

TELETUBBIES CASE STUDY



While representing the Teletubbies brand, our team licensed 45 licensees in North America, building the business to \$1 billion in retail sales in 24 months.

We successfully orchestrated promotions at both McDonald's and Burger King. Burger King created a unique menu item called Tubby Custard, a pudding-like treat the Teletubbies would eat from time-to-time on the television series.

North American launch of Teletubbies merchandise at FAO Schwarz on Fifth Avenue in NYC garnered nationwide television and radio coverage.

Recognizing the interest in Teletubbies amongst college-aged consumers, we also created certain products with them in mind (posters, notebooks, keychains, etc.).