

# HOW MOOMIN BRAND WENT THROUGH A VALUE-DRIVEN STRATEGY CHANGE

Roleff Kråkström

Managing Director  
Moomin Characters

Jesse Ketonen

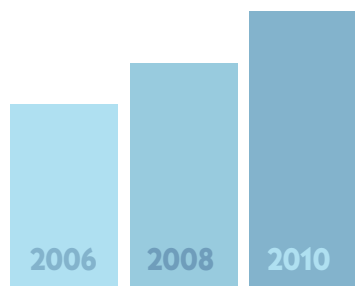
Chairman & Co-Founder  
Nordic Friend

The image features the brand name "MOOMIN" in a large, bold, white sans-serif font. The letters are closely spaced, and a small registered trademark symbol (®) is located at the top right of the final letter 'N'. The text is centered horizontally against a solid purple background. Faint, stylized outlines of kiwi fruit are visible in the background, creating a textured, organic feel.

**MOOMIN<sup>®</sup>**



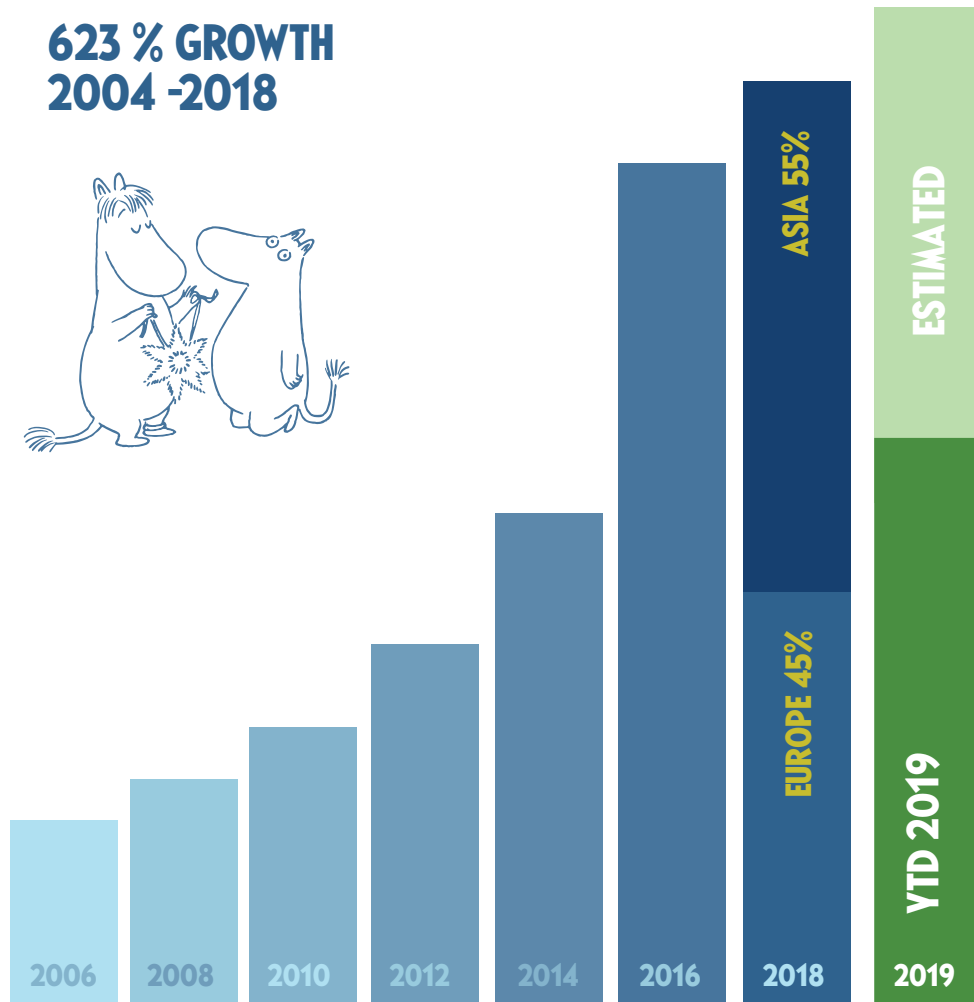
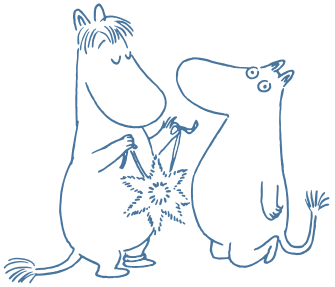
# FROM GENERICALLY LED CHARACTER BRAND LICENSING



# SALES WORLDWIDE

ANNUAL RETAIL VALUE 2018  
780 000 000 EURO

623 % GROWTH  
2004 -2018



# TO INTERNATIONAL VALUE-DRIVEN BRAND



**A STEP BACK...**

**TO 2009.**

# SAVING THE MOOMINS

VALUES, COLLABORATION, CONTENT AND CREATIVITY

The background is a solid purple color with a pattern of stylized, overlapping leaf or petal shapes in a slightly darker shade of purple. The shapes are organic and layered, creating a sense of depth.

**BACK TO THE ROOTS**











**A HERITAGE BRAND**



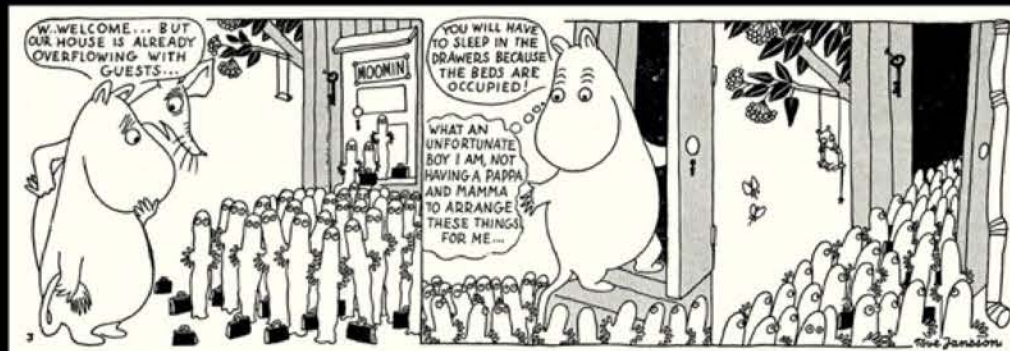
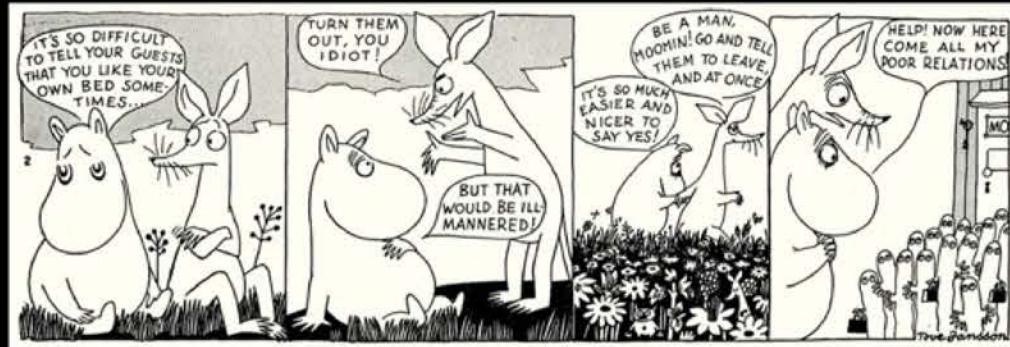
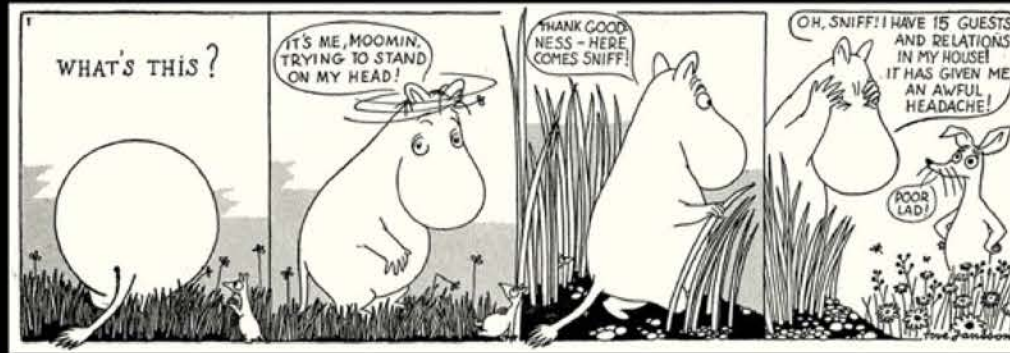


TOVE JANSSON

SMÅTROLLEN  
OCH DEN  
STORA ÖVERSVÄMNINGEN













# THE SECOND GENERATION





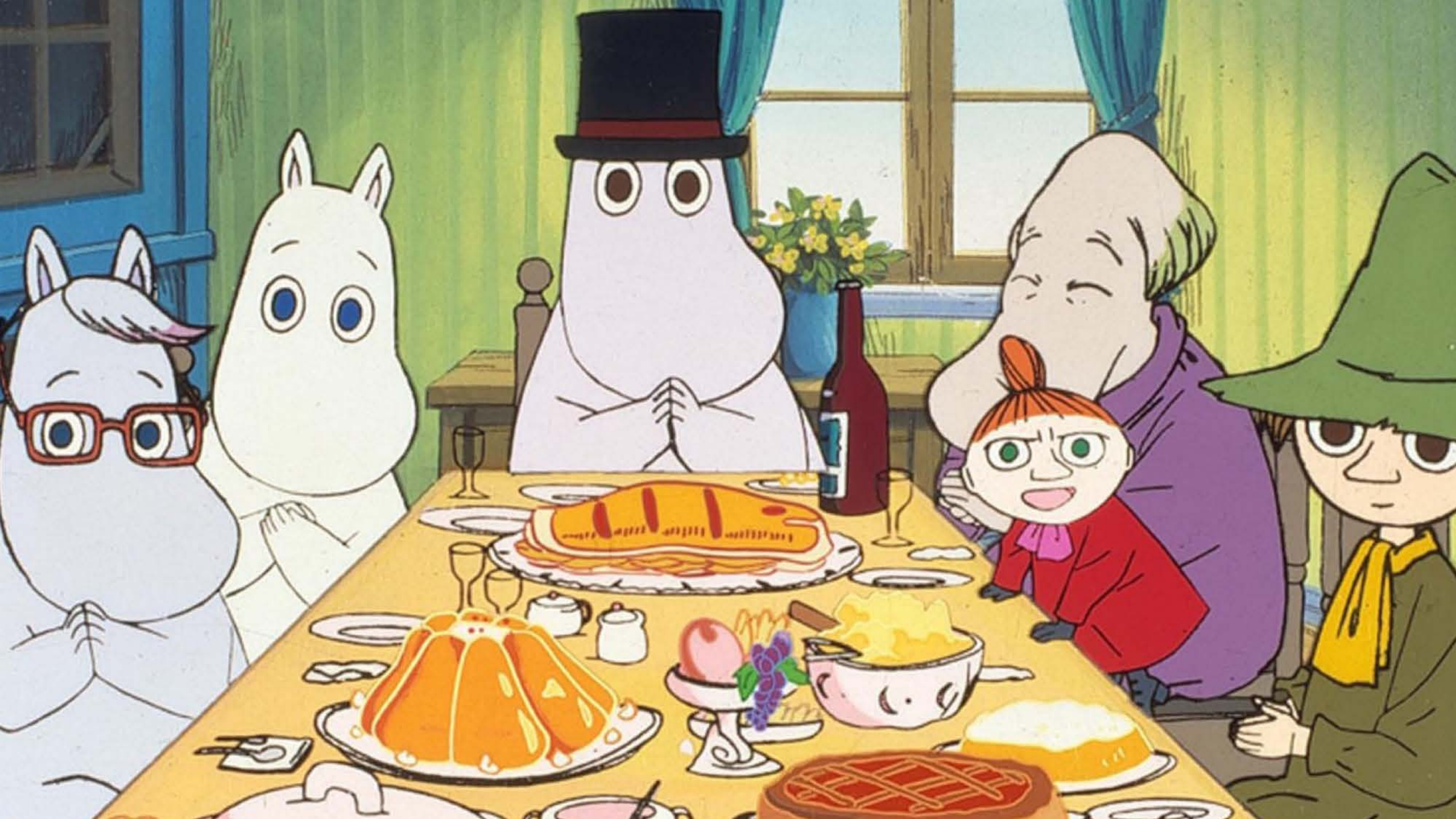




# NEW CHALLENGES

FROM LICENSING PROPERTY TO BODY OF ART











# DEFINING THE BRAND

NEW PARTNERS AND BETTER QUALITY

**FRIENDSHIP, LOVE, KINDNESS,  
RESPECT FOR NATURE,  
ADVENTURE, COURAGE,  
TOLERANCE, EQUALITY,  
FREEDOM AND INDIVIDUALITY**



KOBRA

BO  
ND













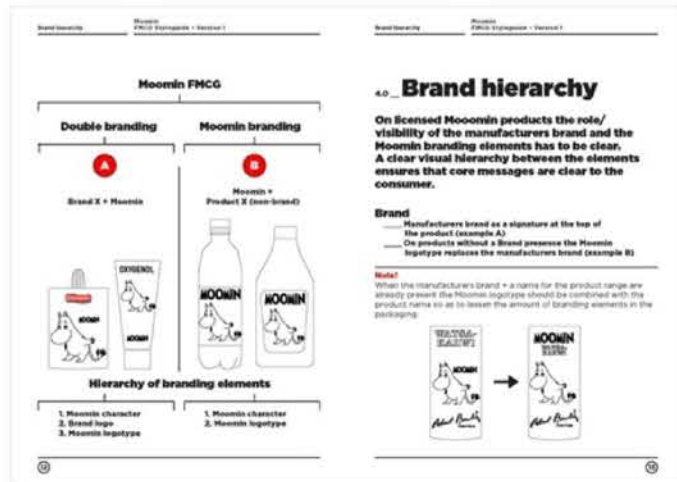




# MOOMIN

# MOOMIN SHOP

MOOMIN - Medium



ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !?#€





# **BUILDING THE FANBASE**





1 November 2017

## Tove Jansson's poster for Amnesty International

Throughout her career Tove Jansson allowed Moomins to be used by different organizations that aligned with her values. One of these organizations was Amnesty International that even today reflects Tove Jansson's values and her belief in equal rights. These projects not only show who Tove Jansson was as an artist ...



Tove Jansson (1914-2001) was a Finnish-Swedish writer and artist, who achieved worldwide fame as the creator of the stories about the Moomins, written and illustrated between 1945 and 1977. The Moomin family and their friends live an adventurous life in the idyllic and peaceful Moominvalley in harmony with nature. They are

[Quotes](#)

20.9.2018

New Moomin products are inspired by the Moominous attitude towards life and love for Nordic nature



18.9.2018

Self-portrait by Tove Jansson's mother reflects the time that made Tove assess the role of women



13.9.2018

Decorate your home with love, warmth and soul - New Moomin figurines made of a modern material



# MOOMINS IN SOCIAL MEDIA

**INSTAGRAM**

**205,000 FOLLOWERS**

**FACEBOOK**

**324,400 FOLLOWERS**

**TWITTER**

**59,100 FOLLOWERS**

# SAVING THE MOOMINS

VALUES, COLLABORATION, CONTENT AND CREATIVITY



The background features a solid blue field overlaid with several large, overlapping, organic shapes in a vibrant purple color. These shapes have soft, irregular edges, resembling stylized leaves or abstract blobs. The text is centered horizontally and vertically within the frame.

**WHAT CAME OF IT?**



**artek**





UNI  
QLO







Moominmuseum, Tampere, Finland





Lumene cosmetics, Finland

© MOOMIN CHARACTERS TM



© MOOMIN CHARACTERS TM





Pop-up shops and events















Strathberry, exclusive Moomin capsule collection, Edinburgh







Makia, collection, 2018











**#OURSEA**



# #OURSEA



#MEIDÄN MERI  
#VÄRTHAV  
#OURSEA  
#HALLIEMOPE  
#MEIEMERI  
#NASZEMORZE  
#MÜSÜJÜRA  
#UNSER MEER



#OURSEA

We only have one sea  
and that sea is in danger,  
but if we combine our  
efforts we can save it.



#OURSEA

We donated because we want  
future generations to be able to enjoy  
what the Baltic Sea can offer.  
This concerns all of us.



#OURSEA

We donated  
because saving the  
Baltic Sea is now our  
responsibility.



# **NEW STRATEGY NEW ORGANISATION**

MOOMIN SHOP, MOOMIN.COM, FÖRLAGET,  
RIGHTS & BRANDS AND BULLS LICENSING



# ORGANISATIONAL STRUCTURE

**MOOMIN CHARACTERS LTD**



**BULLS LICENSING**



**MOOMIN.COM**



**MOOMIN SHOP**



**FÖRLAGET**



**RIGHTS & BRANDS**



INT. WEBSHOPS

INT. WEBSHOPS

INTERNATIONAL SUB AGENTS

INTERNATIONAL SUB AGENTS

**MOOMIN.CO.CN**



**MOOMIN.CO.KR**



**MOOMIN.CO.JP**



**RIGHTS & BRANDS JAPAN**



**HONG KONG / CHINA / ASIA**



**KOREA**



**UK**



**ISRAEL**



**SPAIN**

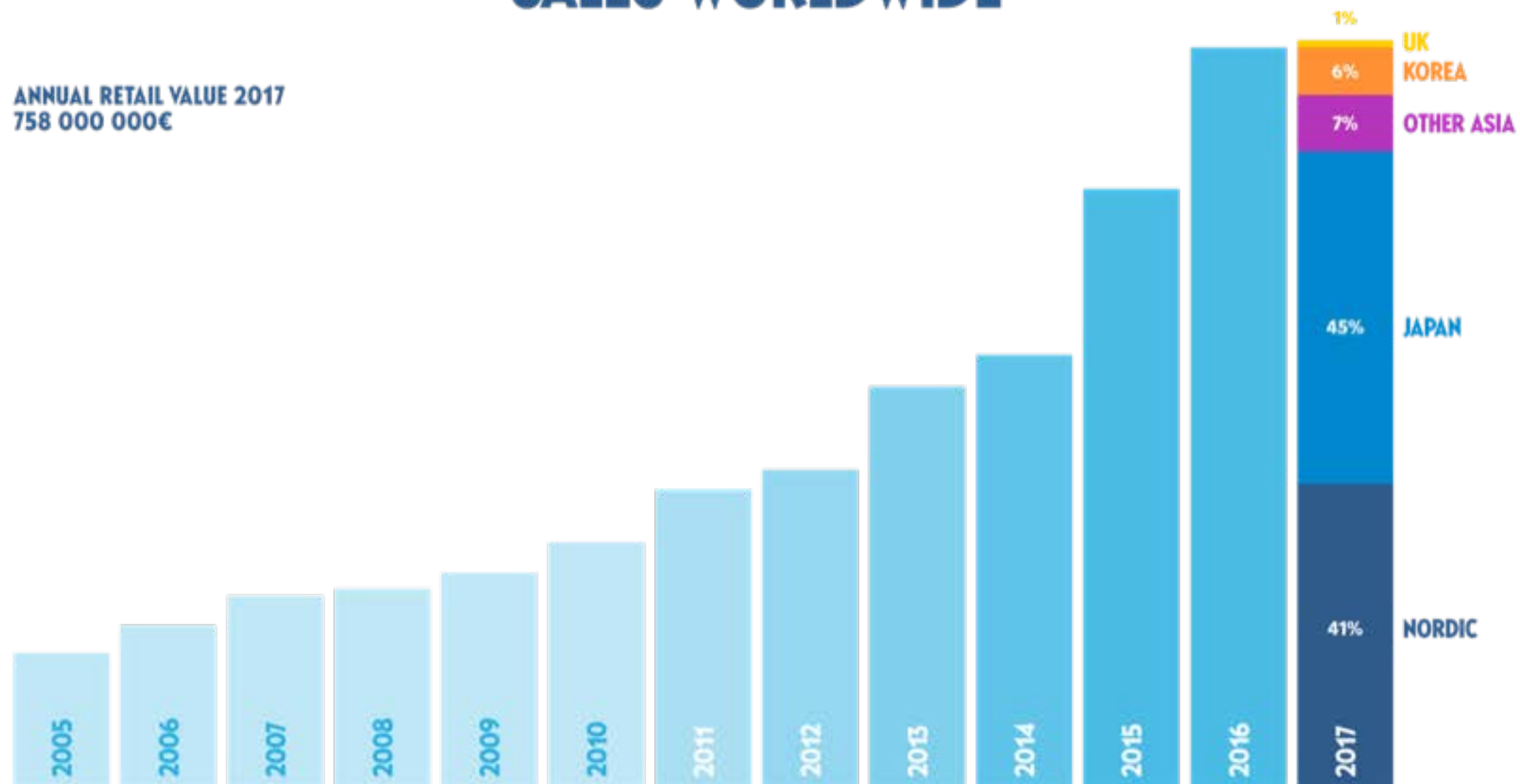


**RUSSIA**



# SALES WORLDWIDE

ANNUAL RETAIL VALUE 2017  
758 000 000€







**THANK YOU**