

PEEK INSIDE FERGUSON

# FERGUSON

## A BRIEF OVERVIEW OF THE BRAND

established.  
incorporated

PEEK INSIDE

established.  
incorporated The Creative Licensing Company.



BLAUPUNKT

THOMSON

NORDMENDE

FERGUSON

SABA



VICTROLA





# FERGUSON

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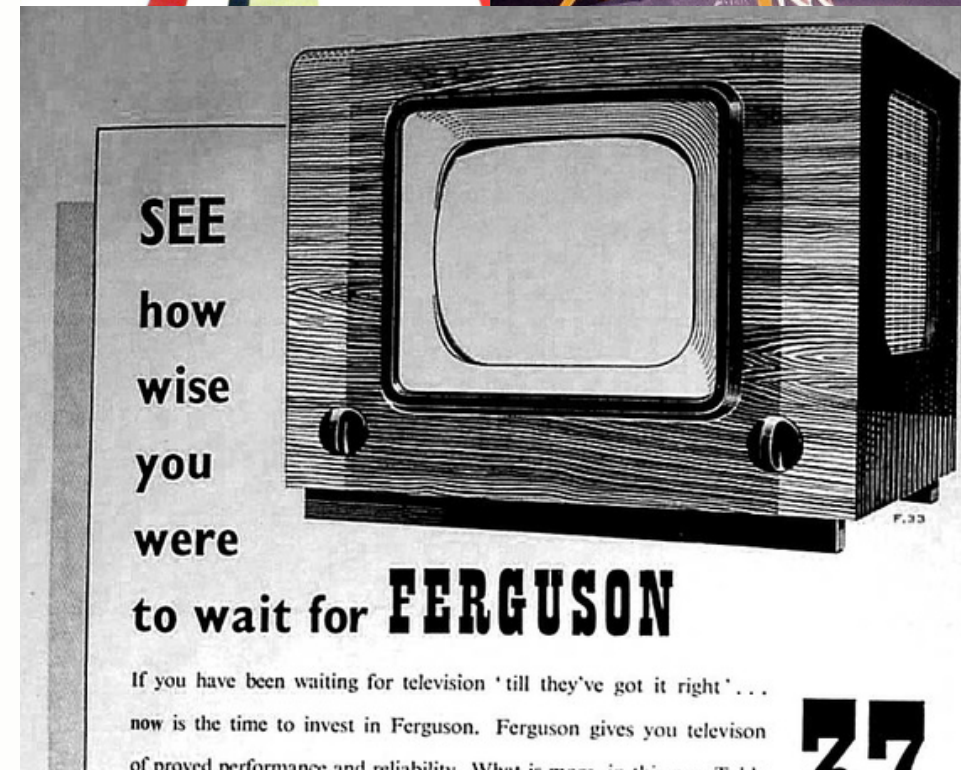
# OVERVIEW, OBJECTIVES AND HISTORY

## Ferguson's Heritage: 88 Years of Legacy

In 1935, J.B FERGUSON gives birth to Ferguson Radio Corporation in the UK. For 88 years Ferguson has been recognized as a pioneer in the TV development and has helped creating the TV of today. The leader of the UK TV market in the 80's received a « Queen's award for Technological Achievement » in 1981.

After many mergers and acquisitions, Ferguson is kept alive by Established through a licensing program, starting in UK, its motherland, and Ireland.

Licensing opportunities are being sought to expand Ferguson's footprints in Europe and in the Commonwealth countries.





# EVOLUTION AND MILESTONES

## Leading the UK TV Market

- 1935.** Ferguson Radio Corporation is founded by J.B. Ferguson.
- 1937.** Thorn acquires Ferguson, moving operations to the UK and focusing on radio receivers.
- 1946.** Ferguson expands globally, enters TV manufacturing.
- 1967.** Ferguson pioneers all-transistor CTV production.
- 1971.** Launches TX TV range with single-board chassis innovation.
- 1979.** Thorn, Thomson-Brandt, and Telefunken collaborate on VHS format promotion. Thorn merges with EMI.
- 1981.** "Queen's Award for T.A." for the TX TV range. Forms joint venture with JVC and Telefunken. TX90 model introduction, leading UK TV market.
- 1987.** Develops Fastext and NICAM stereo. Acquired by Thomson.
- 1992.** Thomson reduces Ferguson brand usage, focuses on Thomson TVs.
- 2008.** Technicolor launches licensing program for all its brands.
- 2017.** Cello Electronics restarts Ferguson TV production in the UK.
- Since 2022.** Talisman Brands, Inc d/b/a Established acquired Ferguson.



# EVOLUTION AND MILESTONES

## From Radios to Revolution

This distinguished British electronics brand, emerged alongside industry peers like Ultra, Dynatron, Pye, and Bush. Originally focused on radio sets post-War, Ferguson expanded into televisions, earning widespread popularity across the UK.

Despite stiff competition in the 1980s, Ferguson introduced innovative products like cassette players and video recorders. However, a transition occurred in 1987 when it was acquired by Thomson, leading to its withdrawal from the European market.

Nonetheless, Ferguson remains synonymous with British innovation and excellence in electronics.





# BRAND IDENTITY AND VALUES

## The “British Touch” brand

Ferguson embodies quintessential British values of reliability, tradition, and innovation, crafting high-quality electronics that stand the test of time. Committed to excellence, Ferguson ensures affordability without compromising quality, making its products accessible to all.

With a focus on generational durability, Ferguson creates cherished heirlooms that transcend time, fostering a legacy of quality and innovation for future generations.

“Embodying great british values for generations and generations.”



**BRITISH**



**QUALITATIVE**



**AFFORDABLE**



**GENERATIONAL**



# LICENSING OVERVIEW AND CATEGORIES

## Advanced Range of Products

Ferguson is a leading name in consumer electronics, offering a wide range of innovative products to enhance modern living.

From advanced televisions and audio systems to smart home solutions, Ferguson delivers quality and innovation across every category. With a legacy of excellence, Ferguson continues to set new standards and earn the trust of customers worldwide.



# PRODUCT RANGE OF “CELLO ELECTRONICS” (USE CASE)

## Ferguson TV's

Relaunched alongside fellow UK electronics brand Cello Electronics Ltd. in 2017, Ferguson has been a leading force in producing top-tier televisions and electronic accessories, renowned for their crystal-clear Ultra HD picture quality, innovatively designed smart TVs, and commitment to improving sound quality.





# SUCCESSFUL COLLABORATION AND BENEFITS FOR PARTNERS

## Commitment to Local Manufacturing

Remaining steadfast to their origins, Ferguson manufactures their televisions and electronics at their headquarters located in County Durham, UK, reinforcing their dedication to maintaining a strong market presence in the UK and Republic of Ireland.



SOURCE: Cello Electronics Ltd Warehouse (Auckland)



# MARKET PRESENCE

## British Zone: Ferguson TV's Legacy

Ferguson commands a prominent position in the television market in the UK and Ireland, recognized for its reliability and cutting-edge innovation.

With a strong emphasis on quality and sleek design, Ferguson consistently earns consumer trust and secures market dominance in these regions. Its commitment to delivering top-notch products reaffirms Ferguson's position as a premier brand in consumer electronics, setting the standard for excellence in the UK and Ireland.





# BRAND POSITIONING

## British Heritage

Ferguson brand values its British heritage, emphasizing its origin and connection to the UK. This value signifies a **sense of pride** in being British-made or having roots in British culture and craftsmanship. It may also convey qualities associated with British identity **such as reliability, tradition, and innovation.**

## Pursuit of Quality

Ferguson is committed to delivering **high-quality products** that meet or exceed customer expectations. Quality is at the core of the brand's ethos, ensuring that Ferguson products are reliable, durable, and built to last. This value helps to establish trust and loyalty among customers **who rely on Ferguson for superior quality electronics.**

## Affordable Prices

Ferguson strives to offer products that are accessible to a wide range of customers, **making quality electronics affordable** and within reach. This value reflects Ferguson's commitment to providing value for money, ensuring that customers can enjoy high-quality products without breaking the bank. **It appeals to budget-conscious consumers who seek both quality and affordability in their purchases.**

## Generational Appeal

Ferguson products are designed to stand the test of time and **be passed down from one generation to the next.** This value emphasizes longevity and durability, highlighting Ferguson's commitment **to creating products that become a part of family traditions and legacies.** It also signifies a sense of continuity and heritage, as Ferguson products are cherished and used by multiple generations within a family.



# BRAND AWARENESS

## 2022' Survey Results

Ferguson, although a challenger within its local market, has remarkably solidified its position, especially among the 45-64 age demographic.

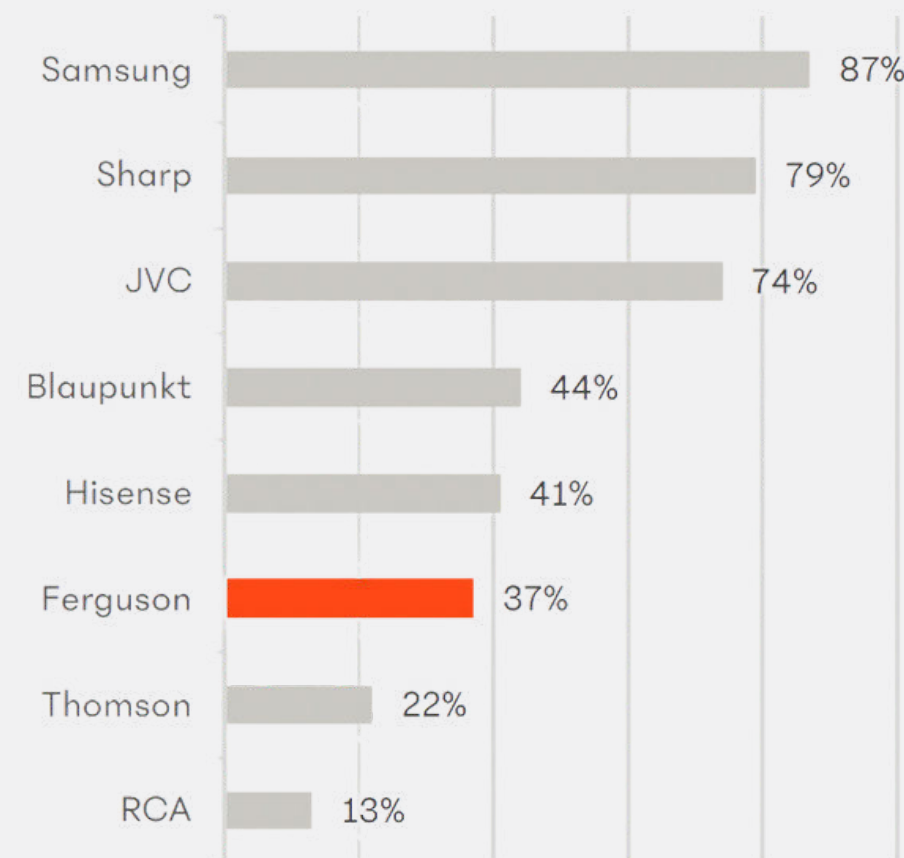
The fact that one in every four British individuals has either owned or purchased a Ferguson product speaks volumes about the brand's widespread appeal and recognition. Despite facing competition, Ferguson has not only managed to capture but also retain the trust and loyalty of its consumers.

This reflects the success of Ferguson's marketing strategies in effectively engaging with its target audience, establishing the brand as a frontrunner in its industry.

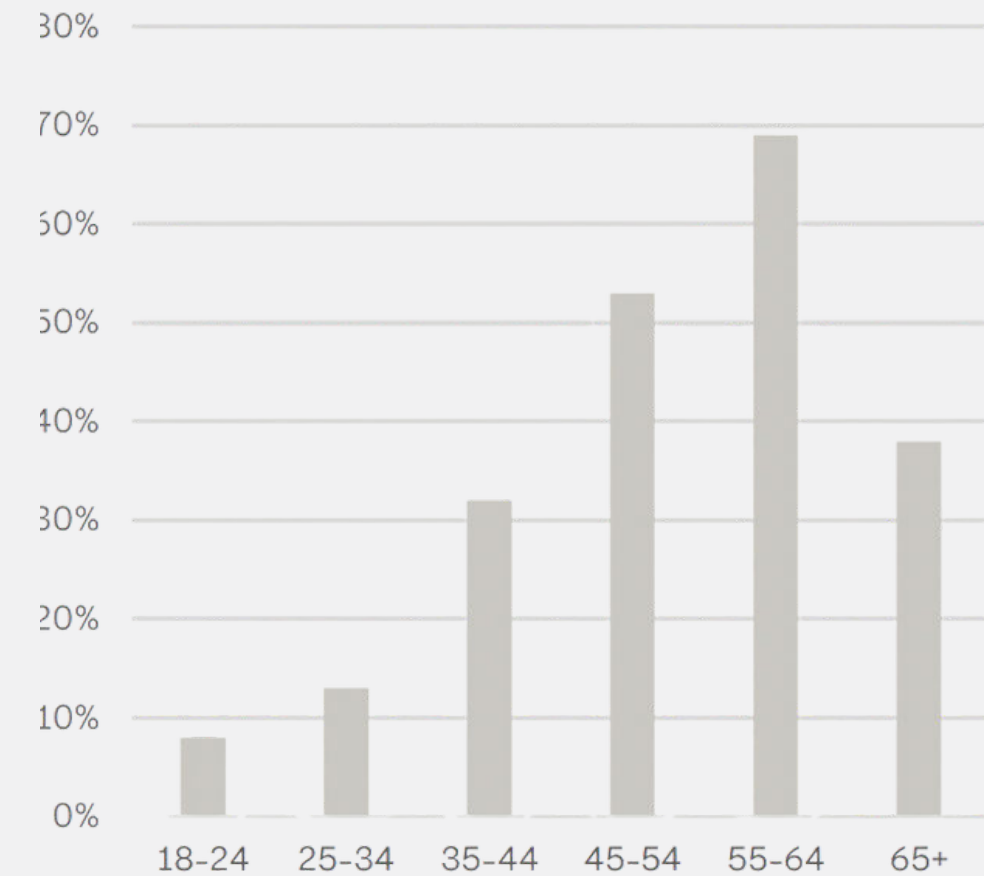


### TELEVISION

Aided awareness



Awareness by age



SOURCE: HAPPYDEMICS





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



THANK YOU

# FERGUSON