

Brand Licensing Case Study



“The BLAUPUNKT brand has helped Ayonz increase revenue by 30% on average year over year. Also, the brand has provided Ayonz with double-digit margins, a substantial increase from before.”

- Ziad Yaacoub, Director, AYONZ

Categories

TV
Audio
Personal Audio

Region

Australia
New Zealand

Ayonz seized the opportunity to apply for the BLAUPUNKT brand once the former licensee abandoned their Australian business.

Now, it was up to AYONZ to continue developing the German BLAUPUNKT brand story in Australia. They did exceptionally well, by bringing new ideas and a strategic roadmap that secured strong bonds with their channel partners.

The credibility of the brand allowed them to partner with content providers like Netflix, Spotify, Google and many more.

Australia is a very demanding market and the ability to partner with such big-name providers is extremely profitable and highly valued in the region.

2 years

After only 2 years BLAUPUNKT is available at all major Australian retailers such as: JB Hi, Bing Lee, Office Works, TVSN, Big W, Catch, Amazon and Sanity Music.

30%

Average year over year increase in total company revenue.

40%

Today BLAUPUNKT represents 40% of the company's turnover.

Challenges

A different company had previously used the BLAUPUNKT brand for similar products in Australia. Ayonz needed to act smart and strategically so as to not cause any confusion. It was essential to convincing the channel partners that Ayonz will continue to handle the business well and develop the brand's reputation.

Solution/Result

Ayonz quickly seized the chance to partner with leading content providers. They also developed an innovative and high-quality product line-up featuring the latest technology, such as Google Assist, at a fair price-level. Thanks in part to their excellent relationships with major retailers, they made the line-up quickly available in the stores and promoted them in the weekly promotional flyers.

Ziad Yaacoub is the director of the BLAUPUNKT licensee AYONZ and is sharing his story:

You had experience dealing with licensed brands before you signed a BLAUPUNKT licensing plan.

What were the determining factors in your decision to add the BLAUPUNKT brand to your portfolio?

The BLAUPUNKT Brand has always stood for quality, integrity, and advanced technology. I remember, when I was young, my family bought a brand new BLAUPUNKT TV. This television had a high-tech feature that allowed us to rewind just a few seconds. I know that today this would be normal, however, in the 80's this was revolutionary.

At Ayonz we are on a path towards innovation. Our goal is to bring products to market with cutting-edge technology, much like my first BLAUPUNKT Television.

When it came to choosing a brand, there was no better option for our innovative products than BLAUPUNKT.

When we finally had the opportunity to work with the BLAUPUNKT brand, it felt like destiny, and it was a definite yes.

How did you handle a previous company using the BLAUPUNKT brand in your region?

Did it confuse or create opportunities with an already prepared market?

Prior to our partnership with BLAUPUNKT, the brand was available in the Australian market in the audio-visual category, and the BLAUPUNKT brand has always existed in the car audio segment.

Our channel partners were extremely receptive to BLAUPUNKT because they understood that the brand stood for quality products.

Our relaunch of the brand allowed us to bring smart televisions and a whole new suite of products to the market.

Due in part to BLAUPUNKT's history in Australia, these products quickly became a success with 4K ultra high- definition TVs and digital radios.

Based on this demand, we took the opportunity to continue bringing new ideas to the market and built a strategic roadmap that secured strong bonds with our channel partners.

What were your greatest challenges when starting with the BLAUPUNKT brand? How did you overcome them?

Our greatest challenge was taking on a brand as large as BLAUPUNKT.

Ever since the brand was born, it has had a German heritage and is well known for its quality and advanced technology.

We were in a race to partner with content providers, for integration with our products, like Netflix, Spotify, Google, Bluetooth and many more, as soon as we were given the opportunity to partner with BLAUPUNKT.

Our partnership with BLAUPUNKT finally led to our Android TV partnership with Google, a great success in Australia.

Furthermore, we always push the boundaries to stay ahead of the pack and we design our own audio products with this intent in mind.

You recently extended your contract to include television distribution in the Middle East. What gave you the trust and confidence in the BLAUPUNKT brand despite its lower consumer visibility there?

We are very passionate about technology and bringing new ideas and products to market, the BLAUPUNKT brand gave our product strategy credibility.

We have the perfect match; the brand is well-known for its German heritage and superior quality.

Plus, the BLAUPUNKT licensing team has always been the backbone of BLAUPUNKT. They consistently offer the tools and provide the network necessary for us to achieve our best.

We consulted with some of our Middle East customers and identified a demand for a high caliber brand with great technology, like BLAUPUNKT. We took this opportunity to continue our successful journey with BLAUPUNKT.



What is today's in-house share of BLAUPUNKT branded products compared to all of your products and brands?

The BLAUPUNKT Brand accounts for 40% of our product range in the audio-visual category. We plan to add many more new products to the range in 2021.

Who are the primary customers you are selling BLAUPUNKT? What was their reaction the first time presented them BLAUPUNKT as your latest brand?

When we first presented BLAUPUNKT to our channel partners they were excited for the brand and expressed an anticipation of quality products.

We took these expectations and made it our mission to bring the latest and the greatest to them in partnership with the BLAUPUNKT brand.

Today the brand is available from the following channels: JB Hifi, Bing Lee, Office works, TVSN, Big W, Catch, Amazon, Sanity Music.

What is the current positioning of your products?

We have successfully positioned the brand as a premium brand in both quality and offering.

Today BLAUPUNKT televisions offer the latest technology in partnership with Google.

What was the impact of the decision to launch BLAUPUNKT licensed products on your overall company results?

BLAUPUNKT has been a key element in the success of Ayonz.

it has positively impacted our company's image and has been a catalyst for our growth.

The BLAUPUNKT brand has increased our revenue by 30% on average year over year and has helped increase our profit in a similar fashion when compared to the contribution of our other brands.

Also, the BLAUPUNKT brand has provided us with double-digit margins, a substantial increase from before.

About Blaupunkt

Blaupunkt, established in 1924, is a globally recognized brand synonymous with German engineering, innovation, and reliability.

With a rich heritage spanning nearly a century, Blaupunkt has earned the trust of consumers in over 90 countries through its unwavering commitment to quality and performance.

From pioneering advancements in automotive audio systems to excelling in diverse product categories such as home appliances and personal electronics, Blaupunkt stands as a benchmark for excellence and adaptability.

Over 50 licensees worldwide already trust the power of the Blaupunkt brand, with the number growing every year. This reflects the brand's enduring strength and broad market appeal.

By choosing Blaupunkt, partners excel in dynamic and cost-sensitive mass markets that highly value the German reputation for reliability and quality.

They leverage its trusted brand to deliver competitive, high-quality products that drive volume and outshine the competition.

Contact Us

Our team is your helping hand to licensing success.

Navigating diverse global markets requires more than surface-level knowledge — it demands a deep understanding of cultural nuances and regional business practices.

With **operations across the USA, Europe, Dubai, and China**, they offer unparalleled licensing and industry expertise to help you make a lasting impact on both the market and your company.

[>> Let's talk licensing](#)

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