

Chapter 9 Part 2

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and Co-branding

Licensing and Co-branding

- Where a non-profit (Susan G. Komen Breast Cancer Foundation) and private company (Yoplait) enter a partnership in order to promote both their goals and objectives.
- Yoplait sells an assortment of yogurt products and probably wants to make money in this venture
- The Susan G. Komen Breast Cancer Foundation is fighting to eradicate breast cancer as a life-threatening disease by funding research grants and supporting education, screening and treatment projects in communities around the world. (www.komen.org) The foundation needs money, people and expertise.

The Yoplait and Susan G. Komen Breast Cancer Foundation Arrangement

- Yoplait will donate to the foundation a minimum of \$500,000 and a maximum of \$1,500,000 based on the amount of yogurts lids that consumers send to Yoplait.
- Yoplait supports the Race for the Cure
- Yoplait advertises a general support for women's wellness with a focus on breast cancer over the last 6 years.