



BRAND LICENSING PROPOSITION



PREPARED BY: BRADFORD LICENSE INDIA

# INTRODUCTION

In 1961, a limited number of organizations around the world—such as the International Union for the Conservation of Nature and Natural Resources (IUCN) and The Conservation Foundation—were trying to meet conservation needs, but were desperately short of funds.

The first call for broad support was the Morges Manifesto, signed in 1961 by 16 of the world's leading conservationists, including biologist and African wildlife enthusiast Sir Julian Huxley, IUCN vice president Sir Peter Scott and director-general of the British Nature Conservancy E. M. Nicholson

WWF is the world's leading conservation organization. We aim to inspire positive change and connect with people. We look for solutions by taking a positive and constructive approach to tackling conservation problems. We seek, and see, the bigger picture.





The graphic features a dark green background with white line art illustrations of a palm tree on the left, a jaguar in the bottom left, a toucan in the bottom right, and a flamingo in the top right. A central brown rock-like shape contains the text. 

# WWF MISSION

To stop the degradation of our planet's natural environment and build a future where humans live in harmony with nature, by:

- Conserving the world biological diversity
- Ensuring that the use of renewable natural resources is sustainable
- Promoting the reduction of pollution and wasteful consumption



# WWF BRAND VALUES

## BRAND VALUE

There are four core values that define the WWF brand and distinguish it from other conservation organizations. These positive and passionate values have helped create one of the world's most appealing and best loved brands.

WWF is:

### Knowledgeable

Science and facts based, wise, smart, intelligent, expert

### Optimistic

Inspiring, positive, ambitious, successful

### Determined

Passionate, urgent, results-orientated

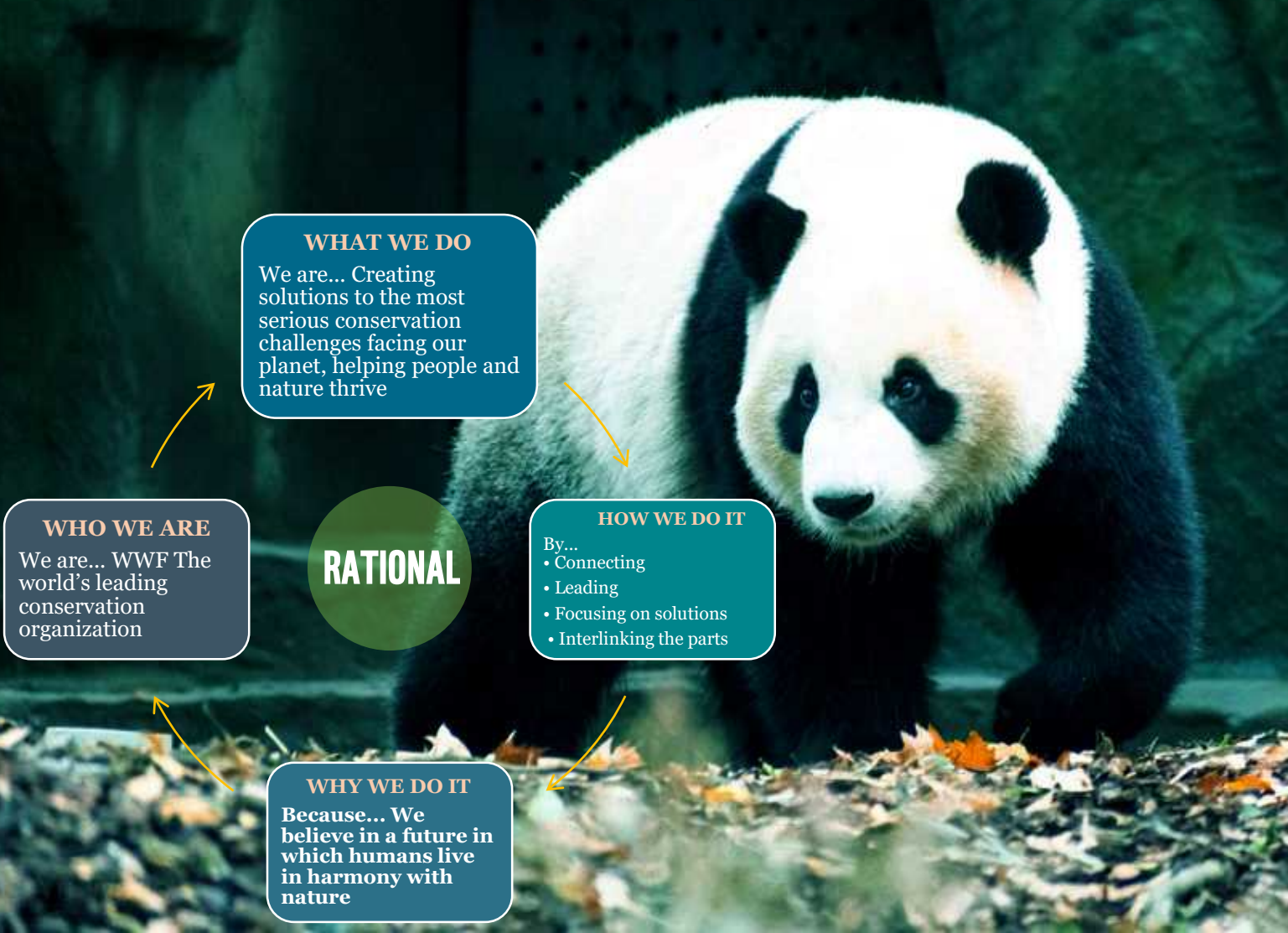
### Engaging

Open, available, accessible

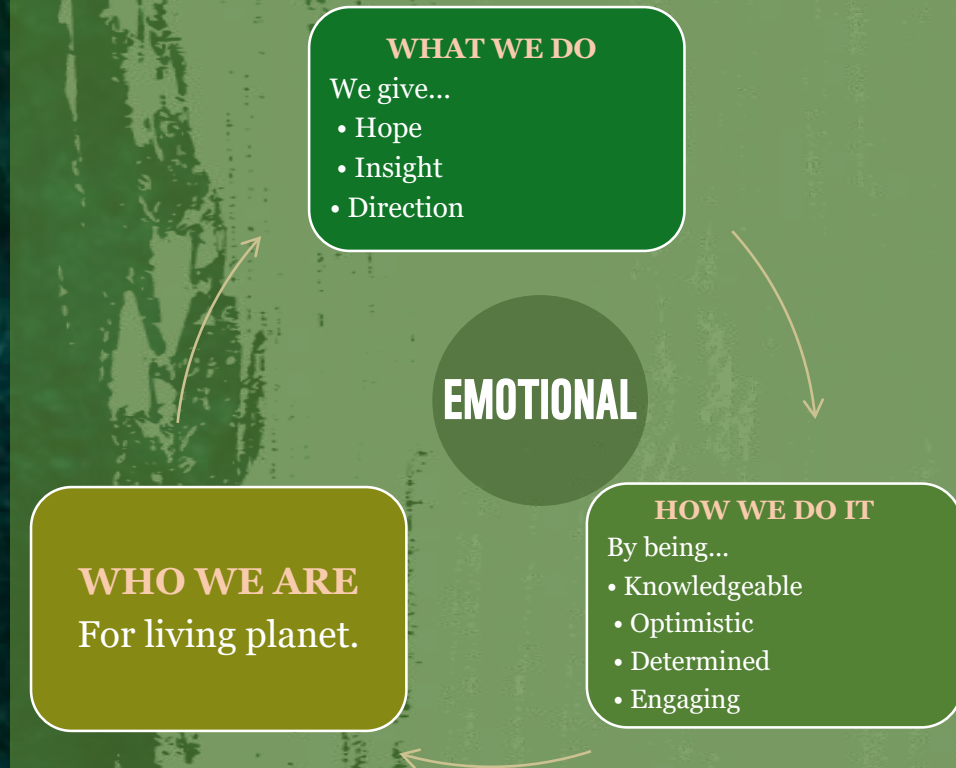




# WWF BRAND DNA



The WWF brand DNA is central to the WWF brand extension program – all product and packaging should be a reflection of the WWF brand.





# WWF GOALS

Since its formation in 1961 WWF (World Wide Fund For Nature) has become one of the world's largest and most respected independent conservation organizations. The group has grown from a small collection of committed wildlife enthusiasts into a global network, supported by people from all walks of life, that has been responsible for thousands of conservation projects around the world. The world famous panda logo has become one of the most recognizable symbols for global conservation and a sign of hope in the natural world. Achievements include:

As the world's leading conservation organization, we have a hugely important mission. We're here to stop the degradation of our planet's natural environment, and build a future where people live in harmony with nature.

## We do this by :-

Protecting biodiversity – the magnificent array of living things that inhabit our planet

Reducing humanity's footprint on the natural world by challenging wasteful consumption and pollution, and promoting sustainable ways to use the Earth's resources.



## Our goals by 2050:

The world's most outstanding natural places are intact and protected. That will mean a more secure future for the species that inhabit them – including human beings. Humanity has stopped using more resources than the planet can support, and shares these resources fairly. To achieve our goals we are focusing on areas where we can make the biggest difference – these are our global Initiatives.

For more information about WWF's activities please visit [www.panda.org](http://www.panda.org).



# WHY WE LICENSE OUR BRAND



***Our brand licensing strategy has two core purposes:***

1. To communicate WWF's message to as wide an audience as possible. Like all NGOs, we face an increasingly challenging task to get our message heard.

**Licensing provides a perfect opportunity for us to tell the world about our goals and successes through relevant products.**

2. To provide people with smart, product choices. Our products are more environmentally friendly than most alternatives – **for example, they may be made from sustainable materials or powered by renewable energy.**



# HOW WE LICENSE OUR BRAND



***We have two core layers to licensing: sole WWF-branded products and co-branded products.***

## **WWF sole-branded products**

WWF is the only brand which appears on the product and packaging with, at most, a small reference to the manufacturer.

**When:** For product areas where WWF is strong enough to exist on its own without the need for support from another brand.

## **Product examples:**

- Stationery
- Diaries and calendars
- Plush toys

## ***Co-branded products***

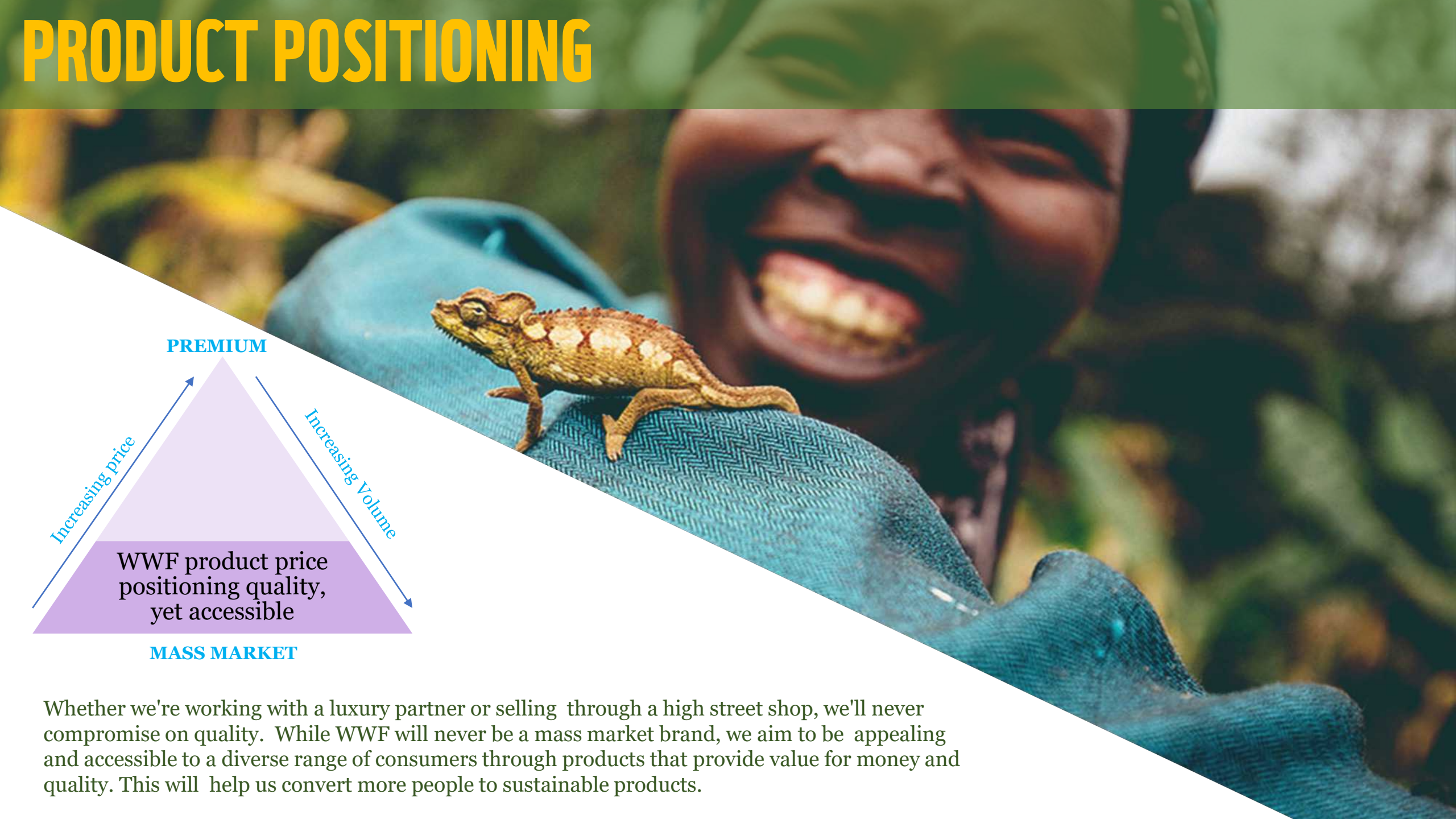
We aim to partner leading companies to educate the largest audience and influence the whole supply chain, helping stimulate sustainable initiatives in different industries.

**When:** In categories where WWF benefits from an association with another brand – for example, technical products or areas dominated by strong brands.

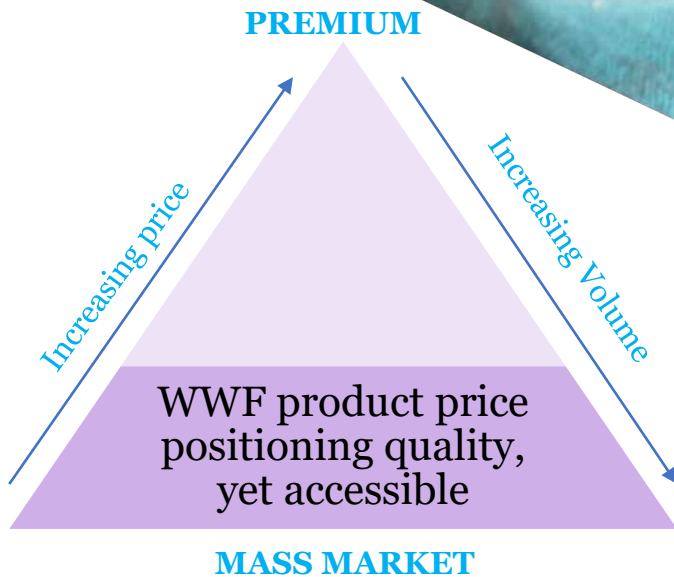
## **Product examples:**

- Electronics
- Branded clothing
- Cleaning product





# PRODUCT POSITIONING



Whether we're working with a luxury partner or selling through a high street shop, we'll never compromise on quality. While WWF will never be a mass market brand, we aim to be appealing and accessible to a diverse range of consumers through products that provide value for money and quality. This will help us convert more people to sustainable products.



# PRODUCT SELECTION CATEGORIES

We've identified a range of different product categories for brand licensing. These have been carefully selected to:

- Offer more sustainable solutions and opportunities for consumers to reduce their impact on the environment (e.g. energy-saving devices)
- Allow us to communicate our global message in a positive and engaging way (e.g. toys and games)

## 1. Panda fashion

Apparel and accessories – adults, kids and baby

## 2. Panda energy

Energy-saving devices Renewable energy products e.g. solar powered

## 3. Panda kids

Publishing Soft furnishings Stationery Toiletries Toys & games.

## 4. Panda living

Eco-cleaning products  
Eco-garden products  
Eco-kitchen products  
Health & beauty  
Food & drink  
Publishing  
Stationery  
Soft furnishing

## 5. Panda co-branding

All product types





# SUSTAINABILITY CRITERIA

WWF products need to set the highest standards for sustainability: the credibility of our licensing programme depends upon it. We expect our licensing partners to approach product development with the same philosophy as WWF – it should not be about meeting standard criteria but trying wherever possible to exceed them.

These criteria include, but are not limited to, the following themes:



**Wood and timber**



**Cotton**



**Bamboo**



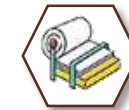
**Clay**



**Soy**



**Metals**



**Pulp, paper & board**



**Synthetic textiles**



**Glass**



**Palm Oil**



**Plastics**



**Chemical**





# our product criteria - overview

WWF products are designed and developed for a purpose, and have a combination of attributes that make them unique to us:



**Panda power**

**Sustainable**

**On-trend & appealing**

**Engaging & educational**

**Functionality & purpose**

**Hard-wearing**

**Positive messaging**

**Packaging**





# PANDA FASHION

The WWF Panda is a powerful, positive symbol for people who want to show their support for nature. And our work provides great design opportunities too, from tiger prints to silhouettes of much-loved endangered species.





# MOOD BOARD



Elegance



Vegan



Care



Purity



Decorative



Fashionable



Adventurous



Sustainability



Longevity



Happiness



Positivity



Colourful



Organic



Comfort



The Purpose of this mood board that clearly explains the brand's ethos, ethics, the message of conservation & sustainable planet's natural environment and a future in which humans live in harmony with nature.





CHOOSE YOUR LOVABLE





# KIDS WEAR

Choose your symbol





# Collectibles







**KIDS WEAR**  
Choose your symbol



# Mugs / Bottles







Sunday Fudge





# WWF Tropical Collection







# WWF Tropical Collection







# WWF Flourish Collection





# SOCIAL MEDIA FOOTPRINTS



2.5M Globally  
73.9K in India



3.3M Globally  
185K in India



3.8M Globally  
50K in India







「THANK  
YOU」

