



bubble
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冒萊寶

www.bubblemon.com



the Annoying Thing™

**“The licensing industry no longer
has to rely on Hollywood”**



Licensed by bubblemon.com

Annoying Thing

In the UK Alone : millions of mobile downloads, 950,000 garments sold in nine months, 600,000 singles in 1 month, 100,000 posters in one month, 50,000 keyrings in 1 month, 50,000 keyrings in 1 month, 60,000 badges and magnets in 1 week, 22,000 cakes in 1 month!

Launching Axel F first in UK in may 2005, Jamster broke TV advertising frequency records across multiple channels with 36,000 messages.

First single Axel F shot to the number 1 spot in the UK Singles Chart and in 19 other countries worldwide, winning over 30 silver, gold, platinum discs.

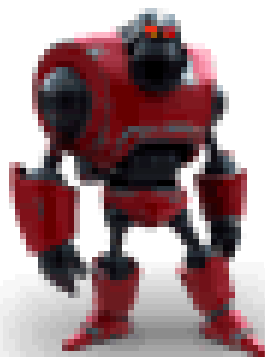
The Annoying Thing a.k.a Crazy Frog is the first character to ever cross from ringtones to music and various other merchandises.

Licensed products aside from mobile content and music include plush dolls, 3d keyrings, apparels, bags, stationeries, toys, greeting cards, gift wraps, badges, towels, hats, figurines, bag tags, mobile accessories, watches, clocks, cakes, bedding, towels, hats, balloons, books, interactive games, music players, fashion accessories and even swivel chairs

Annoying Thing - Crazy Frog



Annoying Thing - Drone



Other Character





Photos



Products



Recommend Products



Old media / New media



1960 Philco Predicta
Model UG-4744 "Townhouse" 21in

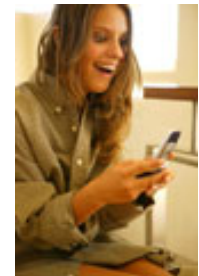
(c) TVhistory.TV



TV bores them

Young people spend more time on the web and mobiles

Wake up to the viral age and change your licensing habits



*The 1st character to
emerge from new media
into the mainstream*



Timeline

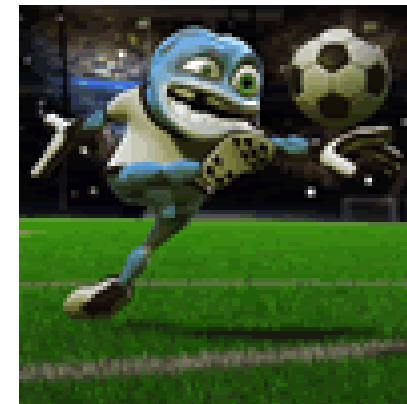
- *June 01 – Original ‘ding ding’ sound posted on the web*
- *Oct 02 – The Annoying Thing animation on the web*
- *Nov 04 – Jamster launch Crazy Frog mobile content*
- *May 05 – Debut single Axel F no. 1 in 18 countries*
- *May 05 – 36,000 Jamster UK TV ads in 1 month*
- *July 05 – Debut album Crazy Hits charts worldwide*
- *Aug 05 – 2nd single Popcorn charts worldwide*
- *Sep 05 – TFI France airs music videos; no.1 for 20 weeks*

Timeline

- *Dec 05 - Jingle Bells UK Christmas top 5*
- *Dec 05 - Crazy Frog Racer videogame no. 1*
- *2005 - Crazy Frog 31% of UK ringtones market*
- *2005 - Favourite TV ad among UK tweens*
- *Jan 06 - Trade shows' hottest license, incl HK & US Toy Fairs & Spring Fair*
- *Feb 06 - Cartoon Network US starts to screen videos*
- *Mar 06 - New territories come on line incl US, Canada, Middle East & Latin America*

Timeline

- *Jun 06 - World Cup single We Are The Champions*
- *Jun-Oct 06 - Kit Kat ad campaign in FHM & Loaded*
- *June 06 - Pan-European Yahoo! promotion*
- *July 06 - Pan-European McDonald's promotion*
- *Aug 06 - Ice Ice Baby single*
- *Oct 06 - Launch in Japan*
- *Nov 2006 - 2nd videogame*





Timeline - Upcoming

- *Nov 06 - Music Video for Knight Rider Theme, featuring live action child dancers with animated character inserts.*
- *Dec 06 - Last Christmas Music Video*
- *Spring 2006 - New single and video with a leading US rap artist*
- *Autumn 2006 - First broadcasts of 52x1 minute TV animations*



YAHOO!



Marketing support

- *Massive global internet viral success*
- *28 million Google references*
- *Media makes constant Crazy Frog references*
- *Jamster global ad spend estimated \$100 million+*
- *Music promotional spend estimated \$10 million+*
- *McDonald's largest European promotion*
- *Yahoo! campaign matches Madonna album*
- *TV series rights hotly pursued at MIP TV 2006*
- *60+ licensees - 300+ products - 40+ countries*

Superb animation

- *The music videos show the character's strengths*
- *The Most Annoying Thing In The World is pursued by a robot army*
- *He inadvertently survives and saves the world*



Sales Figures To Date

- *20 million+ mobile downloads*
- *2 million+ music CDs*
- *1 million+ plush toys*
- *1 million+ garments*
- *1 million+ capsule toys*
- *550,000+ videogames*
- *200,000+ posters*
- *200,000+ figurines*
- *150,000+ birthday cakes*



UK Jamster Media Fuss

- *180 complaints to regulator ÷*
- *20 million downloads × 100% =*
- *0.0009% ×*
- *British tabloid journalism =*
- *A big fuss about nothing*
- *Child protection*
 - *Jamster Guardian* www.jamster.co.uk (click Guardian)
 - *Jamster First* www.jamsterfirst.co.uk

Feel safe

- *It hit big on the web...they said it cannot be licensed*
- *It hit big on mobile...they said it was a fad*
- *It hit big in music...they said it was a one-off*
- *It's had 3 more hit singles...they say it cannot last*
- *It outsells other character merchandise...they order too little stock*
- *They want a TV series...it's on the way*
- *Maybe they crave a movie...that's coming too*





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*End of Presentation
Thank You!*