

A Cause For Celebration

MGM HARNESSES THE HERITAGE OF ITS

Pink Panther character to launch PiNKiTUDE, a new cause marketing initiative designed to support Susan G. Komen for the Cure, the global leader in the breast cancer movement. PiNKiTUDE provides fun, fashion and facts through an array of consumer products, events and educational opportunities. MGM's beloved evergreen property—which has enjoyed near-constant television play and a string of movies over the last 40 years as well as a special connection with tween and teen audiences—makes the perfect pink ambassador for its campaign to make PiNKiTUDE top-of-mind with young female consumers.

"Through PiNKiTUDE we were able to develop an initiative to help Susan G. Komen for the Cure reach young women with breast health messages in a way that is engaging and relevant to their generation," stated Paul Flett, senior vice president of worldwide marketing and promotions at MGM Consumer Products. "We're proud that we're able to use a well-known and loved character like the Pink Panther to help Komen save lives and end breast cancer forever."

To raise awareness of the educational gap that has occurred among women 18 to 34, PiNKiTUDE is going high profile. First, the initiative will be heralded by a range of celebrities, chief among them spokesperson Emmy Rossum. "Emmy is a very smart, put-together young woman who is well regarded by the teen audience," said Warren Schorr, executive director of worldwide retail development and international licensing at MGM Consumer Products. "She is an unbelievable talent and has a personal interest in the cause. We're very happy to be associated with her."

For the launch, which takes place this month, MGM has a full slate of events planned, including a star-studded party at Zune in Los Angeles and a block party on Melrose Avenue anchored by retailer XIN Boutique, which will transform into

the "PiNKiTUDE Store by XIN" for one month. Additionally, the entertainment company will host stunts on MGM HD and VOD channels, virally distribute Pink Panther avatars, develop a PSA and launch a PiNKiTUDE Web site.

Aimed at the specialty tier, the PiNKiTUDE product lines will launch nationwide in October, offering more than 30 collections primed to give shoppers a fashionable way to become informed and support the cause. The roster of products includes Kelly Nishimoto apparel, Positive Chicks fashion apparel, Chaser Merchandising for tees, Renee's Accessories hats and cold weather accessories, Demeter fragrances, Etchstar engraved iPods, Ice It by Bebe Z fashion tops embellished with crystals and High IntenCity jewelry. While the Pink Panther paw-print logo will be prominent throughout, the focus is on the styling rather than the feline. "The PiNKiTUDE products are characterized as hip, fun, whimsical and more upscale than traditional licensed merchandise," Schorr said. "It is fashion that you'd buy based on the styling, not because of the character on it."

Each licensee's participation in the initiative ensures that a minimum of 5 percent of the PiNKiTUDE sales will go directly to Susan G. Komen for the Cure.

"On their own, our licensees would have a hard time making an impact, but as a part of the bigger campaign with MGM, they can," stated Josh Wormser, vice president of Brandgenuity, MGM's licensing agency.

While MGM expects young women and teens to connect with the brand's stylish collections, the company plans to keep the focus on the message. "It is truly a socially aware outreach campaign first and foremost with the consumer products as an extension," Schorr said. Taken as a whole, the initiative offers a unique blend of commerce, philanthropy and entertainment, giving smart and cool young ladies the tools they need to stay in the pink of health.



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