

Brand Licensing Case Study

TV and Audio
Australia / New Zealand



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Ziad Yaacoub, Director, AYONZ

Region:

- Australia
- New Zealand

Product Categories:

- Television
- Audio
- Personal Audio

Ayonz seized the opportunity to apply for the BLAUPUNKT brand once the former licensee abandoned their Australian business. Now, it was up to AYONZ to continue developing the German BLAUPUNKT brand story in Australia. They did exceptionally well, by bringing new ideas and a strategic roadmap that secured strong bonds with their channel partners. The credibility of the brand allowed them to partner with content providers like Netflix, Spotify, Google and many more. Australia is a very demanding market and the ability to partner with such big-name providers is extremely profitable and highly valued in the region.

**2
Years**

After only 2 years BLAUPUNKT is available at all major Australian retailers such as:
JB HiFi | Bing Lee | Office works | TVSN | Big W | Catch | Amazon | Sanity Music

30%

average year over year increase in total company revenue

40%

Today, BLAUPUNKT represents 40% of the company's turnover

Challenges:

A different company had previously used the BLAUPUNKT brand for similar products in Australia. Ayonz needed to act smart and strategically so as to not cause any confusion. It was essential to convincing the channel partners that Ayonz will continue to handle the business well and develop the brand's reputation.

Solution / Result:

Ayonz quickly seized the chance to partner with leading content providers. They also developed an innovative and high-quality product line-up featuring the latest technology, such as Google Assist, at a fair price-level. Thanks in part to their excellent relationships with major retailers, they made the line-up quickly available in the stores and promoted them in the weekly promotional flyers.

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Ziad Yaacoub is the director of the BLAUPUNKT licensee AY-ONZ and is sharing his story:

You had experience dealing with licensed brands before you signed a BLAUPUNKT licensing plan. What were the determining factors in your decision to add the BLAUPUNKT brand to your portfolio?

The BLAUPUNKT Brand has always stood for quality, integrity, and advanced technology. I remember, when I was young, my family bought a brand new BLAUPUNKT TV. This Television had a high-tech feature that allowed us to rewind just a few seconds. I know that today this would be normal, however, in the 80's this was revolutionary. At Ayonz we are on a path towards innovation. Our goal is to bring products to market with cutting-edge technology, much like my first BLAUPUNKT Television. When it came to choosing a brand there was no better option for our innovative products than BLAUPUNKT. When we finally had the opportunity to work with the BLAUPUNKT brand it felt like destiny and it was a definite yes.

Previously a company used the BLAUPUNKT brand for similar products in your region. How did you handle this situation? Did it cause any confusion in your region? Conversely, were there any unique opportunities that this situation created as the market was already prepared?

Prior to our partnership with BLAUPUNKT, the brand was available on the Australian market in the audio-visual category and the BLAUPUNKT brand has always existed in the car audio segment. Our channel partners were extremely receptive to BLAUPUNKT because they already understood that the brand stood for quality products. Our relaunch of the brand allowed us to bring smart televisions and a whole new suite of products to the market. Due in part to BLAUPUNKT's history in Australia these products

quickly became a success with 4K ultra high definition TVs and digital radios. Based on this demand, we took the opportunity to continue bringing new ideas to the market and built a strategic road map that secured strong bonds with our channel partners.

What were your greatest challenges when starting with the BLAUPUNKT brand? How did you overcome them?

Our greatest challenge was taking on a brand as large as BLAUPUNKT. Ever since the brand was born it has had a German heritage and is well known for its quality and advanced technology. We were in a race to partner with content providers, for integration with our products, like Netflix, Spotify, Google, Bluetooth and many more as soon as we were given the opportunity to partner with BLAUPUNKT. Furthermore, we always push the boundaries to stay ahead of the pack and we design our own audio products with this intent in mind.

You recently extended your contract to include television distribution in the middle east, a region where the BLAUPUNKT brand currently has less consumer visibility. What is your level of trust and confidence in the BLAUPUNKT brand that supported you with making this business decision?

We are very passionate about technology and bringing new ideas and products to market, the BLAUPUNKT brand gave our product strategy credibility. We have the perfect match; the brand is well known for its German heritage and superior quality. Plus, the team at GIP have always been the backbone of BLAUPUNKT. The Brand Licensing Success team at GIP Development consistently offers the tools and provides the network necessary for us to achieve our best.

Our partnership with BLAUPUNKT led to our Android TV partnership with Google, which was a great success in Australia. We consulted with some of our Middle East customers and identified a demand for a high caliber brand with great technology, like BLAUPUNKT.

We took this opportunity to continue our successful journey with BLAUPUNKT and decided to expand the brand to the Middle East.

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

The BLAUPUNKT Brand accounts for 40% of our product range in the audio-visual category. We plan to add many more new products to the range in 2021.

Who are the primary customers you are selling BLAUPUNKT? What was their reaction the first time presented them BLAUPUNKT as your latest brand?

When we first presented BLAUPUNKT to our channel partners they were excited for the brand and expressed an anticipation of quality products. We took these expectations and made it our mission to bring the latest and the greatest to them in partnership with the BLAUPUNKT brand. Today the brand is available from the following channels: JB Hifi, Bing Lee, Office works, TVSN, Big W, Catch, Amazon, Sanity Music

What is the current positioning of your products?

We have successfully positioned the brand as a premium brand in both quality and offering. Today BLAUPUNKT televisions offer the latest technology in partnership with Google.

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

BLAUPUNKT has been a key element in the success of Ayonz, it has positively impacted our company's image and has been a catalyst for our growth. The BLAUPUNKT brand has increased our revenue by 30% on average year over year and has helped increase our profit in a similar fashion when compared to the contribution of our other brands. Also, the BLAUPUNKT brand has provided us with double-digit margins a substantial increase from before.

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.

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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.

