

KEYMEDIA

The Licensing Company

Extending the brand experience...



Our passion and vision constantly create opportunities to develop new and unexplored markets



TLC
The Licensing Company



The Licensing Company

www.thelicensingcompany.com

About our client

The Licensing Company, (TLC) is at the forefront of modern day licensing. Their flexible but strategic approach has resulted in the representation of some of the best known and desirable brands in the world. Their constantly expanding capacity has allowed them to develop internal resources to match the needs of an ever more sophisticated marketplace.

TLC's proven skills include:

- Entertainment Licensing
- Brand Extension Licensing
- Designer Licensing
- Ingredient Licensing
- Blue Chip Technology Licensing
- Music Licensing
- Brand Consultancy
- Branded Retail Concept Development

In little over 6 years, TLC has generated over £800 million worth of retail sales, in excess of 900 live contracts and now trades in over 80% of the world's market place.

TLC's four ideally located offices offer access to the world's largest retail and manufacturing economies, and provide the flexibility to ensure the best implementation plan in each key market across the globe.

Business requirements

The previous TLC website was constructed in Flash. It was designed to illustrate the philosophy of the company and to explain the mechanisms and benefits of brand licensing and brand extension.

However, as an entirely Flash site it was slow to load and costly to update.

Project Type

Website design

Content management

Keywords

Branding

Licensing

Graphic design

The company needed a new site that combined all the functionality of the old site with a showcase of all their brands and properties. It would also have to support business development, create a more dynamic profile and deliver better press information.

The new site would also have to be easily updateable as the TLC portfolio of clients is constantly growing.

Keymedia solution

Our solution is based on Koko, Keymedia's flexible Content Management System enabling TLC staff to update the site and ensuring that the site remains current.

To make the new site as visually appealing as the Flash site, we have made maximum use of TLC's vast image resource and produced an engaging but fast loading site.

The site explains TLC's philosophy and what they do in a clear and concise way as well as providing an area for each property or brand that the company looks after.

The individual brand or property areas are divided into 'brands', 'entertainment' and 'music'. When a new property is added, the user selects one of four templates, which govern the size and position of images text.

Business benefits

The new site manages to explain the Licensing Company's philosophy and what they do whilst acting as a showcase for all their brands. Each client of the Licensing Company gets equal coverage on the site. Using one of the custom templates, every brand is displayed with product and lifestyle shots, logos, brand values and text.

Koko, our Content Management System is so easy to use that different departments can add their own content quickly and easily without the need of a web manager or incurring any outside costs. This ensures that the content remains up to date.

As the site is no longer entirely built in Flash, search engines can index it more easily, so it gets more hits.