

carte blanche 



# BRITAIN'S BEST LOVED BEAR

Helping celebrate treasured moments



# A VERY SPECIAL BEAR

## The Me to You Brand – Evergreen Cute Property

### The Me to You Bear

- Launched over 21 years ago on greetings cards.
- Now one of the most recognised British brands in the UK
- Unique in design with a very special story...the grey bear with a blue nose.

### The Me to You Success

- Brand worth \$225 million RSV globally
- Over 40 million Me to You cards sold every year
- Over 1 million Tatty Teddy bears sold each year
- Successful licensing program which has been running for over 15 years worth £57 million in the UK
- Core product categories are Apparel (Ladies and Kids Nightwear and Accessories), Food & Confectionery, Personalised, Nursery and Apparel Babywear, Gifts and Greetings Cards.



# Why ME to You?

Constantly turning the creative – we move on the brand at every season, every event, every year.

We work with external partners as well as in house creative teams – to keep up with the latest looks

Good, Better, Best models to make the brand accessible for everyone

The brand works on a diverse range of products from baby and kids to women's, home ware, accessories, gifts and confectionery



## Plush is at the Heart of our Blue Nose Brands

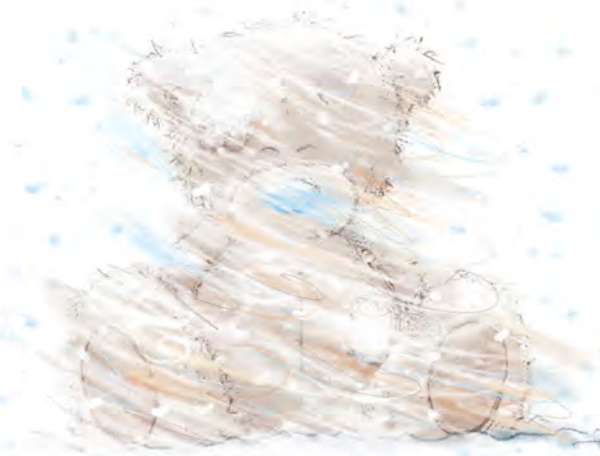
- 5 Tatty Teddy bears sold every minute!\*
- Over £7million of MTY plush sold in 2016
- Everyday MTY plush saw over 30% growth in value and over 60% growth in volume in 2016



A lovely brown teddy bear  
had been thrown out  
(surely by some mistake)



then one cold day  
it started snowing



the bear got so cold  
that his fur turned grey  
& his nose turned blue



The strangest thing happened today...

16 April 19



I was exploring near Grandma's and found a very unusual bear.

He was grey with a blue nose!?



He was very tatty & all his stuffing was falling out as I ran home with him!

Granny patched him up good as new(ish) (I advised)



He's so, so special!  
I've never seen any-thing like him!

I love him soooooooooooooooooooooo much!!



(I've called him "Tatty Teddy")



# THE EVOLUTION of Tatty Teddy

...a very unique grey bear with a blue nose



1987



1990



1993

1994



1995



Me to You

2000



2005

2007



Me to You

2008



2011

tiny tatty teddy  
Me to You



Me to You

Photo-Finish

Me to You  
sketch book

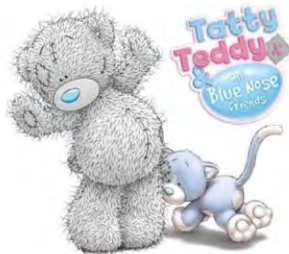
2010



2009



tatty bear  
Me to You



2012

Tatty  
Teddy  
with  
Blue Nose  
Friends



Me to You  
Dolly T.

2013

tiny tatty teddy  
Me to You



2014



2015

tiny  
tatty teddy  
Me to You



2017



## What we do

Greetings Cards



Plush



Licensed Products



Gifts





# ME to You

# THE HOME of CUTE for NEARLY 30 YEARS

If we laid out all the ME to You cards sold in the last year, they would complete



97

London Marathons



This much loved brand featuring Tatty Teddy, the iconic grey bear with a blue nose is as popular as ever among the card-buying public.

With high quality design, finishes and boards, ME to You has an evergreen appeal covering all sending occasions and captions.

The number of ME to You bears sold in the last year would fill the seats in



30

Olympic Stadiums



Make someone smile ;)

Currently worth over \$225m at retail and growing





# Tatty Teddy CV

ME TO YOU - BRITAIN'S BEST LOVED BEAR



@\_Me\_to\_You



@metoyou



metoyou.com



## Experience

- **21 years** of commercial success
- Listed in M&S for **10 consecutive years**
- Featured in Clintons for **over 20 years**
- Since 1995, our most recognisable 'Classic' Tatty Teddy has been created **over 21,800** times!

## Key Brand Activity 2016/17:

- AW16 DIGITAL COMMERCIAL
- NEW CREATIVE 2018
- SS17 PHASE 2 Gift & Plush LAUNCH
- AW17 SIGNATURE EXPANSION
- AW17 DIGITAL COMMERCIAL



134K Fans



150K D'base



8K Followers

## Character Attributes

Cute  
Friendship  
Love  
Happiness



## Achievements:

Yr after Yr – Tatty competes and wins against competition

- XCAT secured M'Day & V'Day 17
- No.1 brand on Moonpig for cute
- No.1 character ladies N/W at M&S
- Top selling Xmas15 & 16 PJ Tesco

- Consistently in top 3 character cakes
- Top 5 brand Nightwear
- Top 3 Brand in M&S
- No.1 cute brand in Clintons
- 2016 – New Bedding and Food Gifting partners secured



## Brand

♥♥ Britain's Best Loved Bear ♥♥

How – by getting the bears into peoples hands via our partners and retailers through comps and offers

## Top Retailers:

ASDA

TESCO

Clintons

M&S

EST. 1884



moonpig.com



Me to You is a well known & loved property



## Skills

- Adaptable – **50** different bear styles
- Creative – **100** Style Guides
- Dependable – Proven longevity – **A British Evergreen**
- Skilled in offering point of difference for our partners
- A multi-channel brand – Fashion, Grocery, Value, Independent, Online, Specialist



ME to You

Welcome to the family – new fashion retailers this year.

MATALAN M&Co





# Working with our Retailers



Clintons

BHS

Official Me to You  
Published by Rosie Topp 19th September at 11:12 AM  
It's National Teddy Bear Day today!  
We asked you to post pictures of your favourite Tatty Teddy and you didn't disappoint. Here are just a few of the lovely pictures you posted.

23,114 people reached

I hope you all can join me for a Fab  
Tatty Teddy Trends Twitter Party  
at 4.30pm for a fun filled hour!

YOU'RE INVITED TO  
Tatty Teddy's  
SOCIAL PARTY

Wednesday  
20th May  
4.30-5.30pm

#TattyTeddyTrends

Official Me to You with Rachael Brook  
Published by Rosie Topp 19th September  
It's National Teddy Bear Day tomorrow and I  
love my blue-nose bear, we would love to  
share our favourites so get on it!

47,263 people reached

MATALAN

Hello  
MERTHYR  
TYDFIL

Tatty Teddy will be in your local store on

MATALAN



# A Broad Breadth of Marketing Support

 **Social Media**



**Website**



**Mobile**



**Brand Partnerships**

**PR**



**Digital Marketing**



**Charity Partnerships**



**Live Events**



**Retail Days**







# tiny

tatty teddy  
• ME to YOU •

A unique little bear with a blue nose and a warm heart

Instantly recognisable with his grey fur and blue nose, Carte Blanche introduced its baby range in 2011, with the launch of tiny tatty teddy. This wonderfully cute and engaging nursery proposition, offers flexibility of 'on-trend' designs with classic appeal.

## Recent activity includes:

- AW17 had a best performing range in a baby event for a key grocery retailer
- Brand partnership with Unilever selling over 2 million 'Simple' products so far this year









# Working with our Retailers



Tiny Tatty Teddy is looking for cuddles

Help **pixifoto** find a home for 250 adorable grey bears this winter...

ALL TATTY TEDDY TOYS  
Our full range

SHOP NOW



Tatty Teddy @\_Me\_to\_You Apr 27  
WIN this adorable #TinyTattyTeddy #babygin outfit exclusive to @Morrisons! Follow and RT to enter



BOOK TODAY FOR A CHANCE TO WIN A Tiny Tatty Teddy

MichaelaYorkshireMum @Yorkshire\_Mummy · 26 Apr 2016  
Don't forget to join me tomorrow at 4-5pm for the #TinyTattyTeddy party with @\_Me\_to\_You

you're invited to **tiny** social party!  
WEDNESDAY 27th April 4-5 pm  
#TattyTeddyTrends

Official Me to You 7 October 2016  
Take a look at these gorgeous new Tiny Tatty Teddy long sleeve vests and baby pj sets available now exclusively at Tesco P&F

**ickle Pickles**  
small babies : big difference

Each booking is entitled to a **HALF PRICE PHOTO SHOOT PLUS £25 OFF ANY COLLECTION!**

Official Me to You 7 December 2016  
COMPETITION NOW CLOSED  
Thank you to everyone who entered, we will be messaging the winners shortly.  
If you weren't lucky this time, you can find the Tiny Tatty Teddy Learning Library online here: [http://www.amazon.co.uk/Tiny-Tatty-Teddy-Lear...](http://www.amazon.co.uk/Tiny-Tatty-Teddy-Lear.../)

Official Me to You 7 December 2016  
COMPETITION NOW CLOSED  
Thank you to everyone who entered, we will be messaging the winners shortly. If you weren't lucky this time, there's still time to personalise a bauble here: [http://www.personalisedgifts.co.uk/.../best-christmas-b...](http://www.personalisedgifts.co.uk/.../best-christmas-b.../)

Official Me to You 8 October 2016  
You can now buy one of our adorable Tiny Tatty Teddy bears and help raise money for Bliss to support babies born premature or sick at the same time. All the money raised through the sale of our 10 Tiny Tatty Teddy bears through Bliss' website will go directly to the charity to help raise funds for this wonderful cause. Show your support and buy your bear here: <http://www.bliss.org.uk/Shopping-tatty-teddy...>

Proudly supporting Bliss



The first 250 customers to make a photo shoot book win a Tiny Tatty Teddy. Winners will be notified by email and will be required to collect their Tiny Tatty Teddy from...

COMPETITION

WIN TELL US YOUR FAVOURITE ITEM FROM THE COLLECT FOR THE CHANCE TO WIN A FLUSH TATTY TEDDY!

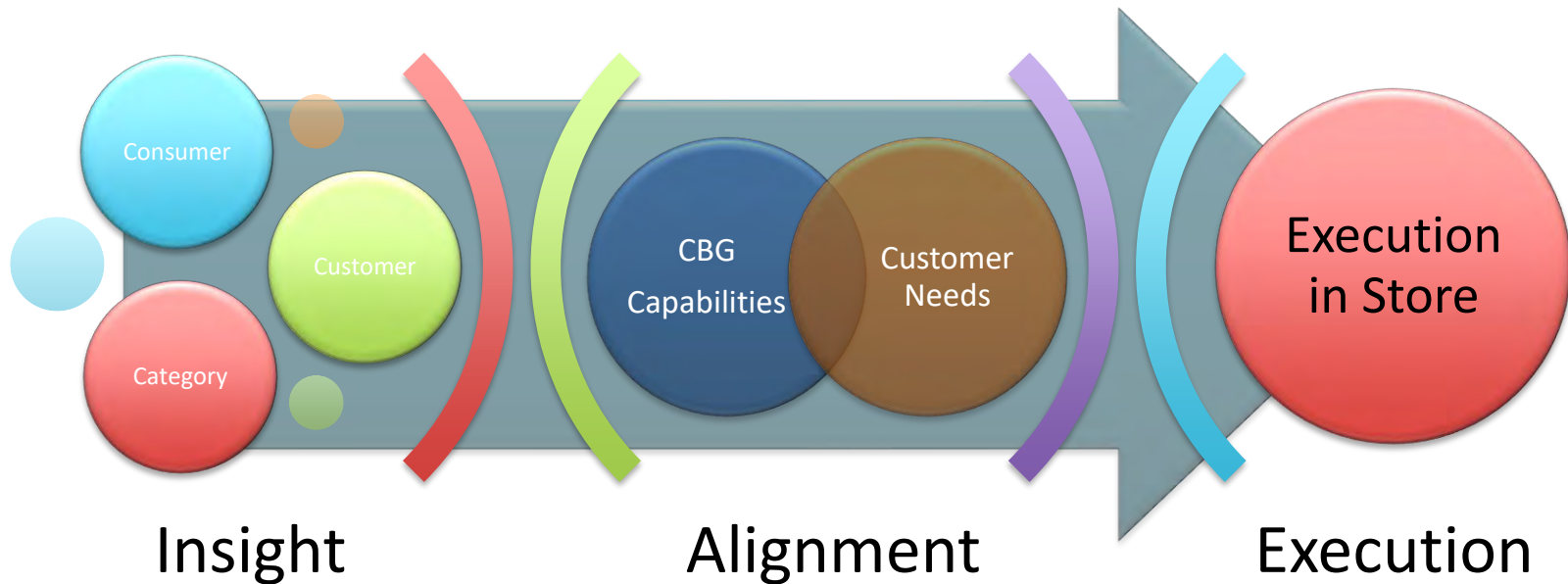
LauraCYMFT @LauraCYMFT Apr 27  
I'm loving the new clothing range from @\_Me\_to\_You available at @Morrisons Think I'll need to get some for my new nieces!  
#TinyTattyTeddy



**DUNNES**  
ALWAYS BETTER VALUE

# How we work with our customer partners

Understanding the market drivers and the key interrelationships between the Consumer, Category and Customer are a key part of our success





# Key UK Customers

M&S

**TESCO**

*Clintons*



moonpig.com

**ASDA**

**amazon**



**Sainsbury's**

**Waitrose**

**John Lewis**



**home bargains**

# Key International Customers

**Cardies**  
Sharing Life's Moments



**Pick n Pay**

**Pier 1 imports**<sup>®</sup>



**empik**

**colruyt**

**CLICKS**

*HomeGoods*<sup>®</sup>



**SHOPRITE**  
&  
**Checkers**

**Marshalls**<sup>®</sup>

**bruna**

**T.J. maxx**<sup>®</sup>



**babyshop**

**ÅHLÉNS**

**ICA**



**ToysRUs**<sup>®</sup>

**max**



## What we do



**£60**  
million cards  
sold every  
year!

Greetings  
Cards



Over  
**1m**  
Valentine's Day and  
Mother's Day cards  
sold every year in  
top grocers

**200**  
NEW independent  
retailers on board  
with Me to You  
this year



Gifts



**+180%**  
sales year on year on  
our NEW Me to You  
Signature ranges

**1m**  
Tatty Teddy plush  
sold every  
year!



Plush



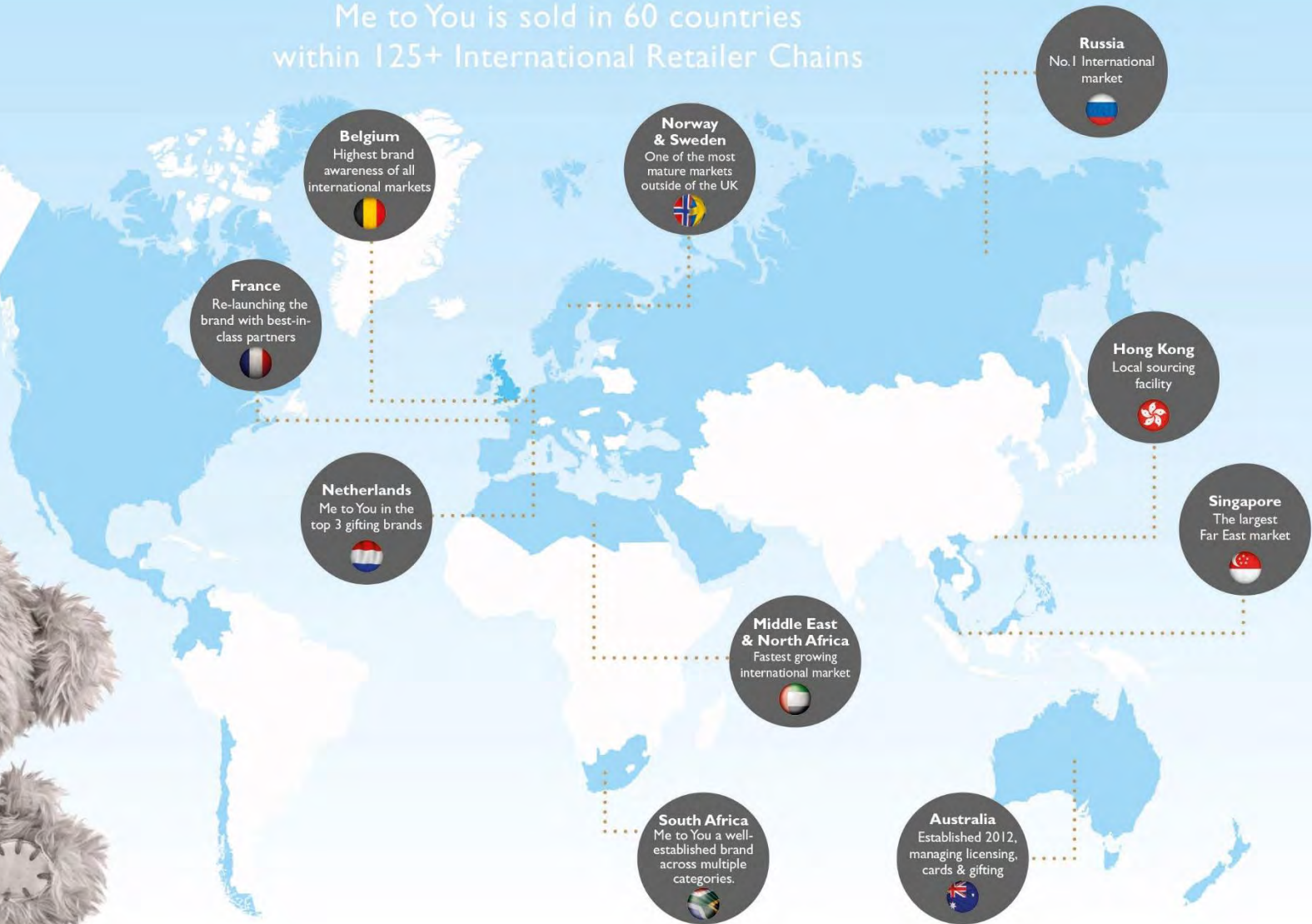
**£57m**  
in licensed  
retail sales



Licensed  
Products

## An International Brand & Growing

Me to You is sold in 60 countries  
within 125+ International Retailer Chains







# INTERNATIONAL PICTURE



## RUSSIA & Eastern Europe (US\$ 15M)

- No1 International Territory for MTY
- Working through Licensing Agent (Megalicense)
- 20 Licensees across 10 Categories with more to be signed in 2017.
- Present in most Major Retailers

## SOUTH AFRICA (US\$ 6.5M)

- No3 International Territory for MTY
- Working through a mix of Licensing Agent (Revolution) and distributors
- Top Categories are Apparel, Stationery and Gifting
- Present in Major Retailers such as (Edgars, Woolworth, Pick N Play, Shoprite, Toys R Us and Cardies)

## FRANCE & BENELUX (US\$ 1.3M)

- No2 International Territory for MTY
- Working through a mix of Distributors and Licensees.
- Cards and Gifts well established in Benelux and stationery relaunched in 2017
- Launched Apparel in Benelux end of 2016
- Apparel listed in France is Major Retailers (La Redoute, Kiabi, Carrefour, La Halle)

## IBERIA

- Appointed a new Licensing Agent (Biplano) in 2016 to develop the territory.
- Currently in discussion with a plush partner

## MIDDLE EAST

- Established presence of Cards and Gifts in Hallmark
- Recently appointed EWI to develop the territory

## Germany Austria and Switzerland

- Appointed a new Licensing Agent (AMI) in 2016 to develop the territory.
- Currently in talk with Woolworth for a DTR

## CENTRAL AND SOUTH AMERICA US\$1.5M

- Developing the Territory through Licensing Agent KOPA.
- Main Category: Stationery
- New Home Licensees recently signed

## ITALY

- Appointed Panini in 2016 as a distributor.

# INTERNATIONAL

Notice board...



Me to You event in Galleria – May 17  
Over 5000 visitors



New Plasticware Licensee  
signed for Colombia

THE  
**BRAND LIAISON**  
OPENING DOORS. CLOSING DEALS.

New Licensing Agent signed for  
the US, Canada and Mexico



Bytplast – New Plasticware Licensee  
signed for Russia and CIS in 2017.  
Launch surpassed expectations



Leonardo – New DTR signed for  
Russia and CIS in 2017 on Craft



New Chinese Licensing  
Agent to be signed

The  
**Cookie  
Company**

merchandising the magic

New Apparel Licensee  
signed for Benelux



Greetz Launched  
Hotchpotch cards  
Aug 17



New Distributor  
signed in Ukraine









Tatty Teddyx

Let love blossom

Dream  
Share  
Love







# Tatty Teddy









Tatty  
Teddy



TATTY TEDDY



TATTY TEDDY



BEST FRIENDS



WINTER WALK



WINTER WONDERLAND



ENDS

BEST FRIENDS

BEST FRIENDS

BEST FRIENDS











LOOK

TO THE

Stars

Teddy

YOU

are

MY

MOON &

STARS



Teddy



Dream chaser

Teddy







**Love**  
creates  
Magic

when you  
give  
it away



Tiny  
Tatty  
Teddy



Let's  
Count





How  
many

ducks  
can  
you  
see?

1

2

3















S  
M  
K



you're at your best when you're smiling!  
EVERY SMILE MAKES YOU A DAY YOUNGER  
A laugh is a smile that bursts  
Smile... it's infectious!

LIFE IS WORTHWHILE IF YOU JUST SMILE

SOMETIMES SOO... BUT YOUR SMILES CAN BE THE SOURCE OF YOUR JOY  
Joy in the source of your joy  
Turn that frown upside down  
do it with a smile

SMILE AND THE WORLD SMILES WITH YOU  
Smile

DARE TO SMILE  
WEAR IT WITH A SMILE

PEOPLE LOVE YOU THE MORE YOU LOVE THEM  
BIG!

SMILE like you mean it  
I see you smile every time

SMILE... IT SUITS YOU!









**THE B<sup>®</sup>AND LIAISON**  
OPENING DOORS. CLOSING DEALS.

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