

PEEK INSIDE BLAUPUNKT



A BRIEF OVERVIEW OF THE BRAND

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PEEK INSIDE



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incorporated The Creative Licensing Company.





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OVERVIEW, OBJECTIVES AND HISTORY

It all Started with a Blue Dot

Founded in 1924, Blaupunkt stands as a **testament to German engineering**, symbolizing an enduring commitment to quality and reliability. The blue dot, once a mark of surpassing quality control standards, now represents a **global badge of excellence**.

With its roots in automotive innovation, Blaupunkt has evolved into a **versatile leader across consumer electronics**, home appliances, e-mobility, and the green sector.

A custom logo has been created for **Blaupunkt's 100th anniversary**, symbolizing the milestone and reinforcing the brand's lasting influence.



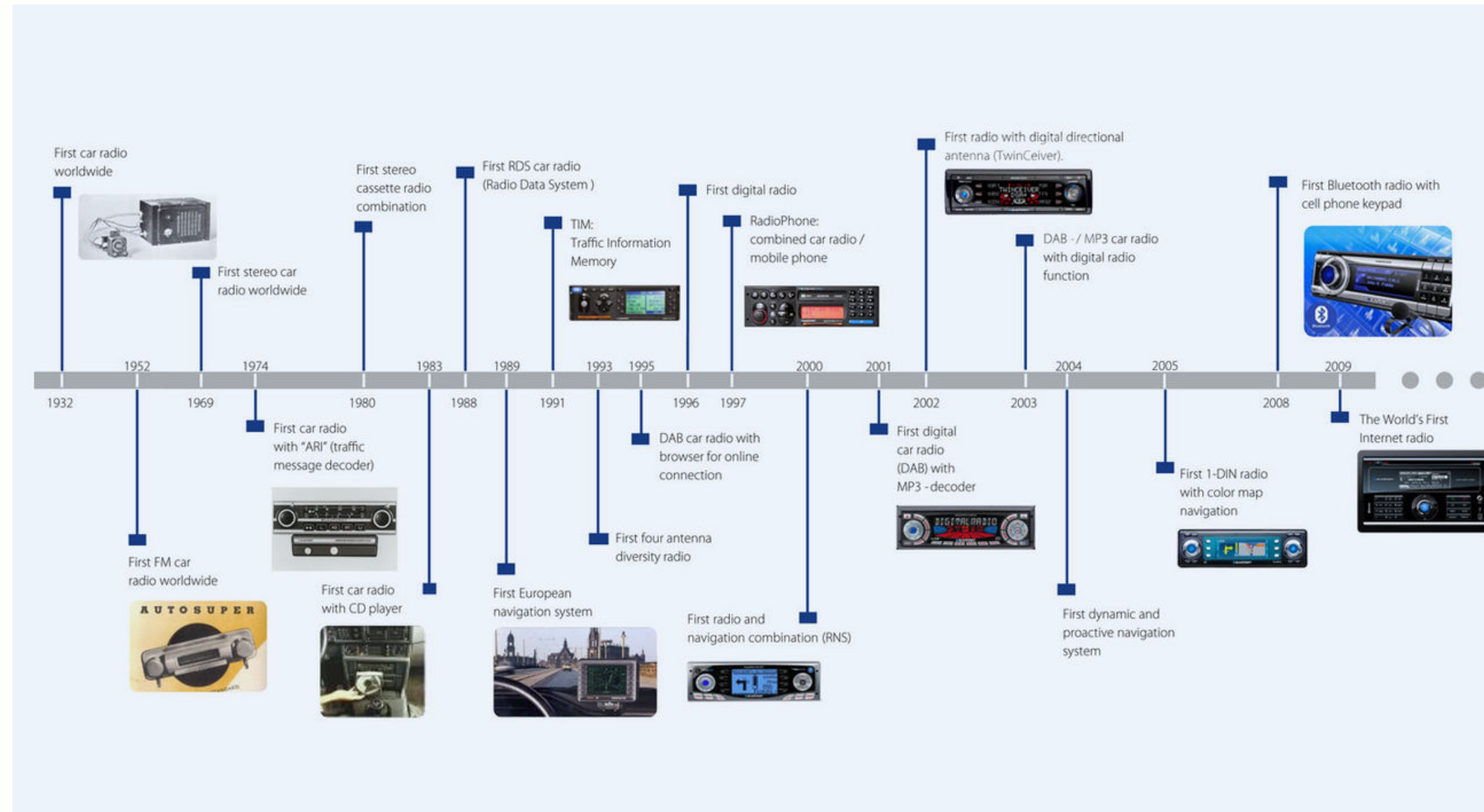
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EVOLUTION AND MILESTONES

A Global Brand Leader

- 1923.** The company is founded in Berlin
- 1924.** Blaupunkt trademark is registered
- 1932.** First car radio in Europe
- 1969.** World's first stereo car radio
- 1980.** First combined stereo cassette-radio unit
- 1995.** First Blaupunkt DAB receiver
- 1997.** World's first combined car radio/mobile phone
- 2002.** First web-linked navigation system
- 2005.** Portable navigation system from Blaupunkt
- 2010 to 2014.** Blaupunkt re-entered the CE market with exclusive brand partners, forming the "Blaupunkt Global Brand Community". **This position as a global brand leader has transformed the brand into a major player in the appliance industry.**

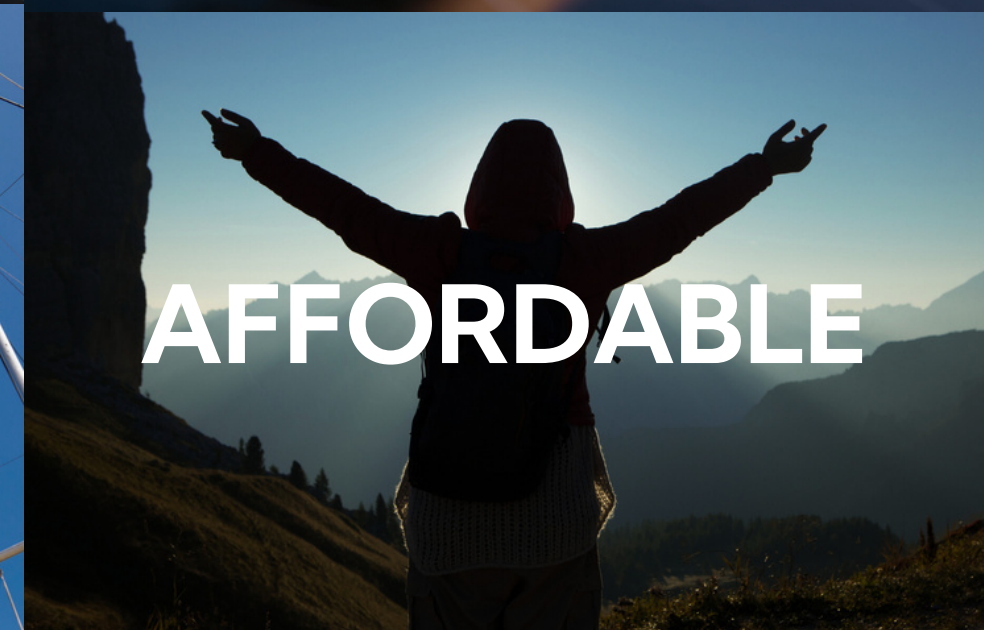


BRAND IDENTITY AND VALUES

The Brand Genetics

Blaupunkt is a **symbol of German excellence with a legacy of precision and quality**. Renowned for reliability, it offers top-tier performance in various products, reflecting durability and trustworthiness. With high-quality solutions at affordable prices, Blaupunkt caters to a broad consumer base. **From automotive electronics to home entertainment systems, it maintains German engineering standards, upholding its commitment to excellence.**

“Quality products, at a fair price, that perform as advertised.”



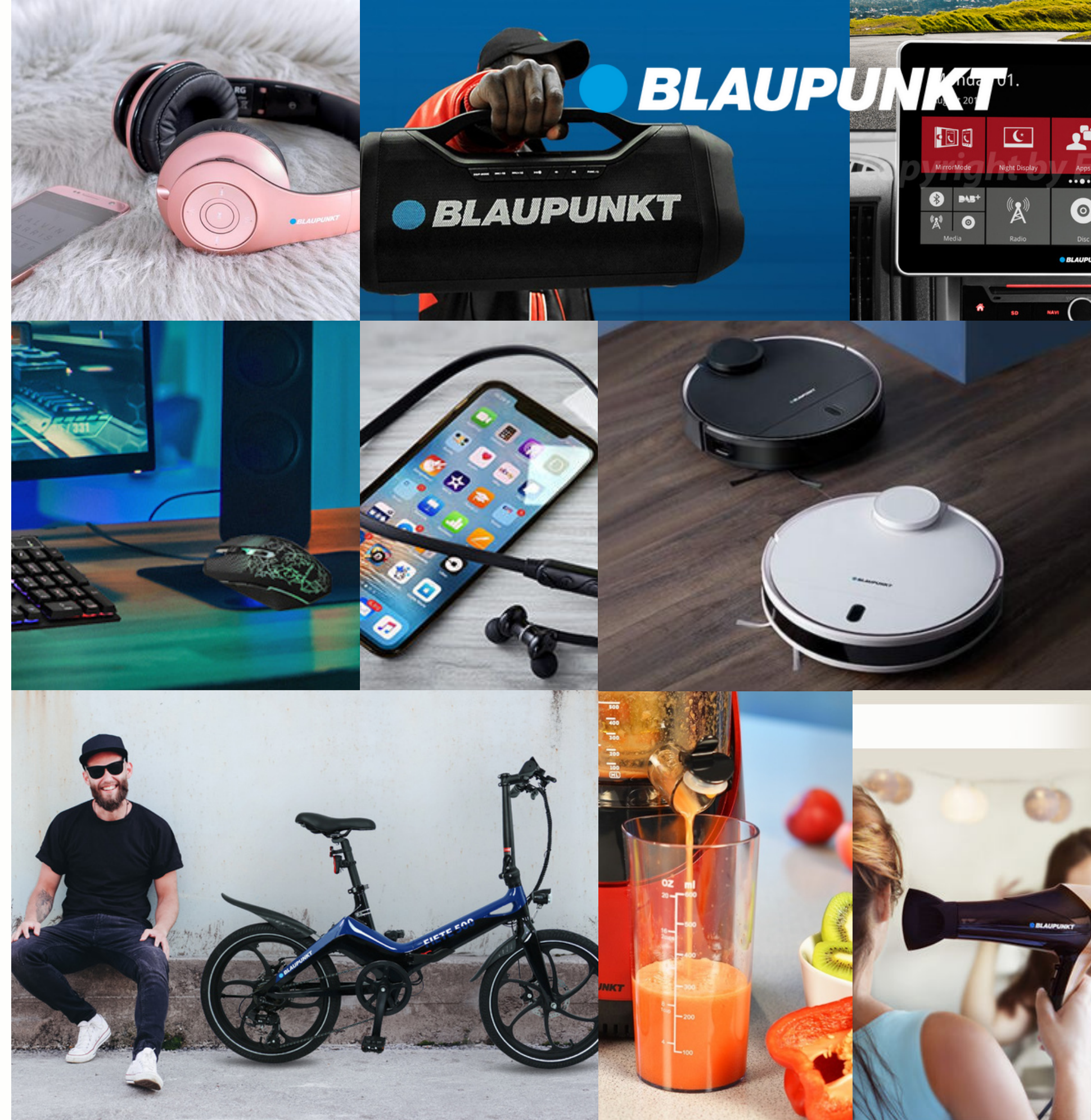
LICENSING OVERVIEW AND CATEGORIES

Wide Range of Products

Customers who buy a Blaupunkt product can expect **quality products, at a fair price**, that perform as advertised. Sustainable brand management and strict selection of premium highly experienced brand partners make Blaupunkt a desirable brand around the globe.

Blaupunkt is **the tried-an-trusted brand** in the field of consumer lifestyle, car multimedia and related categories:

- Consumer Electronics
- InCar Entertainment
- Appliances
- Beauty & Care
- Communication
- Home Improvement & Garden, and many more categories...



PRODUCT RANGE OVERVIEW



SUCCESSFUL COLLABORATION AND BENEFITS FOR PARTNERS

Global Community of Licensees

The brand community members **cover most major national and international trade shows** generating additional brand visibility with accompanying promotional activities.

Some of the most prominent trade shows and events:

- IFA Berlin
- CES Las Vegas
- Hong Kong Electronic Show
- CE WEEK New York
- Eurobike Friedrichshafen
- AWE Shanghai
- Caravansalon Düsseldorf



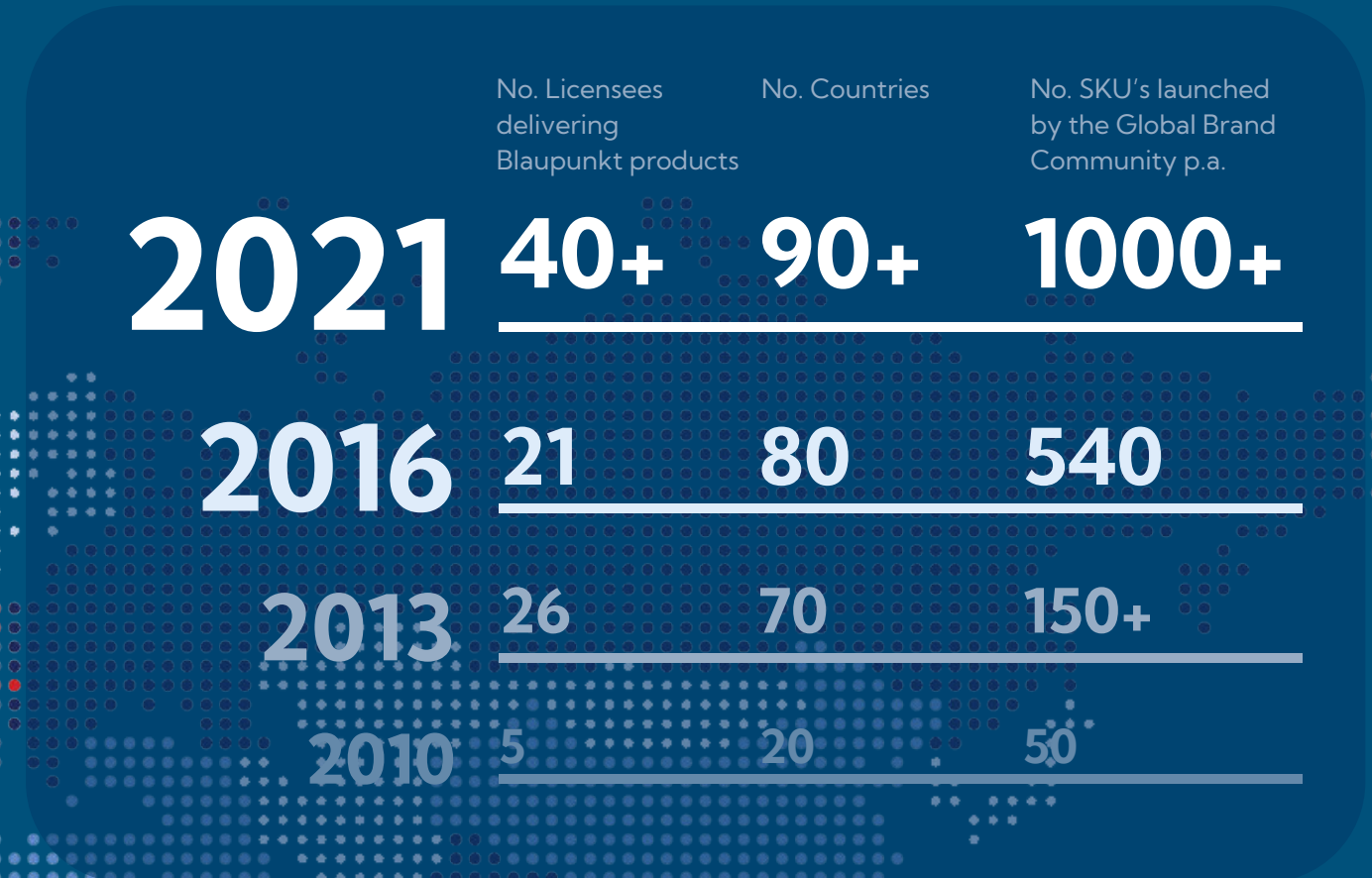
SOURCE: 2022 IFA BERLIN

MARKET PRESENCE

Europe and Worldwide

More than 40 brand community members design products for today's busy lifestyle including consumer electronics, automotive, home & outdoor and lifestyle goods while supporting the Blaupunkt brand in nearly 100 countries around the world.

-  Min. 3 Active Brand Partners
-  Min. 4 Active Brand Partners
-  Min. 5 Active Brand Partners
-  Min. 12 Active Brand Partners



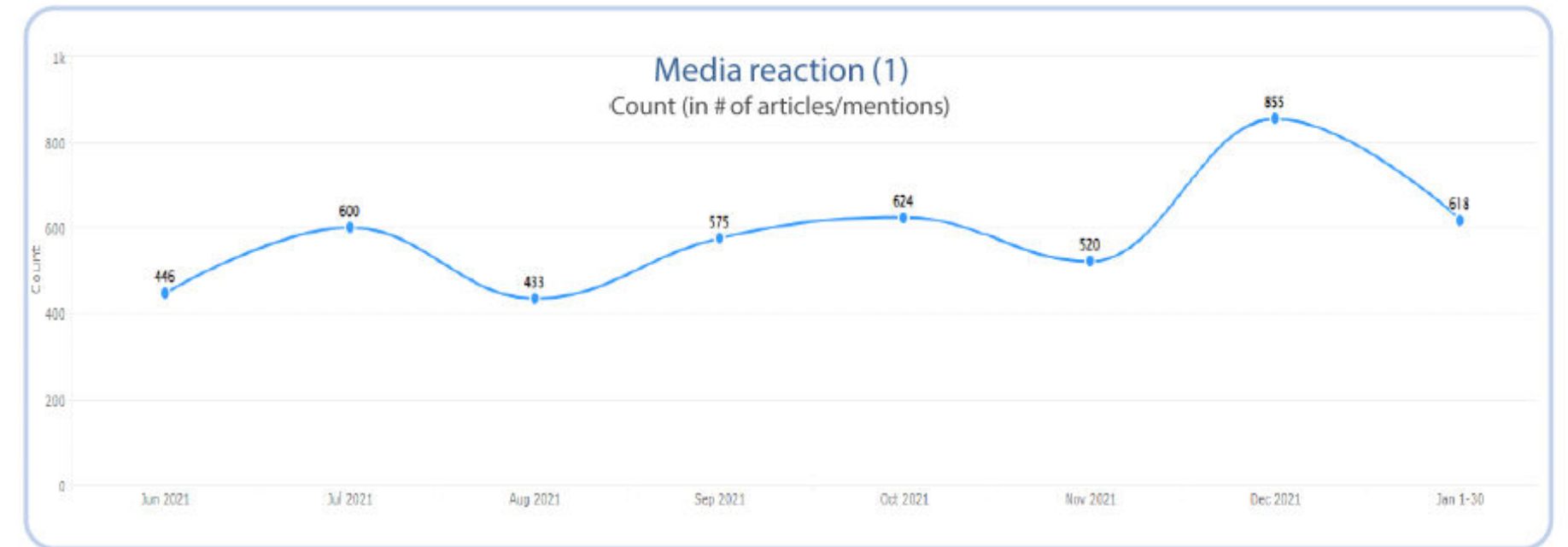
BRAND DIGITAL POSITIONING

Digital Media Communities

The brand reach and media reaction created by the brand community members is **consistently increasing**.

The Blaupunkt brand community members covers all relevant social media channels around the world:

- Facebook
- Instagram
- Twitter
- TikTok
- WeChat, and many more local channels...



(1) Media exposure is measured by Meltwater, who scans approximately 300k news sources from 205 countries in 87 languages to define the media coverage for a brand.

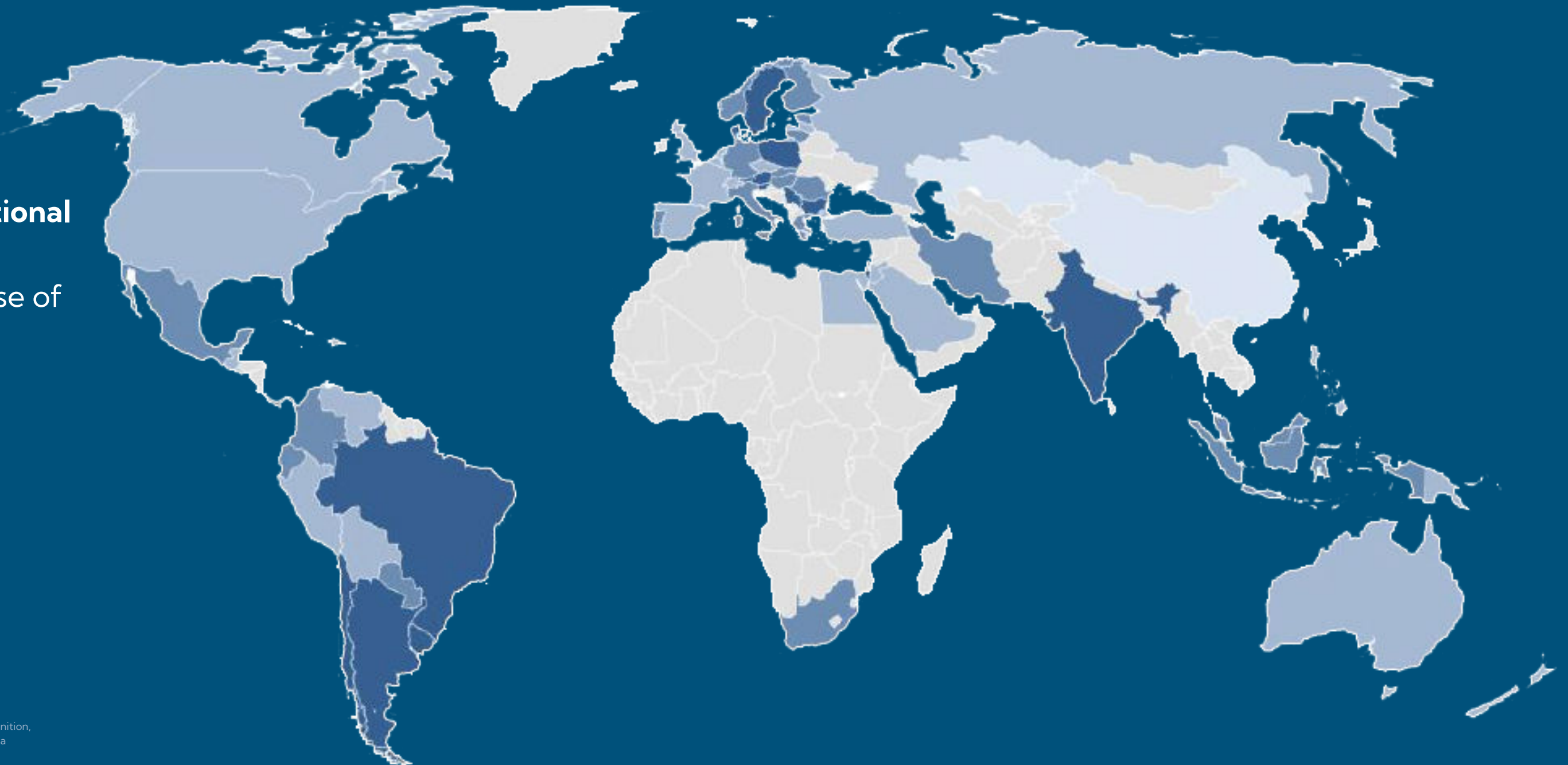
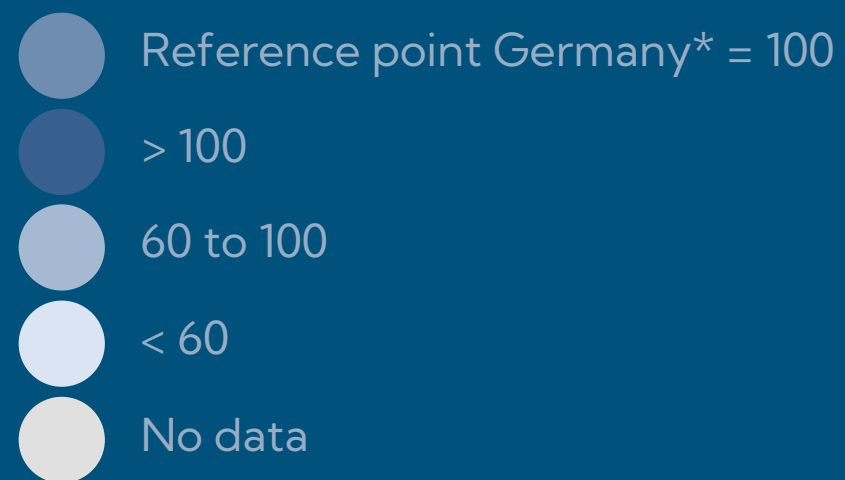
(2) Potential reach is measured by Meltwater, who access 1.2tn social media posts and articles to measure the number of potential viewers that have been exposed to the brand over a specified date range.

Source: Meltwater, Blaupunkt data

BRAND AWARENESS

World View

Pooling the advertising and promotional resources of the brand community members leads to a constant increase of the brand visibility and awareness.



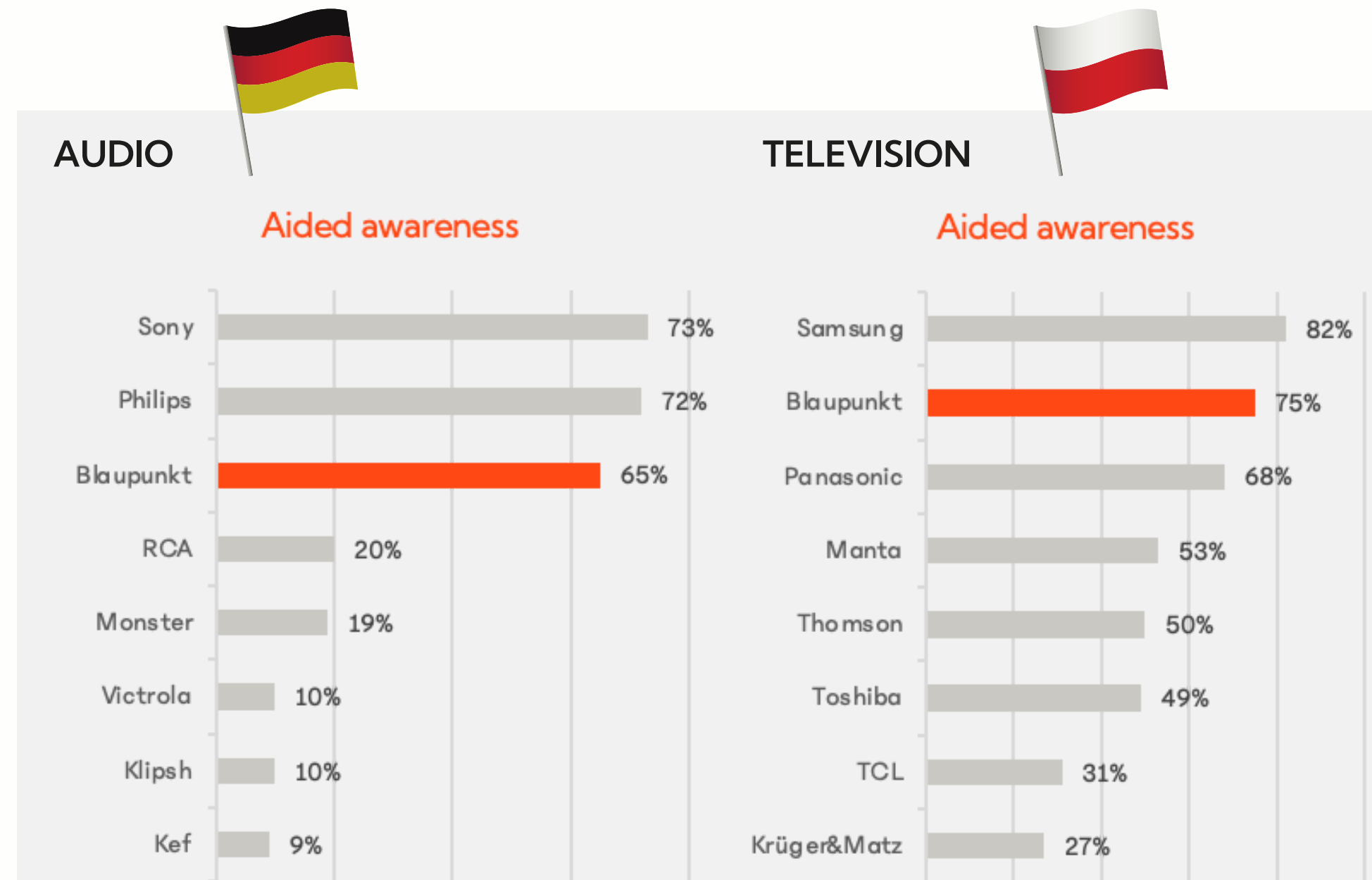
*Measurable scale, Reference point Germany 100, above 100 high Brand pensiveness and quality recognition, lower than in reference awareness however still good recognition but due to business volume per capita and low recognition in the age target group 18-25 (Status 2016).

BRAND AWARENESS

2023' Survey Results

Blaupunkt dominates the German audio market with a commanding 53% market share, resonating across age groups 25-64. In Poland, it's recognized among 25-54-year-olds for television.

Emerging as **a formidable challenger** in the UK and Spain, capturing 44% market share in television, notably among ages 35-64, **Blaupunkt underscores its increasing influence and competitiveness in the consumer electronics industry.**



SOURCE: HAPPYDEMICS

EXTENSION AND DEVELOPMENT

Expansion Strategies

Blaupunkt, has decided to extend the brand **to include musical instruments** in its portfolio for 2022.

It all started with headphones back in 1924, and today our audio licensees around the globe launch more than 1000 SKU's every year. **Essentially, Blaupunkt is all about music.**

Currently scouting for competent and powerful brand partner around the globe to develop this category fitting so perfectly to the brand's DNA.



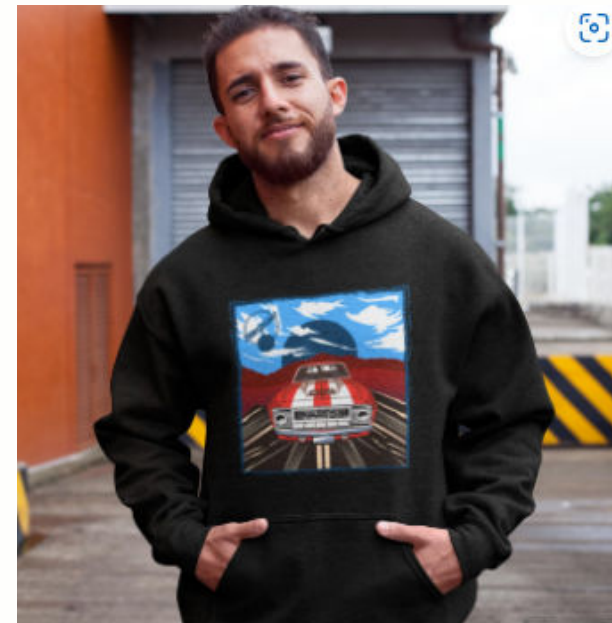
EXTENSION AND DEVELOPMENT

Fashion and Apparel

In 2021, Blaupunkt signed a licensing agreement resulting in a collection of apparel that uses **the Blaupunkt identity and advertising heritage.**

This collection is available exclusively on Amazon in:

- Germany
- France
- Great Britain
- USA



EXTENSION AND DEVELOPMENT

Gaming Software Licensing

Blaupunkt is partnering with one of **the top global racing games**, **DiRT Rally 2.0**, for the second year in a row through a licensing agreement with the game's producers.

Blaupunkt signing a licensing agreement for (virtual) decals on their top cars is clear evidence that through brand licensing a professional and sustainable brand offers an extraordinary chance for each brand **to maintain and even gain reputation** in today's saturated market.

Additional partnerships are expected to be arriving on the market in the near future.





BLAUPUNKT is a proud part of established.inc
The powerhouse of profit-boosting licensing brands.

THANK YOU

BLAUPUNKT