

Brand Licensing Case Study

Western Europe



“GIP’s brand & licensing team gives all means possible to help licensees meet and exceed their targets.”

Aaron Illouz, MARKET MAKER SAS France

**Region:**

- Western Europe

**Product Categories:**

- Audio & Personal Audio
- Wearables & Accessories
- Gaming Accessories
- SDA

France had always been a difficult market for German brands. In this region BLAUPUNKT previously only had a presence in car audio products. Despite everything, MARKET MAKER SAS, a company based in France who is well experienced in working with licensed brands, believed that BLAUPUNKT had the potential to become their top opportunity to push profits and sales. And they were right.

60%

Today, BLAUPUNKT represents 60% of the company’s electronics turnover.

6

Number of product categories after extending their original 2016 licensing plan to include 5 additional.

250+

Number of SKU’s that have been launched in the first 3.5 years of their licensing plan.

**Challenges:**

BLAUPUNKT has been active in France for many decades but never had a market-leading position in this region.

**Solution / Result:**

MARKET MAKER SAS is one of the leading manufacturers for a wide variety of product categories in France and Western Europe with excellent knowledge of available sales channels. They decided to position BLAUPUNKT at the mid-entry market level and focus on Super and Hypermarkets. Thanks to their first-class sourcing expertise they managed to offer a “perfect fit” lineup which results in impressive sell-through numbers.

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### Aaron Illouz is the CEO of the BLAUPUNKT licensee Market MAKER SAS and is sharing his story:

You have been very experienced in dealing with licensed brands before you signed a BLAUPUNKT licensing plan. What were the determining factors for the decision to add the BLAUPUNKT brand to your portfolio?

*We are one of the most successful manufacturers in electronics for many years now. We selected the BLAUPUNKT brand for its strong notoriety due to its history, German origin and easy to recognize blue dot. We have been, and still are, convinced that this has great potential to push our business forward even though we are already licensees for other brands in the same category.*

What is today's in-house share of BLAUPUNKT branded products throughout all your products and brands?

*As we have different product categories, it is hard to give a percentage.*

*However, in electronics, it represents 60% of our company's total products sales.*

What are the primary channels you are selling BLAUPUNKT, and what was their reaction when you first time presented them BLAUPUNKT as your new brand?

*Our channel is mainly based on super and hyper-market sales (Carrefour, Boulanger, Auchan...). We received very good reactions from the start when we introduced the brand. I think this happened thanks to a combination of the brand's power, and our wide portfolio of excellent products for reasonable prices showing up in clean but trendy packaging at the Point-of-Sales.*

In the meantime, you have extended your contract by region and product categories. Looks like you have significant trust in the brand and management of the brand?

*What is very important is that it isn't enough to sign with a brand. You also need the licensor to have a knowledge of the business the licensees are in so you can speak the same language. The big advantage of the GIP team is that they consider their licensees as their own family. This is a real partnership that enables us to meet our targets way more easily.*

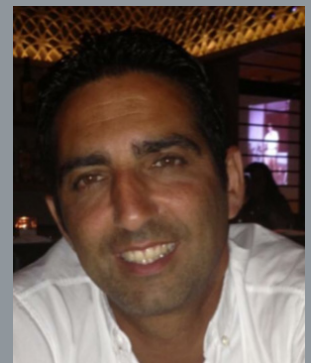
What was the impact of the decision to launch BLAUPUNKT licensed products on your overall company results?

*It enabled us to increase our turnover and helped to*

*establish us as serious not only to clients but also with suppliers. Many well-established suppliers already know BLAUPUNKT from other licensees and they now perceive us as a substantial buyer which helps us negotiate with them.*

Any comments, recommendations, or tips for potential new licensees?

*Even as we find more and more brands for licensing on the market, GIP's brand and licensing team for BLAUPUNKT gives all means possible to help licensees meet and exceed their targets.*



## About Blaupunkt

BLAUPUNKT is a German brand for consumer electronics, car multimedia, and related consumer lifestyle products. Founded in Berlin in 1924 as the "Ideal" company, BLAUPUNKT gained notoriety through the internal test label for headphones - the blue dot. The quality feature became a trademark, and in 1938 also the company name.

Today, the brand is being developed by GIP Development SARL as part of a licensing program launched in 2009. More than 40 licensees around the world distribute BLAUPUNKT products on all continents in more than 90 countries in the categories: audio, video, TV, car multimedia, mobile telephones, E-Mobility, home appliances, security systems, cleaning robots, air conditioning, and many more.

## Connect with us:

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Our BLAUPUNKT licensing experts are ready to discuss with you how brand licensing can help you earn more money and improve your go to market process.

We speak English, German, French, Mandarin, Polish, and Spanish.

