



CELEBRATING 20 YEARS OF SMILEYS

20TH ANNIVERSARY TOOL KIT





WE CREATED THE FIRST DIGITAL SMILEYS

In 1997, the world was in the midst of a technological revolution. People were using expressive emotions made from punctuation marks for text messaging and emails. Hundreds of these had been created as an art form but only :) and :(were really understandable and being used. It was then that Nicolas Loufrani (CEO of The Smiley Company) started experimenting with Smileys to create graphic faces that corresponded to the pre-existing emoticons.

Loufrani sat down with his designers in New York and created a dictionary of emotions that consisted of thousands of different Smileys which he registered with the United States Copyright Office from 1997. When he published them on the internet in 1998, these became the world's first digital Smileys. This allowed The Smiley Company to create a new brand (SmileyWorld) that expressed thousands of emotions and could also be applied to a variety of products.

In the 20 years since then, these Smileys have been featured on 10s of thousands of products created by more than 800 licensees, generating over \$1 billion in retail sales. Whilst billions of Smiley icons are sent every day across all major mobile, instant messaging and social media.

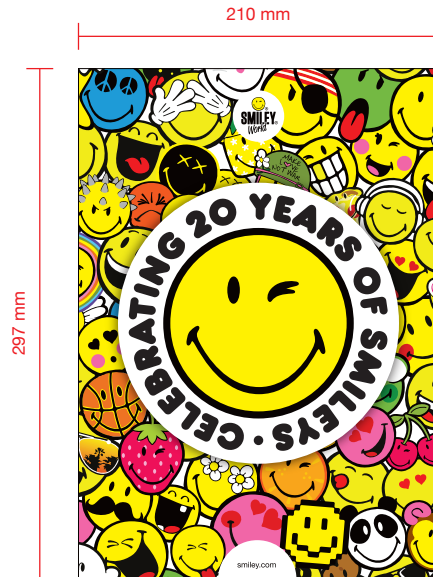
To celebrate this landmark event, Smiley has produced a limited edition collection of POS dedicated to the brand's 20th anniversary with which to activate this exciting event at consumer touchpoints.

Smiley also has some amazing projects planned for 2017, that it will be revealing in the coming months which includes:

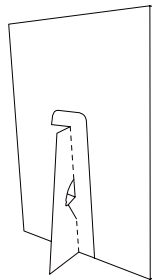
- Major promotions across global trade shows
- Stellar collaborations with some of the world's most prestigious brands
- A global PR campaign
- Standout consumer facing promotions
- Social media campaigns



20TH ANNIVERSARY TOOL KIT STRUT CARD (SHELF TALKER)



Example of strut card



Description

Strut Cards, also known as Show Cards, are highly effective POS products. Affordable, bright and attention grabbing, these printed strut cards can be easily displayed in a variety of positions for impactful messaging.

Dimensions

210 mm (w) x 297 mm (h)

Production

All marketing materials are available for shipping on a 4 week turnaround for our European partners, so we suggest getting in touch with us ASAP to place orders for upcoming trade shows to avoid disappointment.

For licensees outside of mainland Europe, all of our artwork is downloadable to spec and printer ready so that you can arrange your own production.

Cost

£2 each



20TH ANNIVERSARY TOOL KIT PIN BADGE



Description

SmileyWorld's world famous badges have become one of the most recognisable trade show assets distributed by the world's happiest brand with millions of badges distributed at some of the world's leading exhibitions for over a decade.

Dimensions

30 mm (w) x 30 mm (h)

Production

All marketing materials are available for shipping on a 4 week turnaround for our European partners, so we suggest getting in touch with us ASAP to place orders for upcoming trade shows to avoid disappointment.

Cost

Available in bags of 200 badges at €50. Hostess packages available on application.



20TH ANNIVERSARY TOOL KIT A1 POSTER



Description

Our full-colour large format poster creates an excellent branding option for SmileyWorld. This poster is an easy and hassle-free solution for creating impactful and prominent branding on your stand.

Dimensions

594 mm (w) x 841 mm (h)

Production

All marketing materials are available for shipping on a 4 week turnaround for our European partners, so we suggest getting in touch with us ASAP to place orders for upcoming trade shows to avoid disappointment.

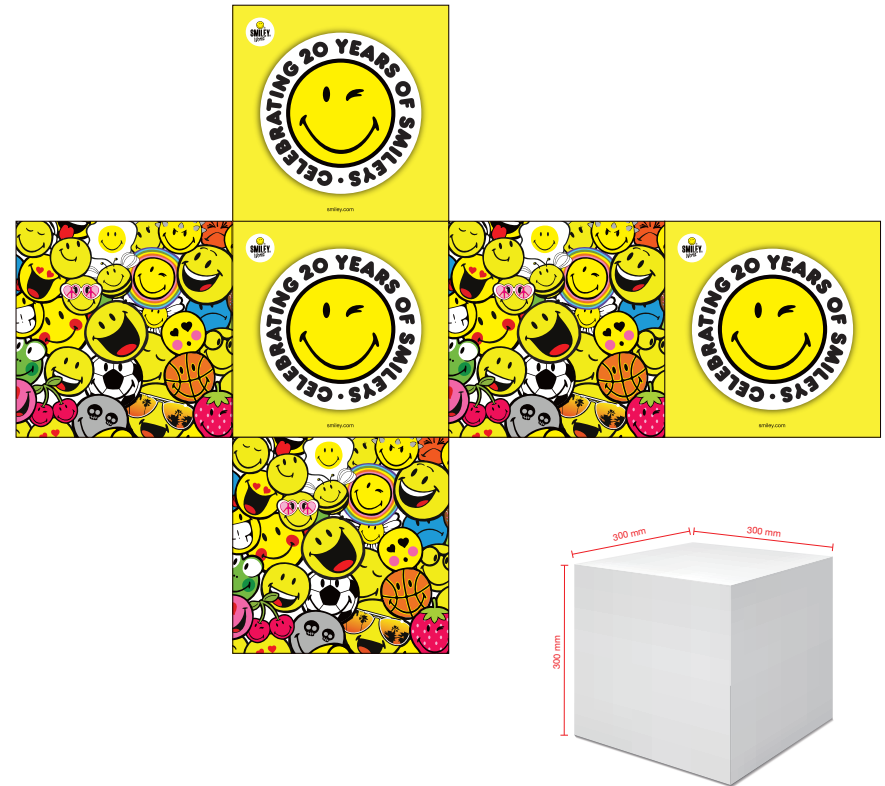
For licensees outside of mainland Europe, all of our artwork is downloadable to spec and printer ready so that you can arrange your own production.

Cost

€3 each



20TH ANNIVERSARY TOOL KIT CUBE



Description

This 3D dimensional cube is easy to assemble and adds a dimensional visual element to your stand that will leave a positive impact and lasting impression on your target customers. The cube is stackable but can also be used to display products.

Dimensions

300 mm x 300 mm x 300 mm

Production

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For licensees outside of mainland Europe, all of our artwork is downloadable to spec and printer ready so that you can arrange your own production.

Cost

€10 each



20TH ANNIVERSARY TOOL KIT WOBBLER & HANGING POS



WOBBLER DISPLAY



HANGING DISPLAY

Description

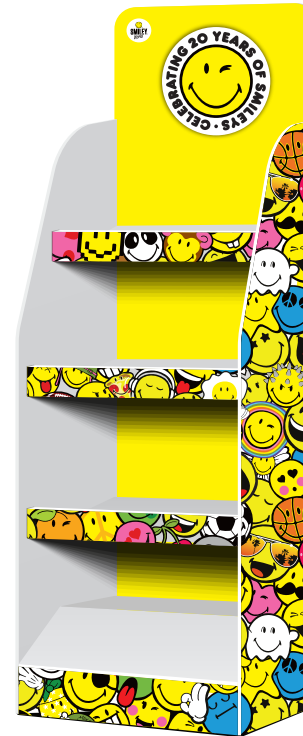
Smiley has created a range of vibrant and eye-catching hanging POS displays and wobblers that are a great way of grabbing your customers' attention in-store. These are an easy to install and cost effective way creating shelf edge advertising for the brand. Wobblers and hanging displays should be produced by licensees but our design team would be happy to assist you in their design development.

We recommend hanging card banners as a lightweight and ideal hanging POS solution that consists of adhesive ceiling buttons and T-bar clips (for suspended ceiling grids) together with various hanging display hooks.

Wobblers should be printed on board and gloss laminate to give sturdiness and the most vibrant colour pops.



20TH ANNIVERSARY TOOL KIT SMALL & LARGE POS



FLOOR STANDING DISPLAY



COUNTERTOP DISPLAY

Description

Countertop POS Display

Raise awareness of the Smiley anniversary in store whilst increasing sales with our printed and branded countertop POS displays that create impulsive retail sale opportunities from a small footprint.

A tiered countertop display unit with high lipped-tiers allows for easy segmentation of products and its small footprint is ideal for countertop display adjacent to tills for driving the Point of Sale in a tactical way.

All these recommended systems are easy to install and cost effective to produce, and should be produced by licensees under guidance from the Smiley design team who would be happy to assist you in their development.

THE ORIGINAL SMILEY® BRAND

MAKING THE WORLD A HAPPIER PLACE

BRAND VALUES

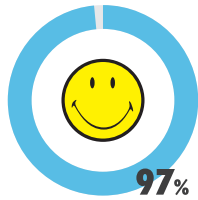


BRAND AWARENESS



The Smiley Brand name visibility has increased from 60% to 90% in the last 10 years.

Surveys from Ciao 2003 & Toluna 2013



Global surveys show a 97% recognition across the world as a symbol of positivity

TRADEMARKED
IN OVER
100
COUNTRIES



TOP
150
GLOBAL LICENSOR



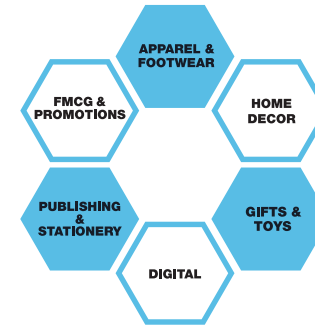
4.4M FANS ON SOCIAL MEDIA



\$210
MILLION
TURNOVER AT RETAIL



50,000
RETAIL STORES

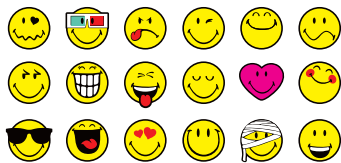


OVER PRODUCTS
13 SOLD
MILLION YEAR ROUND

OVER
230
LICENSEES GLOBALLY



COMPANY VALUES : CREATIVITY + POSITIVITY



DIRECTORY OF OVER

3,000
EMOTICONS

100'S
OF
STYLE GUIDES



MARKETING
& DESIGN
APPROACH



HAPPINESS
IS A MAJOR GLOBAL
TREND

SMILEYS
ARE A MAJOR COMMUNICATION
TREND



ICONIC
MUSIC BRAND



OVER
40
YEARS
HERITAGE



AT THE FOREFRONT OF THE
HAPPINESS
MOVEMENT



For enquires please contact:
Jane Maxey - Marketing Assistant
E: jane@smiley.com
T: 020 7378 8231 (Ex.9292)



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