

# POWER RANGERS! ASSEMBLE!

This popular kid's action TV series has completed two decades and is launching a host of shows and merchandise.

Ask any young boy, whether he is in New York or Ranchi, how does he like to start his morning routine? And, don't be too surprised if he highlights that he wants to watch his favourite Power Rangers show.

Over the past twenty years, Saban Brands' iconic show has dominated global kids' action TV shows, and leveraging this opportunity, a brand extension - *Power Rangers Megaforce* series, too, recently premiered on Nickelodeon. This newly launched show also highlighted the key themes of friendship, teamwork and fitness, and Saban is actively marketing this brand globally via consumer products campaign, character appearances and retail promotions.

An e-commerce site related to Power Rangers was also recently launched and the licensed merchandise on offer includes apparel, games, toys, bikes and accessories. In India, merchandise related to Power Rangers is already en vogue, and those related to Paul Frank, another Saban brand, will be on store shelves, shortly.



### Did you know?

Product licensing: **Apparel, toys, accessories and collectibles**

Licensing of properties: **Power Rangers and Paul Frank**

Best category: **Bandai toy line**

## "Soon to launch Paul Frank products"

Kirk Bloomgarden, SVP Global Consumer Products, Saban Brands



### BRAND POWER

- Power Rangers Samurai had an average of 2 million viewers on Nickelodeon, by 2012
- Sales from Power Rangers merchandise make up about half of Bandai's UK revenue

Saban Brands, creator of Power Rangers, will shortly launch a range of merchandise related to its fashion lifestyle brand - Paul Frank. Kirk Bloomgarden, SVP Global Consumer Products, Saban Brands highlighted their strategy for the Indian market.

#### Retailer: Your growth strategy for India?

Kirk Bloomgarden (KB): In India, we have recently appointed a licensee - Wild East Group for our fashion lifestyle brand - Paul Frank, and the related merchandise should be on store shelves, shortly.

I would like to also highlight that while the growth opportunities in licensing are enormous here, but the

retail sector, which is key for distribution, is still fragmented.

#### Retailer: Your key licensing categories?

KB: Power Rangers is driven by the extensive Bandai toy line, and it offers the classic good versus evil play pattern. This storyline lends itself perfectly for the creation of action figures and role-play materials.

#### Retailer: How do you deal with counterfeits?

KB: We focus on consumer education as well as social media. In addition, we work closely with our agents and licensees, amongst others, in a bid to continuously improve our supply chain integrity.