



SHARE
a DAILY
PORTION of
LAUGHTER



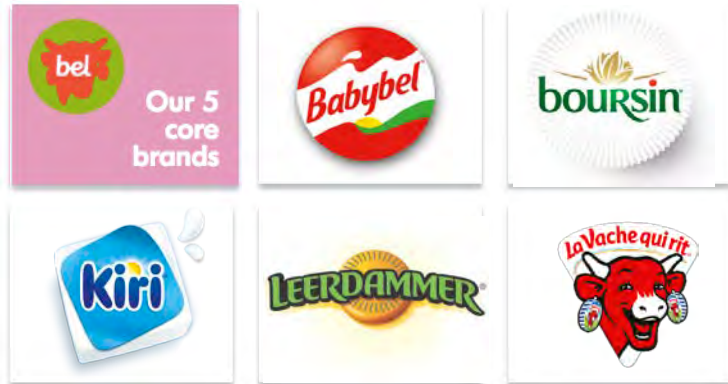
**LA VACHE
QUI RIT
LICENSING**





develops and promotes **Bel brands** through a **worldwide non-food licensing** program with more than **30 possibilities**

and **5 nuggets**



- by reaching **NEW CONSUMERS** through **NEW CATEGORIES** and **NEW OCCASIONS** out of food, in **NEW CHANNELS**
- by offering them new, original, fun, colorful and loveable **BRAND EXPERIENCES**
- by ultimately **SHARING A DAILY PORTION OF LAUGHTER**

Licensing
program



LAUGHTER is a MAGICAL INGREDIENT...

"A day without laughter is a day wasted."

Charlie Chaplin

I love people who make me laugh.
I honestly think it's the thing I like most, to laugh.
It cures a multitude of ills.
It's probably the most important thing in a person.

- Audrey Hepburn

Nothing is worth more than laughter. It is strength to laugh and to abandon oneself, to be light. Tragedy is the most ridiculous thing.

— *Frida Kahlo* —

**LAUGHTER IS A
SUNBEAM OF
THE SOUL**

THOMAS MANN

ALWAYS FIND
A REASON TO
LAUGH. IT MAY
NOT ADD YEARS TO
YOUR LIFE BUT
WILL SURELY ADD
LIFE TO YOUR
YEARS.

**WE DON'T
LAUGH
BECAUSE
WE'RE HAPPY
WE'RE
HAPPY
BECAUSE
WE LAUGH.**

**“You don't
stop laughing
because you
grow older.
You grow
older because
you stop
laughing.”**

Maurice Chevalier

A CENTURY of LAUGHTER (almost)

1921 - The 1st cheese brand is born. The saga of laughter has begun



1921



1921



1924



1927



1949



1955



1960



1969



1970



1972



1978



1985



1999



2006



2017

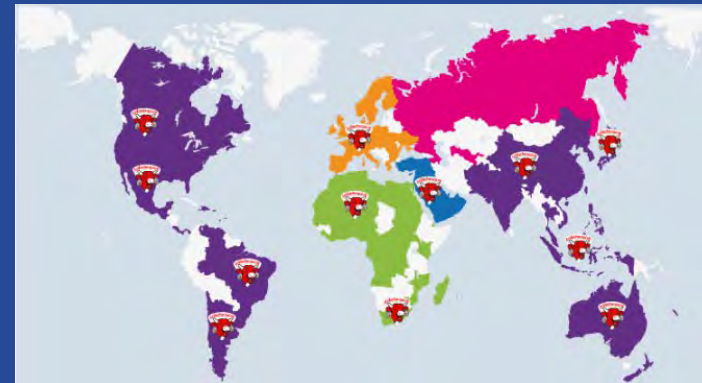
1924 - Benjamin Rabier iconised laughter at the request of Léon Bel.

And since 1945...
World is our playground!



1929
Laughter is exported... first to the UK then to Belgium...

In 136 COUNTRIES, on 5 CONTINENTS, to make it the WORLD #4 IN THE CHEESE MARKET



combining SIMPLICITY and COMMUNICATIVITY

SIMPLE INCLUSIVE
COMMUNICATIVE



1994



EN 2012, VEAUTEZ LA VACHE QUI RIT
Retrouvez l'intégralité de la campagne sur sa Fan Page.
Pour votre santé, mangez au moins cinq fruits et légumes par jour. www.mangerbouger.fr



1985



1971

Pourquoi la Vache qui rit rit ?
On devrait tous rire au moins une fois par jour
Oh la vache !
La crème de la crème
Tu meuh fais fondre !
Je t'ai-meuh
Je ne suis pas une peau de vache !
#LVQR, #Mmm



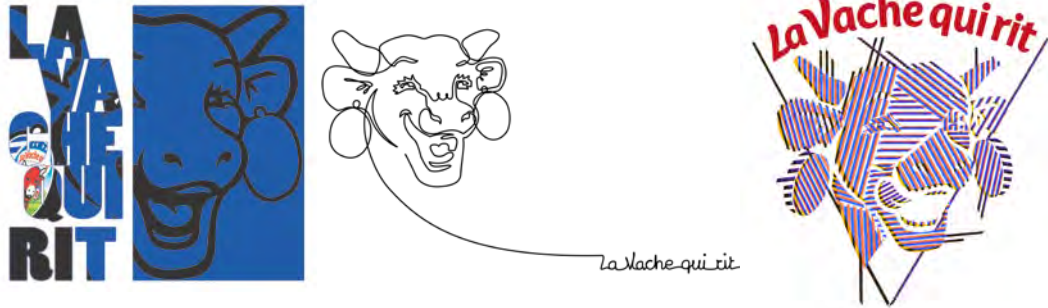
"The trademarks war" - Salim Zerrouki

POPULAR

ACCESSIBLE

and translated through 4 creative platforms

1- Design & Contemporary



2- Fun & Bold



3- Happy Bunch



4- Retro & Vintage



Already
4 laughing
core areas

1. Tableware
2. Homeware
3. Apparel
4. Board games and toys

Tableware

+100.000 products sold in 2017

Large retailers
Concept stores







Home textile



Home decoration

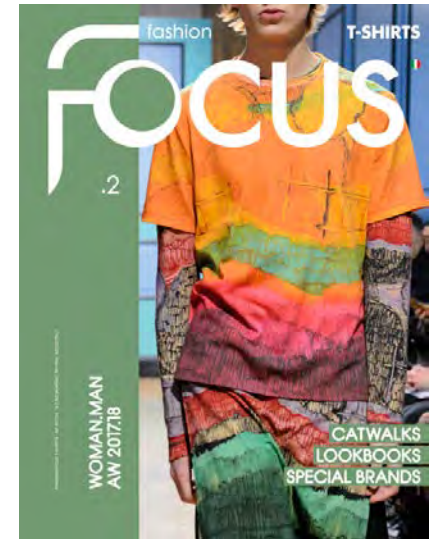


Apparel



More than 5.000 T-shirts sold since 2016

Kiabi
La Halle
Bizzbee
asos marketplace
Retail





MEUH OÙ EST
La Vache qui rit?

MEUH OÙ EST
La Vache qui rit.

MEUH OÙ EST
La Vache qui rit.

Sois le 1^{er} à meuh trouver!

Board games/toys

"Edutainment" games



Retail
Toy stores
...
Toys



Licensing
program





I am a mini
cheese with a big
attitude !

sparkling childlike joy!

BABYBEL®: 98% MILK, 100% FUN

Launched in France in 1977, Babybel® is the 6th-largest brand in the world market for hard cheese and is shared in 76 countries around the globe.



I am a mini
cheese with a big
attitude !



Sparking childlike joy!
for
THE NEVER TOO SERIOUS

76
countries and on five
continents savored
Mini babybel®

6th
World's best-selling
cheese brand
(based on annual sales)



FANS OF
MINI BABYBEL

A Pan-European digital activation: Super Cheese

Sentiment Summary

Positive Tweets

-  [Laura Jameson](#) @GMPSpecials the babybel super cheese ad is quite... on wait you meant #theforcecancheester - love a good reality cop show, particularly local
26 Aug 2016 17:13:43 EDT
-  [Ayobami Gabriel](#) @Babybel Just saw your SuperCheese advert which is cool. So what is in the remaining 2% of Babybel?
12 Jun 2016 09:14:05 EDT
-  [amee](#) I LOVE THE BABYBEL SUPERCHEESE COMMERCIALS THERE I SAID IT
27 Jan 2016 17:17:41 EST
-  [Amee Bnar](#) I love the babybel supercheese commercials, there i said it
27 Jan 2016 17:23:24 EST
-  [Cate Fohgrave](#) RT @StuRogers05 @Babybel Oh and SuperCheese?! CheeseMan was a way more awesome name !!
25 May 2015 15:17:00 EDT
-  [Stuart Rogers](#) @Babybel Oh and SuperCheese?! CheeseMan was a way more awesome name !!
25 May 2016 14:14:46 EDT
-  [Babybel UK](#) Glad you like my witty charm and dashing good looks @My_Idle_Hands #supercheese #babybel
25 Aug 2015 12:47:38 EDT
-  [amee](#) I love the babybel super cheese commercials.
11 Feb 2016 18:06:41 EST



Going even further in France with *La vie du Filet* and *Les Terres LAITgendaires*

La Vie du Filet, c'est le quotidien absurde et déjanté d'une bande de Mini Babybel® tout droit sortis de leur filet. Mais que ce soit Jérôme, Emma, Karina, Charles, où qui que ce soit, ils ont un problème qui leur semblent de taille : ils sont tous parfaitement semblables. Même taille, même forme, même couleur ! Alors ils font tout pour se différencier des autres dans le seul but de devenir L'UNIQUE !



A childlike joy illustrated by characters, "emojis" ...



...and a variety of sparking designs



Already
3 sparking
core areas

1. Tableware
2. Homeware
3. Boardgames



Tableware



Home decoration



Boardgames

Licensing
program



An iconic foodform... for the most enjoyable snacking moments... worldwide

(BREAKING NEWS)
Ce que cet homme réalise est IMPRESSIONNANT ! #amazing

LA FAÇON DONT IL OUVRE CET
APÉRICUBE EST INCROYABLE !



...and a variety of exciting designs

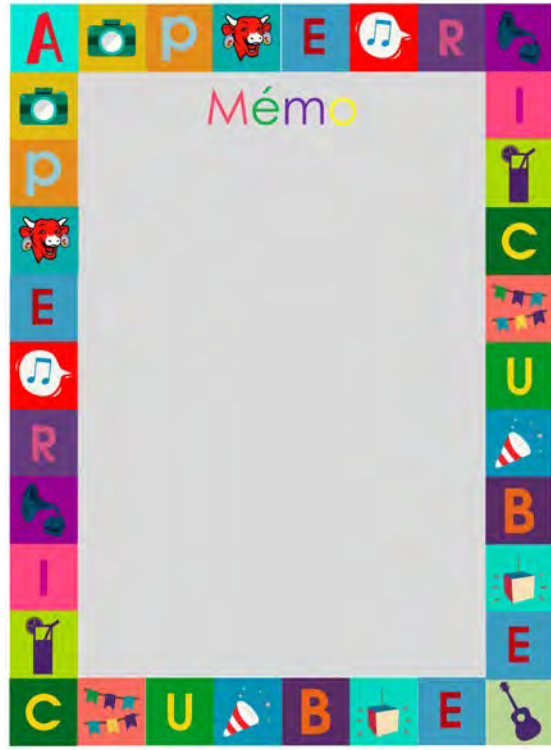


Already
3 enjoyable
core areas

1. Tableware
2. Homeware
3. Boardgames



Tableware



Home decoration

Boardgames





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