Brittan’s best loved bear
Helping celebrate treasured moments
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...

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 anything like him! I love him soooooo much!!

(16 April 19)

(I've called him "Tatty Teddy")
The Evolution of Tatty Teddy

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

What we do

Greetings Cards
Plush
Licensed Products
Gifts
The home of Cute for nearly 30 years

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.
**Tatty Teddy CV**

**Me to You - Britain’s best loved bear**

**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**

**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**

**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

**Character Attributes**
- Cute
- Friendship
- Love
- Happiness

**Me to You**
- Welcome to the family – new fashion retailers this year.
- **MATALAN**
- **M&Co**
A Broad Breadth of Marketing Support

- Social Media
- Mobile
- Website
- Brand Partnerships
- PR
- Digital Marketing
- Charity Partnerships
- Live Events
- Retail Days

A living character brand
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
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

Argos

ASDA

amazon

Sainsbury’s

Waitrose

John Lewis

Boots

b&m

homebargains
Key International Customers

- Cardies
- CNA
- AVA
- kruidvat
- Carrefour
- Pick n Pay
- Pier 1 imports
- empik
- colruyt
- CLICKS
- Build-A-Bear
- HomeGoods
- Marshalls
- DreamLand
- Hallmark
- Shoprite & Checkers
- bruna
- T.J.Maxx
- Smyk
- babyshop
- Åhléns
- ICA
- Globus
- Toys"R"Us
- max
Carte Blanche

An International Brand & Growing

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

- Belgium: Highest brand awareness of all international markets
- Norway & Sweden: One of the most mature markets outside of the UK
- France: Re-launching the brand with best-in-class partners
- Netherlands: Me to You in the top 3 gifting brands
- Russia: No.1 International market
- Hong Kong: Local sourcing facility
- Singapore: The largest Far East market
- Middle East & North Africa: Fastest growing international market
- South Africa: Me to You a well-established brand across multiple categories
- Australia: Established 2012, managing licensing, cards & gifting
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

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, Klabi, Carrefour, La Halle)
- Germany Austria and Switzerland
  - Appointed a new Licensing Agent (AMI) in 2016 to develop the territory.
  - Currently in talk with Woolworth for a DTR

SOUTH AFRICA (US$ 6.5M)
- No3 International Territory for MTY
- Working through a mix of Licensing Agent (Biplano) 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)

CENTRAL AND SOUTH AMERICA US$1.5M
- Developing the Territory through Licensing Agent KOPA.
- Main Category: Stationery
- New Home Licensees recently signed

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

ITALY
- Appointed Panini in 2016 as a distributor.
Me to You event in Galleria – May 17
Over 5000 visitors

New Plasticware Licensee signed for Colombia

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

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

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

New Distributor signed in Ukraine
Dream
Share
Love
Tatty Teddy
LOOK TO THE STARS

YOU ARE MY MOON & STARS
Love creates Magic when you give it away.
How many ducks can you see?
HELLO SUNSHINE

LIFE IS WORTHWHILE
IF YOU JUST SMILE

EVEN YOU AT YOUR BEST
WHEN YOU'RE SMILING

EVERY SMILE MAKES
YOU A DAY YOUNGER

A LAUGH IS A SMILE
THAT BURST'S

JOY IS THE SOURCE
OF YOUR SMILE

SOMETIMES A SMILE
CAN BE THE
SOURCE OF YOUR JOY

DARE TO SMILE
YOU MAKE ME SMILE

WE SMILE
LIKE YOU MEAN IT

BIG! WE SMILE
THE SMILE... IT'S YOU!