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**Communicate among
people means to share
among us content: a
privilege, a gift from
a person to be shared
with all the others**

- M. Arcangeli -

Content

3	VISION
4	SERVICES
5	PRESS. WEB CHANNELS
6	PRESS. TRADE PUBLICATION
7	PRESS. SOCIAL MEDIA
8	INTEGRATED COMMUNICATION. OUR CLIENTS
	INTEGRATED COMMUNICATION. SUCCESSFUL CASE HISTORIES
9	- Pea&Promoplast
10	- Ludattica
11	NETWORKER
12	EVENTS
13	CONTACTS

HOW WE WORK

**We are the ideal partner
to build the integrated
communication strategy for
your company and create new
business opportunities**

We know how to talk about brands and products.
We love to spread the values that they represent.

We know the needs of those who operate in the
field of brands, licenses and entertainment, at a
business and consumer level, in Italy and abroad.

We are the only company in Italy, and among the
very few in the world, which can offer a complete
range of services to companies and professionals
involved in branding, licensing and entertainment.



LEADING TRADE PRESS

BM is the publisher of leading international trade press, supporting companies to promote their brands and products



NETWORKER

BM helps companies to meet each other and build new business opportunities for their brands and products, including advisor activities on the selection of the main partners to join!



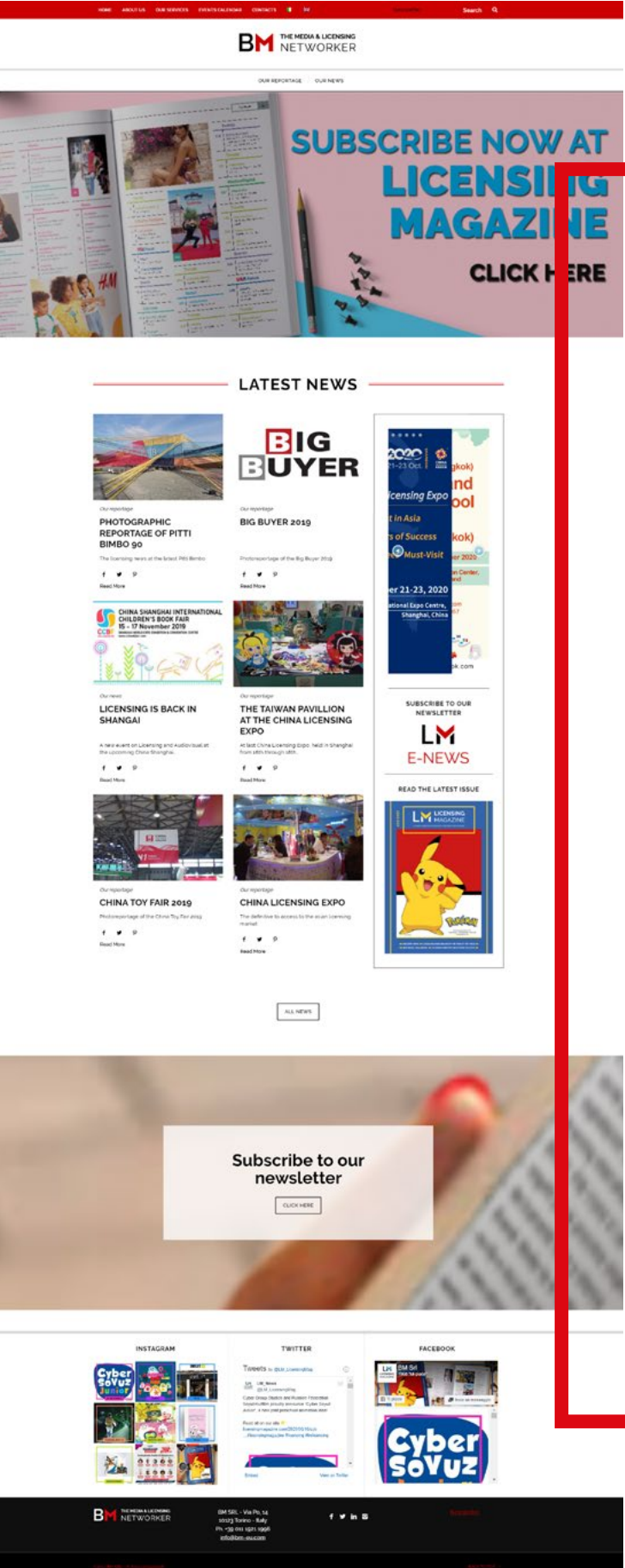
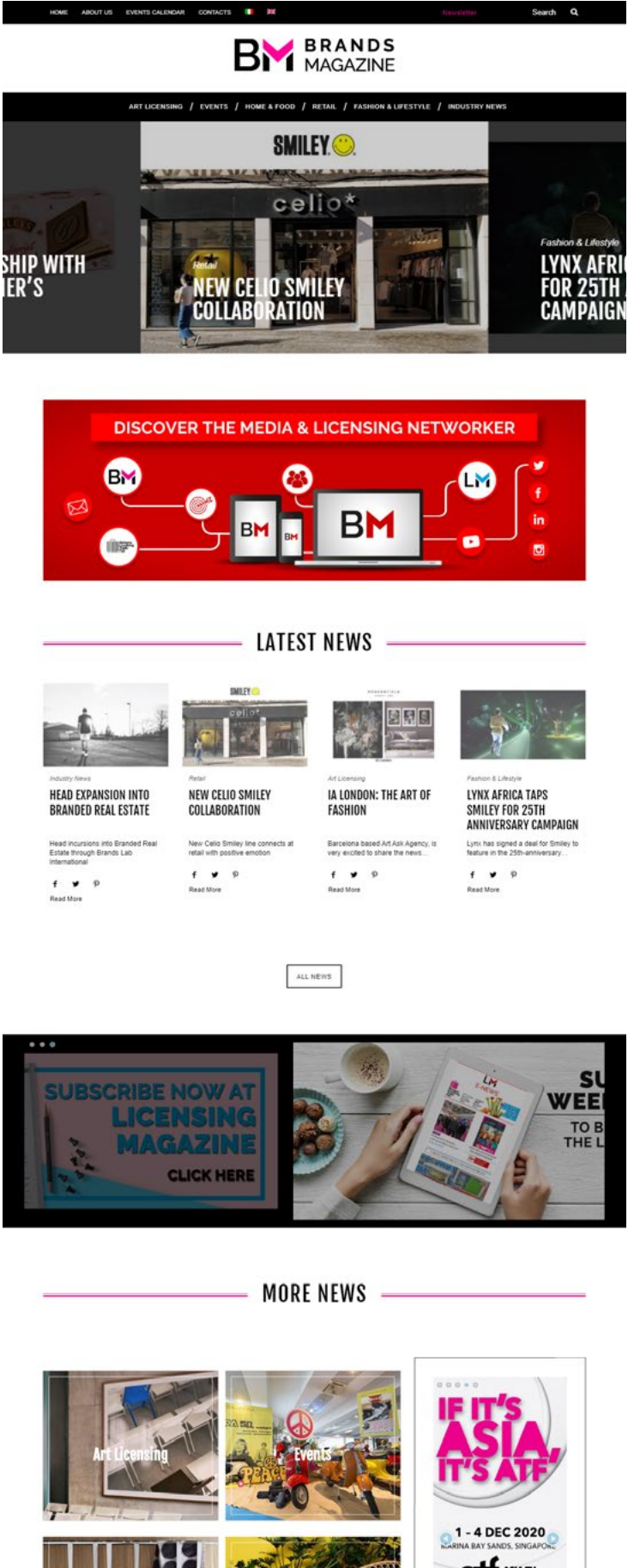
INTEGRATED COMMUNICATION

We help to define the communication tools online/offline and PR, on measure for each client



ORGANISER OF TRADE EVENTS

BM is behind the organisation of international leading trade events, optimising its expertise on how to give add value to brands exposure



Websites

We know how to communicate brands and products online to the industry

licensingmagazine.com
One of the most followed industry all-news website on the latest licensing, digital & media, entertainment and publishing news

brands-magazine.com
One of the main international all-news websites on brand licensing, corporate brands and brand extension



An International Leading Publication

One of the only international and authoritative trade publications on licensing and entertainment business

Licensing Magazine is one of the only magazine that:

- **Is partner with the main B2B licensing and entertainment trade events** in Europe, Asia and the USA as Licensing Media Partner;
- **Exhibits** with its own booth at the main B2B events worldwide, from the Toy Fair in Nuremberg to the Children's Book Fair and Licensing Fair in Bologna, to the Brand Licensing Europe and more
- **Focuses on themes and trends**

that **help professionals to see the business "out of the box"**

- Combines licensing, digital, media, publishing and product category developments in a single medium, giving **space to the entire industry chain and beyond;**
- Integrates **print and digital media, with an all-news website, a rich social media network and weekly newsletters**, in order to provide constant updates, in real time and with the greatest exposure ever.

Social Media strategy

We know how to communicate brands, companies and industry needs on social media



Instagram



Twitter



Facebook

Our actual
clients



LUDATTICA

Web and social media
communication strategy, PR
and Press Office Italy and
Internationally, b2b and b2c



TEAMTO
Business Networking



PEA&PROMOPLAST
Web and social media
communication strategy, b2b
PR and Press Office in Italy
and internationally

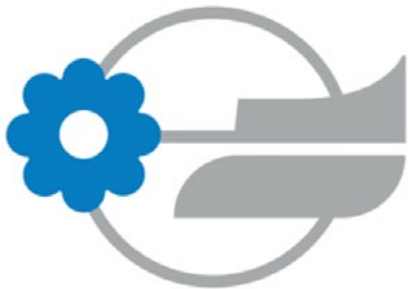


PLAY AROUND
Web Communication



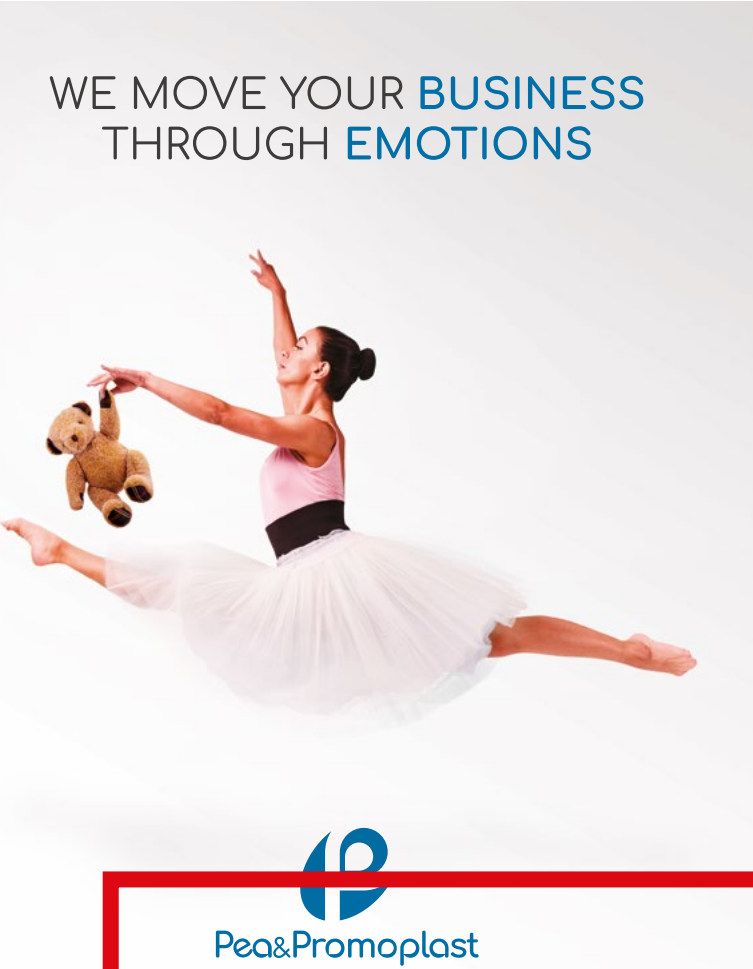
LISCIANI LIBRI

Italian PR, Web
Communication, Social Media,
b2b and b2c Events



MEDIASET
PR for the launch of the latest
Lupin animated feature film
and Business Networking

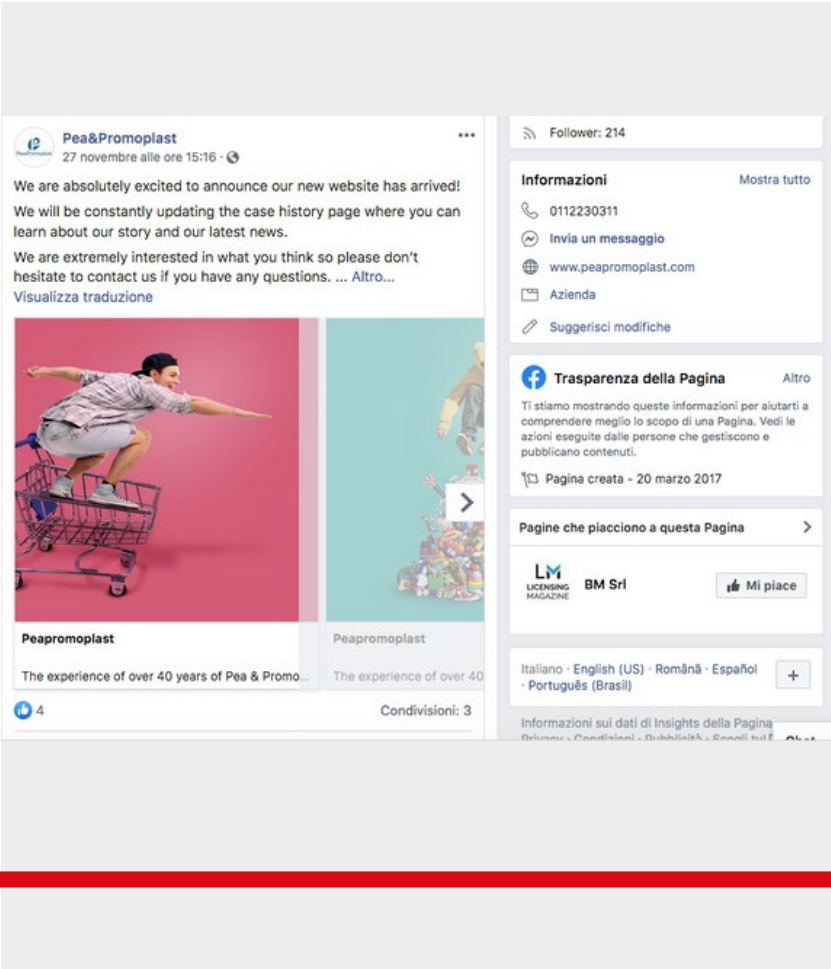
Pea & Promoplast



Restyling Logo
Pay off
Visual
New Website



Management and
increase of international
b2b PR at the occasion of
major industry events



Social Media Strategy
Editorial management
Advertising



Publication of tailor
made articles on trade
press and international
b2b press releases

Ludattica

Ludattica • Giochi • Contatti



Strategic Consultancy
on foreign business
development



Ideation, Planning
and Communication
Management, both b2b
and b2c



Social Media Editorial
Plan Management



B2B and B2C PR in
Italy and abroad at the
occasion of the major
events

NETWORKER

**BM helps companies
to network and to
build new business
opportunities**

We listen to the client's needs, we advise on the partners who could support him in his projects, we scout for contacts and organize a tailor made networking activity, taking care of every phase as far as required.

Upon request, we can study *ad hoc* projects to be pitched to potential partners, always based on specific needs.

We are able to be a strategic consultant alongside companies that want to grow their licensing and entertainment business

Leading Trade Events Organisers



BM has a solid background in the trade event field. BM is the organizer, on behalf of Bolognafiere, of the **Bologna Licensing Trade Fair**, the leading licensing trade fair in Italy. Thanks to its conjunction with the **Bologna Children's Book Fair**, this event has consolidated internationally and it is evolving as one of the **reference points for Kids Licensing at an international level**.

BM is also a partner of **Cartoons on the Bay since 2020**, the prestigious Animation and Cross-Media Festival, organized by RaiCom. In this case, BM follows marketing, communication activities, implementation of the international profile, guests and sponsors of the Festival.

For any further information

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