

This is a Marketing Job for...



Super marketing that will grow your business by leaps & bounds!

**Marketing Brands Consulting
Capabilities Presentation**



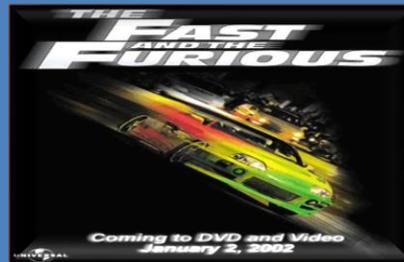
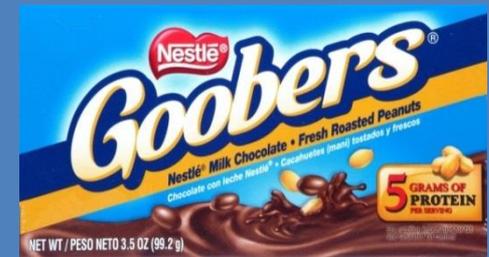


Key Services

- Develop & execute strategic marketing plans
- Direct creative development
- Manage marketing department, cross-functional teams, task forces, agencies, etc.
- Manage marketing-related special projects
- Pitch, secure and execute strategic partnerships and licensing deals
- Write press releases and secure PR/press coverage
- Handle social media including account/page setup, content strategy, editorial calendar, posting, and optimization
- Deploy email marketing campaigns (MailChimp, Constant Contact)
- Handle PPC advertising on websites, mobile apps, Facebook, Instagram, Twitter, Pinterest, LinkedIn, Reddit, Google (AdWords, YouTube, Gmail), Amazon, Ebay, AdRoll (re-targeting), and Yelp
- Develop sales materials (powerpoint pitch presentations, sell sheets, sizzle reels)



Brand Management/Development



Michael maximizes sales revenue by developing business-building strategic brand plans and directing brand activities. He works at the hub of the wheel (with P&L responsibility) leading teams and partnering with others (internal departments & agencies) to drive business results. He has managed major brands with annual sales of \$240 million and a \$30 million marketing budget.



Youth Marketing



Inflatable Play Structures



Video Game Events



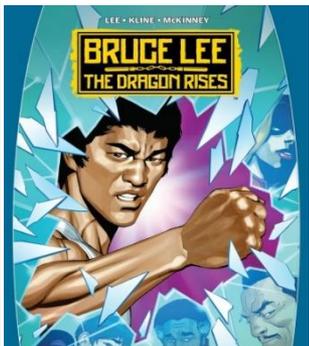
Licensed Products



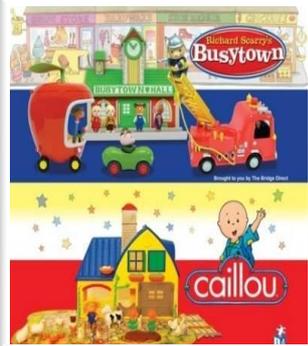
Home Entertainment



Candy



Comic Books



Toys



Licensed Products



Theme Park



Snacks

Michael is an expert at marketing to kids, teens and young adults. He has made a career of marketing cool stuff that makes kids happy: Kellogg's Rice Krispies Treats, Nestlé candy, Universal Studios Hollywood theme park, *The Fast & the Furious* DVD, Disney's Winnie-the-Pooh, Strawberry Shortcake character, Bruce Lee comic book, Minecraft gaming events, bounce houses, etc.

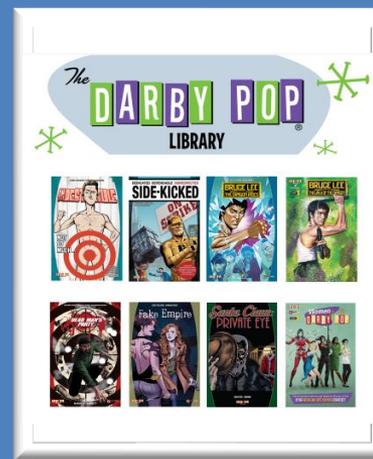
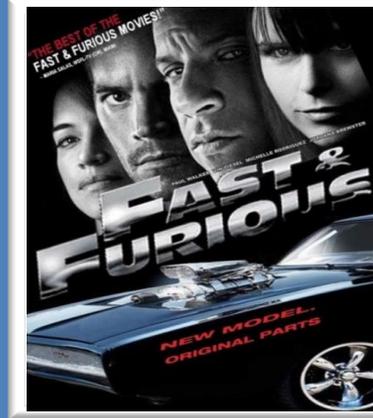


Consumer Products Marketing

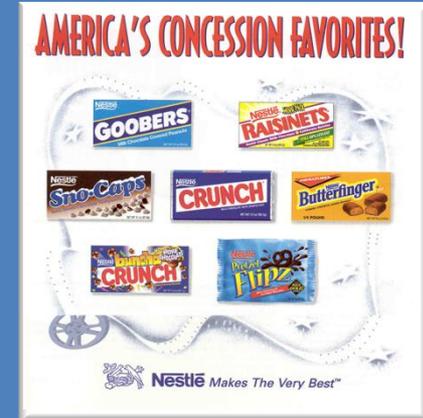
Licensed Consumer Products



Media (DVDs, Books)



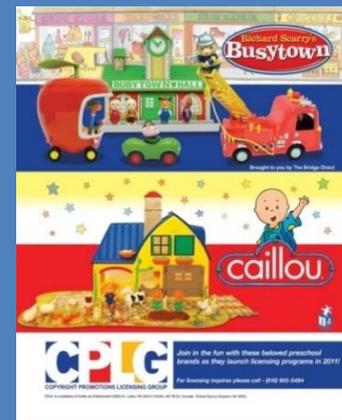
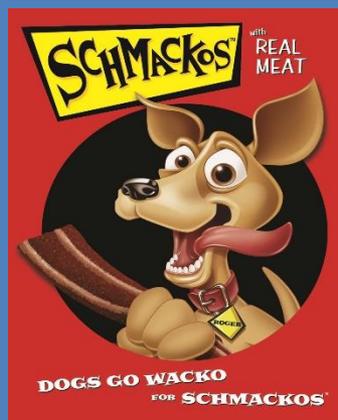
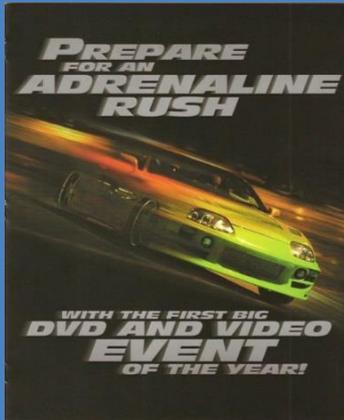
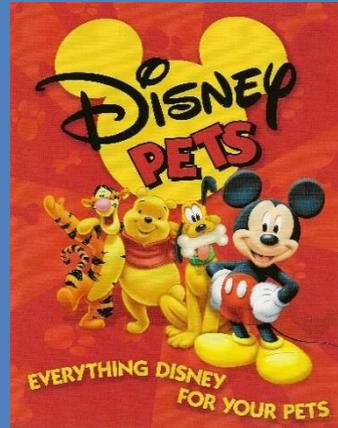
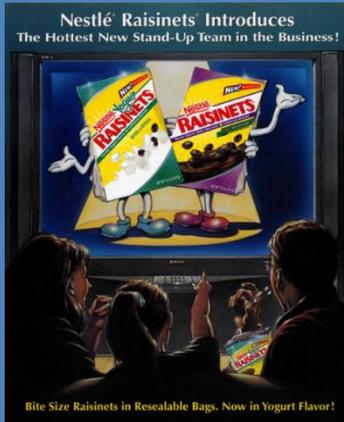
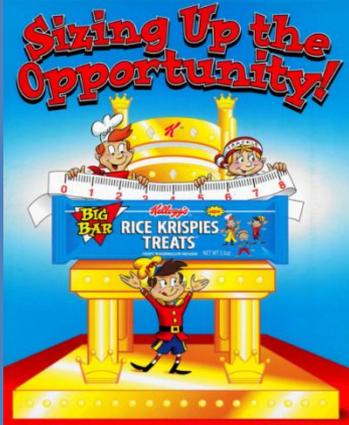
Food (Candy, Snacks)



Michael has 20+ years of consumer products experience from world-class classic “consumer packaged goods” companies such as Nestlé and Kellogg’s on food products; and top entertainment companies such as NBCUniversal, Disney Consumer Products, and DiC/Cookie Jar Entertainment (DHX Media) on licensed consumer products and/or home entertainment.



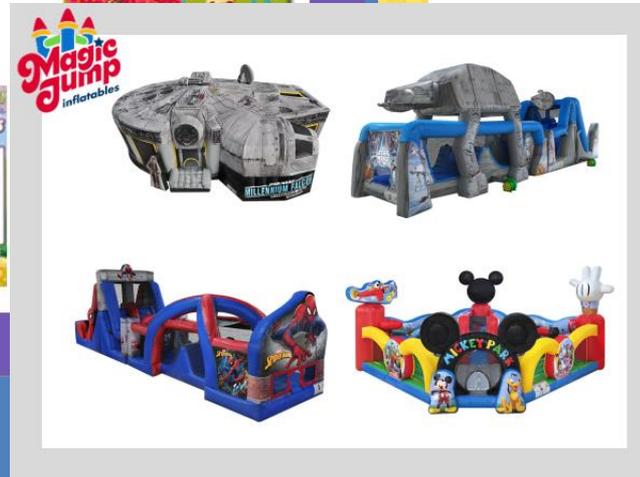
New Product Introductions



Michael generates incremental sales revenue by driving new product introductions. He has classic packaged goods experience on line extensions for Kellogg's Rice Krispies Treats and Nestle Raisinets; and entertainment experience on *The Fast & the Furious* DVD, Strawberry Shortcake licensed product, Caillou and Richard Scarry's Busytown toys, comic books/graphic novels, and licensed bounce houses.



Licensing & Merchandising



Michael generates merchandise revenue by driving licensing programs and developing consumer marketing campaigns that help retail sell-in and consumer sell-through. He has licensing experience from managing (1) Disney's Winnie-the-Pooh franchise for Disney Consumer Products; (2) Strawberry Shortcake character brand for DiC/Cookie Jar Entertainment and their licensing division CPLG; and (3) licensing for Magic Jump.



Licensing Deals



The
WALT DISNEY
Company

MARVEL

LUCASFILM
Ltd

NBC  UNIVERSAL



nickelodeon™

Michael generates sales revenue by pitching, negotiating and securing inbound licensing deals. Besides being the dealmaker, he handles all aspects of licensing from A to Z including product development, sales forecasting, royalty reporting, and marketing.



Toy Marketing

the  bridge
direct inc.



Imports 
DRAGON



Hasbro



PLAY 
ALONG



Fisher-Price®



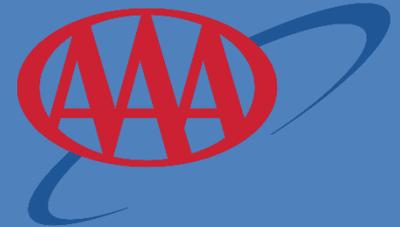
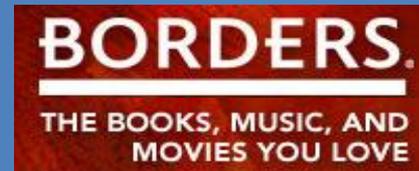
 Equity Toys
A DIVISION OF EQUITY MARKETING INC.



Michael has toy industry experience from marketing inflatable play structures (not shown) and all-new Richard Scarry's Busytown toy/plush line (joint venture between Cookie Jar Entertainment and The Bridge Direct); collaborating with master toy (licensee) partners on Caillou (Imports Dragon), Strawberry Shortcake (Hasbro), Trolls (Play Along Toys), Disney's Winnie-the-Pooh (Fisher-Price), and JoJo's Circus (Equity Marketing); and working as a marketing consultant for Sun-Mate Corporation on their line of The Jungle Book toys.



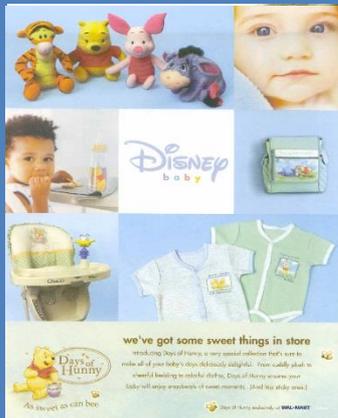
Strategic Partnerships



Michael generates sales revenue and significant marketing value by securing and executing third-party licensed promotions, such as kid's meals with McDonald's, Carls Jr., Wendy's; branded food licensing deals with Kellogg's; and strategic partnerships with non-profits: American Automobile Association, 4-H, Alex's Lemonade Stand Foundation, Produce for Better Health Foundation.



Traditional Advertising



Outdoor



Television

Print



Radio

Michael drives retail sales with advertising (media plans and ad creative). He led development of effective TV commercials for Tone Soap, Kellogg's Rice Krispies Treats, Universal Studios Hollywood, *The Fast and the Furious DVD*, CBS Saturday Morning TV programming block, and Sky Zone trampoline parks. He has run print executions of all types. Michael learned advertising from top ad agency, Leo Burnett.



Consumer Promotions

Announcing
Kellogg's
Big Cash Sweepstakes
A Winning Way to Drive Sales!

RICE KRISPIES TREATS
NEW!
Pop-Tarts

Enter for a chance to win
this Tigerific Tree House!
(See previous page for details)

This tree house was partnered with Disney Color by Behr, Indulgences Tropicana, 100 Rice Krispies, and Henry & Paul Turley. Look for the orange 12.2 colors exclusively at The Home Depot or visit www.DisneyHome.com

New!
SCHMACKOS
WITH REAL BACON
bacon STRIPZ

DOGS GO WACKO FOR SCHMACKOS

\$1.00 OFF
\$1.00 OFF

Watch for a Chance
to Win!

Secret Slumber Party Sweepstakes

You Could Win:
A Vacation in Paris, France!
A Horse Lover's Dream Vacation!
A Bedroom Makeover!

\$25 in Music Cash! (2000 Winners!)

Any time can be quality time
with Mommy & Me products!

mommy & me
Laughing, Loving, Learning... Together!

\$3.00 Off

A Chance to
WIN INSTANTLY
A 2000 VW New Beetle

Nestle GOOBERS
Nestle RAISINETTS
Nestle Sno-Cops
Nestle Crunch

GROOVY MOVIE GIVEAWAY

Nestle RAISINETTS
Nestle MOVIEPACK Candies

"Hands down the most
entertaining animal act."

SCHMACKOS
EXTREME GAMES

Performing over 900 shows
nationwide in 2006!

Hey kids, this is advertising!

happy meal
Sweet Fun!
Click Here!

Strawberry shortcake

get lucky
in Las Vegas!

Instant win game

GRAND PRIZE:
A TRIP TO LAS VEGAS FOR TWO!

PLUS:
THOUSANDS OF OTHER PRIZES!

EVERY CARD IS A WINNER!
1. Log on to www.goodlucktrolls.com
2. Hold your decoder card up to the screen
3. See what you've won!

BRUCE LEE
THE DRAGON RISES

FREE COMIC BOOK DAY

Michael generates short-term sales revenue by developing and executing both value-added and price promotions. In addition to expertise in price promotions such as coupons and rebates, Michael has heavy experience with value-added promotions such as instant win games, contests, sweepstakes, and events.



PR, Press & Publicity

BRANDWEEK

Young Adults Get Lucky with Trolls

BRANDWEEK

The Biz: DIC And 4-H Saddle Up Together

PROMO

DIC Launches Watch & Win Sweepstakes

LI@ENSE
GLOBAL

Strawberry Shortcake Kids' Meals at McDonald's

LI@ENSE
GLOBAL

Strawberry Shortcake Volunteers for Cancer Awareness

LI@ENSE
GLOBAL

Strawberry Shortcake Online Goes Global

kidscreen

Strawberry Shortcake returns to McDonald's

Royalties Toys & Family Entertainment

AAA Teams with Richard Scarry's Busytown for PSA

Licensing.biz

COOKIE JAR'S BUSYTOWN BRAND RENEWS SAFETY PARTNERSHIP

kidscreen

Richard Scarry toys now in the picture

LI@ENSE
GLOBAL

Busytown Rings In the Holidays at Borders

LI@ENSE
GLOBAL

Johnny Test Scores First Licensing Deals

Licensing.biz

Cookie Jar kicks off Johnny Test promos

the toybook

The Jungle Book Toy Line Launches in Key Global Territories

TOTAL LICENSING REPORT

The Jungle Book Gets a Refreshed Digital, Social Campaign

FOODBUSINESSNEWS

SNACK IT FORWARD LLC, A HIGH-GROWTH BETTER-FOR-YOU SNACK FOOD COMPANY, ACQUIRES WORLD PEAS

NEWSrama
.com

BRUCE LEE Lives In New Modern-Day Action Title THE DRAGON RISES

P PREVIEWSworld

Shannon Lee Co-Authors Bruce Lee Comic Book

Funworld
The official magazine of IAAPA

Magic Jump's DuraBounce Extends Inflatables, Lifespan

the toybook

MAGIC JUMP LAUNCHES LICENSED DISNEY INFLATABLES

LI@ENSE

ENTERTAINMENT
MAGIC JUMP PUMPS UP DEALS WITH WARNER BROS., DISNEY



Press Conference



Press Kit

Michael generates press coverage that keeps brands and companies in the public eye – and supports the sales effort. This includes writing press releases; developing press kits; pitching and securing editorial coverage, special features, executive interviews, and speaking engagements; and having press conferences.



Content Creation



Family Entertainment Centers
INFLATABLE SOLUTIONS

Sell Sheets

Magic Jump Inflatables

"HOME OF LICENSED INFLATABLES" LAUNCHES NEW WAVE OF PRODUCTS INCLUDING MARVEL AND STAR WARS™ THEMED INFLATABLES
— New High-Spin "Obstacle Course" Obstacle Courses and Playground Combos —

Los Angeles, CA (December 2, 2019) — Magic Jump, one of the world's leading manufacturers of commercial inflatable attractions, is now launching a whole new wave of higher-end products based on top Disney properties.

- **Star Wars MILLENNIUM FALCON** Hyperspace Jump Experience, the most unique inflatable attraction in the galaxy — and it's unlike any playground, combo unit or obstacle course ever seen before.



Star Wars MILLENNIUM FALCON Hyperspace Jump Experience

- 50-foot Star Wars obstacle course with Imperial AT-AT (All Terrain Armored Transport) and Millennium Falcon
- 50-foot Marvel Avengers' Obstacle course with Avengers' Tower
- 50-foot Spider-Man obstacle course with New York City skyscrapers
- Mickey Mouse toddler playground combo that's discovery themed with vehicles from Mickey Mouse Clubhouse

"Magic Jump is developing more sophisticated designs in support of a diverse portfolio inspired by iconic franchises. We're very pleased with our current product line-up and expect to continue making considerable progress in the years to come," said Michael Berens, VP Marketing & Licensing.

About Magic Jump, Inc.
Established in 1995, Magic Jump is one of the world's leading manufacturers of commercial inflatable attractions (aircraft features, obstacle courses, water slides, combo units) for family rental businesses and Family Entertainment Centers — and the new "Home of Licensed Inflatables." Magic Jump has an unparalleled reputation for superior product quality and exceptional customer service. With Magic Jump product, kids bounce around on the best commercial inflatable equipment available. [View Licensed Inflatables](#)

Press Releases

Magic Jump Inflatables

Star Wars MILLENNIUM FALCON Experience

Star Wars Millennium Falcon Experience

Availability:

MARKET CATEGORIES

ADD TO CART

Description
This is the most unique inflatable attraction in the galaxy — and it's unlike any playground, combo unit or obstacle course ever seen before.

Product Information
Material: 600D PVC
Weight: 1500 lbs
Dimensions: 50' x 50' x 10'

Start Today!

Product Descriptions

Magic Jump Blog

Magic Jump has the Hottest Licenses!

Retail Sales of Licensed Merchandise Based on 2019 MERCHANDISE CHARACTER PROPERTIES, U.S. CANADA, 2018-2017

PROPERTY	RETAIL SALES	U.S. & CANADA	CHANGE	RETAIL SALES	U.S. & CANADA	CHANGE
1. Mickey Mouse & Friends	\$1,293	17%	\$1,098	\$1,233	20%	
2. Star Wars	\$1,047	140%	\$1,000	\$1,000	10%	
3. Paw Patrol	\$1,075	108%	108%	\$1,000	94%	
4. Disney Princess	\$858	140%	\$1,154	\$1,154	125%	
5. Frozen	\$861	86%	\$1,148	\$1,148	10%	
6. Marvel Avengers	\$817	42%	\$1,042	\$1,042	12%	
7. Spider-Man	\$461	84%	79%	\$1,031	\$1,031	10%
8. Batman	\$452	11%	\$1,100	\$1,100	7%	
9. Superheroes	\$339	83%	\$812	\$752	11%	
10. Toy Story	\$325	80%	\$1,101	\$1,101	7%	

Blog Posts



Company Overview

Company Presentations

Magic Jump

For something fun, add a MagicJump official licensed Star Wars inflatable to your inventory. Check them out at <https://bit.ly/2DmWtFE>.
#MagicJump #LicensedInflatables #DisneyHouse #Comics #Cartoons #Entertainment

Watch Our New Commercial

Video Scripts



Social Posts

Mickey Mouse is the #1 character franchise in the world per [Lizette](#) and the #2 license across all ages and industries per [2020 Research](#).

Disney Princess is a top gpt property and a Top 3 license across all ages and industries per [2020 Research](#).

Disney Frozen is the #1 highest growing animated movie of all time per [The Numbers](#) and the #3 license across all ages and industries per [2020 Research](#).

Toy Story is one of the Top 3 animated film franchises of all time based on worldwide box office reported by [Variety](#) and [The Numbers](#).

Incredibles is the #1 highest growing animated film of all time in the U.S. per [The Numbers](#) and the #1 highest growing animated film of all time worldwide (except behind Frozen) per [The Numbers](#).

Star Wars is one of the world's most popular entertainment franchises, with 3 of the Top 15 highest-grossing films of all time (U.S.) per [Box Office Mojo](#) — the #1 global box property per [2020 Research](#) — and a Top 3 license across all ages and industries per [2020 Research](#).

Marvel Avengers is the #1 superhero property in the U.S. based on 2019 retail sales per [The Numbers](#) and the #1 highest-grossing film franchise of all time per [The Numbers](#).

Spider-Man is the #1 superhero property in the world based on 2019 retail sales per [The Numbers](#).

Retail Sales of Licensed Merchandise for Top Superheroes Properties, 2018-2017 (Figures in Millions)

PROPERTY	RETAIL SALES	U.S. & CANADA	CHANGE	RETAIL SALES	U.S. & CANADA	CHANGE
Marvel Avengers	\$937	\$177	8%	\$1,227	\$1,242	1%
Spider-Man	\$497	\$463	3%	\$1,043	\$1,051	10%
Batman	\$412	\$100	17%	\$1,024	\$1,109	7%
Superheroes	\$333	\$100	17%	\$712	\$812	17%
Overall	\$1,898	\$1,068	8%	\$4,975	\$4,978	0%

Blog Posts

Home of Licensed Inflatables!

STAR WARS
50' Star Wars Obstacle Course
Buy Now - Click Here!

AVENGERS
50' Marvel Avengers Obstacle Course
Buy Now - Click Here!

ME
Mickey Mouse Clubhouse
Buy Now - Click Here!

NOT OFF THE PRESS

Funworld RENTAL PULSE
toybook kidscreen
LOICENSE GLOBAL

Follow Us On:
we ♥ inflatables™

E-Newsletters

Michael drives leads into the different stages of the sale funnel by creating content of all types: sell sheets, press releases, product descriptions, blog & social media posts, e-newsletters, company presentations, and scripts for company videos.



Digital Marketing



Websites



Social Media Sites



Digital / Display Ads



Social Advertising



E-Mail



Bloggers



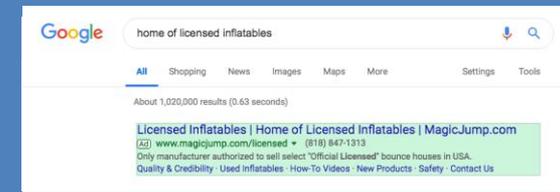
Contests & Sweeps



E-Commerce



Mobile Apps



Search Engine Marketing

Michael drives consumer engagement and sales revenue with all types of digital marketing. He headed up the Marketing & Interactive Department at DiC/Cookie Jar Entertainment for 6+ years, and has worked as a Digital Marketing & Social Media Consultant since 2012. His digital programs have generated countless consumer impressions, clicks, and conversions.



PPC Digital Advertising

facebook



Instagram

twitter

Pinterest

LinkedIn

reddit

Google



YouTube

AdRoll

amazon

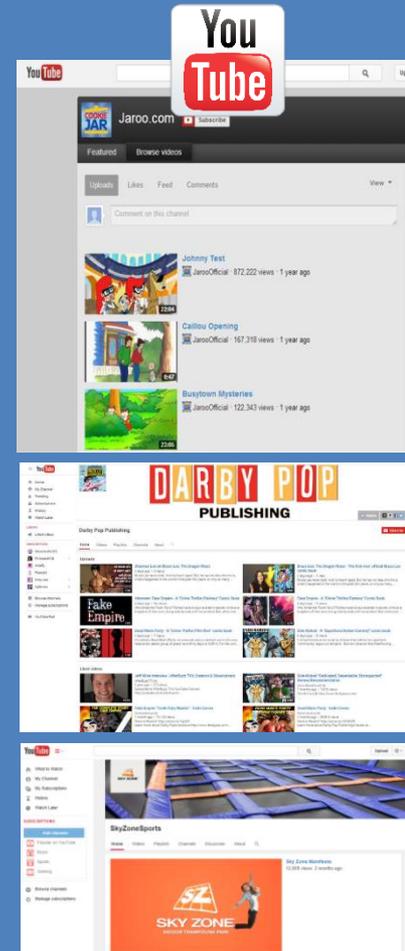
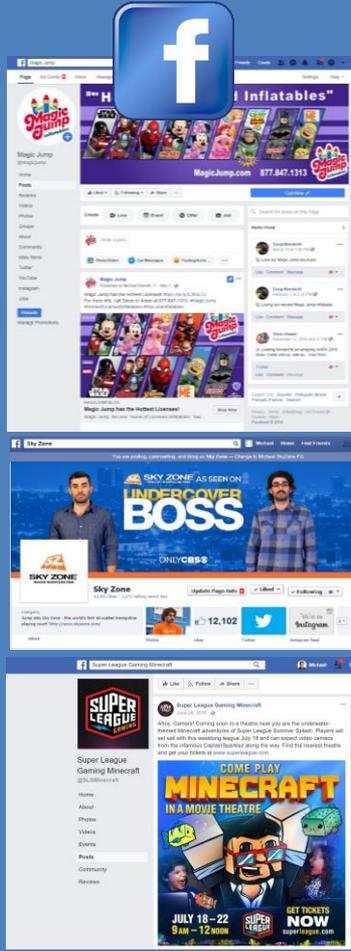
ebay

yelp

Michael runs PPC digital marketing programs (using self-serve ad-buying platform) to generate sales leads. His campaigns have generated countless consumer impressions, clicks, and conversions.



Social Media



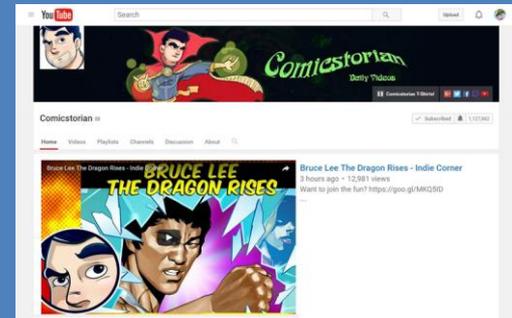
Michael launches, oversees and manages social media sites including Facebook, Twitter, Instagram, Pinterest, YouTube, LinkedIn, Yelp, and Google My Business. At client Sky Zone Franchise Group, he drove increase to 1.2 million followers across collective network of social media sites through combination of site setup, social media training, optimization, posts, advertising, contests/giveaways.



Influencer Marketing



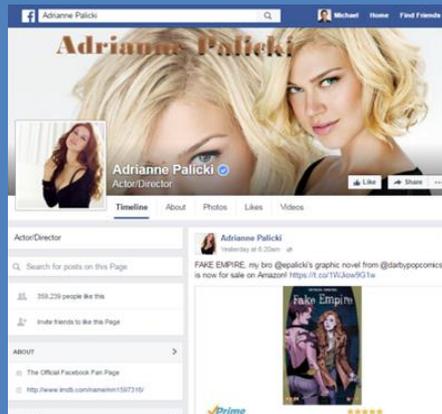
**YouTube Celebrity Influencer
(Captain Sparklez)**



**Top "Comic Book" YouTube
Channel (Comicstorian)**



Shannon Lee Talks about her father, Bruce Lee, and Bruce Lee: The Dragon Rises #1



**Celebrity Influencers:
Bruce Lee's daughter;
Actress Adrienne Palicki**



**Mommy
Bloggers**



**School Influencers:
Principals, PTA, Teachers)**

Michael generates sales by leveraging word-of-mouth from influencers. His outreach has included celebrity and YouTube stars, journalists (top "pop culture" websites), professional mom bloggers, and school micro-influencers (principals, PTA leaders, teachers). Note: 92% of consumers trust word-of-mouth more than all other advertising; and influencer content is trusted more than other media.



Testimonials

<p>Michael performs magical feats with limited resources. He is the rare breed of marketing pro who makes promises, then over-delivers.</p>		Jeff Kline, Founder	DARBY POP PUBLISHING
<p>Michael did an incredible job helping us. He's intelligent, creative, and reliable. I highly recommend him for marketing leadership roles.</p>		Nick Desai, CEO	SUNKIST SNACKS
<p>Michael is a savvy digital marketer who is a pleasure to work with and a team player.</p>		Jeff Platt, CEO	SKY ZONE FRANCHISE GROUP
<p>Michael is an incredible marketer, strategist and polished executive. He excels in strategic planning and brand development.</p>		Lisa Streff, SVP	SMC ENTERTAINMENT
<p>Michael has a distinguished career as a marketing exec with vast expertise in brand management, strategic planning, and promotions.</p>		Toper Taylor, President & COO	COOKIE JAR ENTERTAINMENT
<p>It is an excellent marketing plan you put together. It is balanced with smart items which should provide a lift and build awareness.</p>		Andy Heyward, Chairman & CEO	DiC ENTERTAINMENT
<p>You've been doing a great job! Your clients love you, you deliver strong promotion plans for them, and you've been doing a great job coaching & developing your reports.</p>		Shari Brickin, EVP, Account Services	CATAPULT MARKETING
<p>Michael is a strong strategist and brand marketer. He sees the big picture to determine long-term strategy and the steps needed to execute flawlessly.</p>		Mary Beech, VP Franchise Management	THE WALT DISNEY COMPANY
<p>This (The Fast & the Furious) is a f**king awesome marketing plan. It feels big.</p>		Hilary Hoffman, VP Marketing	UNIVERSAL HOME ENTERTAINMENT
<p>I like working for you. You make me feel like a business partner instead of a subordinate.</p>		Rodney Brown, Brand Assistant	NESTLE USA



Contact Information



818.590.1366



michael.berreth1



EMAIL

berreth.michael@gmail.com



www.linkedin.com/in/michaelberreth

<https://www.linkedin.com/company/marketing-brands-consulting>



<http://marketingbrands.weebly.com>