods, and have signed on 4 licensees in toys, apparel, accessories and sleepwear. Products will launch at major retailers in 2018.

Brandgenuity is also seeking licensing partners for Carmen Sandiego, the new animated series coming to Netflix in 2019, in categories including toys, apparel, accessories and more.

The agency will continue expanding licensing programs for its long-term clients and their brands, including ARM & HAMMER, Edgewell Personal Care (Hawaiian Tropic, Playtex), MGM (Pink Panther, Rocky, The Handmaid's Tale and more) and Viacom (MTV, South Park, RuPaul's Drag Race, Broad City and more).

Visit us at Licensing Show, booth #J122 or contact [info@brandgenuity.com](mailto:info@brandgenuity.com) for more information!