HOW MOOMIN BRAND WENT THROUGH A VALUE-DRIVEN STRATEGY CHANGE

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Moomin Characters

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Chairman & Co-Founder
Nordic Friend
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

EUROPE 45%
ASIA 55%

ESTIMATED
VTD 2019

A STEP BACK...

TO 2009.
SAVING THE MOOMINS

VALUES, COLLABORATION, CONTENT AND CREATIVITY
BACK TO THE ROOTS
A HERITAGE BRAND
Småtrollen och den stora översvämningen
WHAT'S THIS?

IT'S BE MOOINH
TRYING TO STAND ON MY HEAD!

OH, SNIFFL! I HAVE 15 GUESTS AND RELATINGS IN MY HOUSE! IT HAS GROWN ME AN AWFUL HEADACHE!

IT'S SO DIFFICULT TO TELL YOUR GUESTS THAT YOU LIKE YOUR OWN BED SOME TIMES.

TURN THEM OUT! YOU IDIOT!

BUT THAT WOULD BE IN MANNERED!

IT'S SO MUSH LARGER AND BUSIER TO LEAVE AND AT ONCE.

BE A MAN.

HELP! NOW HERE COME ALL MY YOUR RELATIONSHIP.

WE WELCOME... BUT OUR ROOMS ARE ALREADY OVERFOWNING WITH THE RED ARE OCCUPIED!

YOU WILL HAVE TO SLEEP IN THE 10 ROOMS BECAUSE THE BED ARE OCCUPIED!

WHAT AN INFORMATIVE BUT I AM NOT HAVING A PASTA AND PIZZA TO ARRANGE THESE THINGS FOR ME.
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
MOOMIN

MOOMIN SHOP

MOOMIN - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
1234567890 !?#€
MOOMIN SHOP

MOOMIN FANCLUB!

Join Moomin's Fan Club and get 10% off!

Characters

Nyt täytyy välittää lain kouraa.
BUILDING THE FANBASE
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 …
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
WHAT CAME OF IT?
Moominmuseum, Tampere, Finland
#OURSEA
#OURSEA

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

1990000€

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.

#OURSEA
NEW STRATEGY
NEW ORGANISATION

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

ANNUAL RETAIL VALUE 2017
758 000 000€