



Elves[®] Behavin' Badly



The
ORIGINAL
★ **ELF** ★
with **BIG**
EARS



**BRAND INSIGHT & MARKETING
SUPPORT BROCHURE**

Our Brand.....



The Christmas Elf phenomenon drifted over to the UK from the USA and has now become something of a festive tradition.

It all started off with Santa keeping an eye on whether children were naughty or nice by sending his elves to the homes of families in the lead up to Christmas, to watch over them and report back.

From 1st December, the elves leave the North Pole and visit the homes of families, where they stay during Advent until 24th December. They keep an eye on what is going on from various vantage points around the house, and move around every night, to be found the next morning by delighted children, and other members of the family, in different poses and positions. Social media is flooded with images of mischievous elves making the Christmas holiday joyous for children and adults alike.

PMS International Group PLC has launched its own range of naughty elves under the brand name "Elves Behavin' Badly". Not only does our range include Elfie, Elvie and the Elf triplets but also a whole range of elf accessories to help the elves go about their mischief making and to inspire even more creative elf scenes.

Our UK Brand is one of the fastest growing Christmas countdown phenomena and demand for our range in 2017 exceeded all expectations.

No Elves Behavin' Badly countdown would be complete without the original big eared elves and friends. Consumers have been able to buy a selection of sizes, poseable and bendable or just velcro hands. Add on our fantastic elf accessories to help the displays become even more creative.

Our 2018 range will still include Elfie, Elvie & many of the popular 2017 products but there are many new & fantastic additions to the range which will launch at our 2018 trade fairs. Look out for Elfie & Elvies' exclusive range of Elf clothing!



How does Elves Behavin' Badly work?

Our Elves Behavin' Badly can be used in many ways:-

Countdown

A simple way to highlight how many sleeps there are until Christmas.

14
Days
To Go!



Festive Fun

Our Elves can be dressed up in their Christmas Jumpers and other accessories.



Hide and Seek

Hide the Elves in the most unexpected place - the fridge, bathroom, sink, shoes- the possibilities are endless.



Scenic Competitions

Create the ultimate elf scene and post on social media to impress your friends and colleagues and of course your children who will be expecting to wake up to a newly created scene each morning.

We're Watching You

Why not buy an Elf Surveillance Dummy Camera or a Scratch off Advent Calendar to record how naughty or good your children have been.





Intellectual Property Protection For Our Elves Behavin' Badly Brand

Our brand is protected by a range of national and international trade marks and registered designs

Our Registered Trade Marks are set out below:



We also have a series of European Registered Designs to protect the external appearance of our dolls.

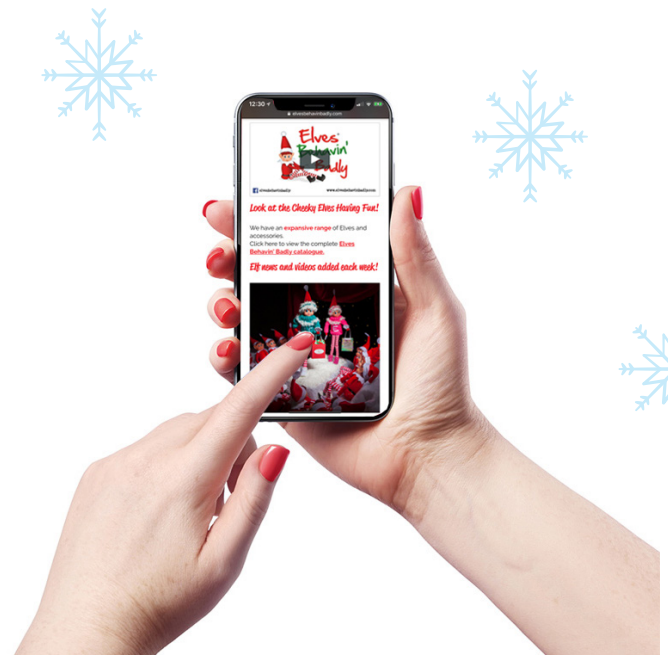
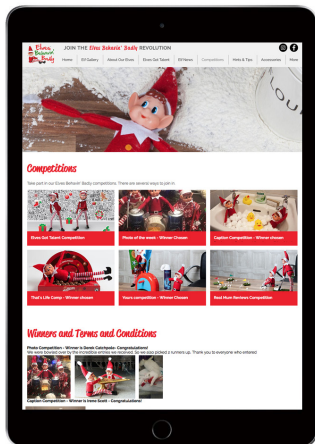


Online & Social Media

Elves Behavin' Badly has developed its own Website, Facebook and Instagram pages, solely dedicated to promoting its brand, sharing news about the journey of its elves and interacting with consumers and followers.



Our Website is divided into Elf News, Picture Galleries, Competition Pages and Hints and Tips.

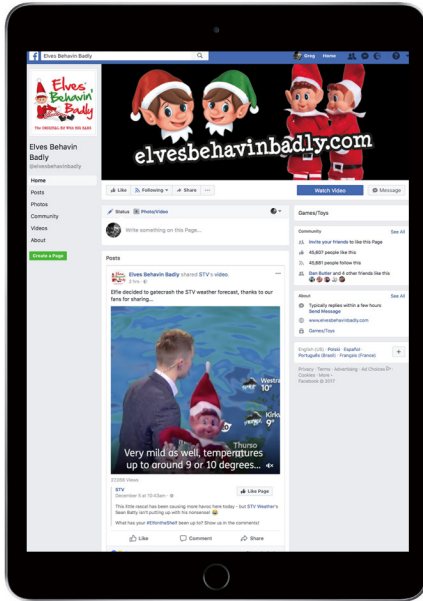




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[Facebook.com/elvesbehavinbadly](https://www.facebook.com/elvesbehavinbadly)

Our Social Media Team are busy with weekly, if not daily posts sharing images, details of competitions and countdown posts

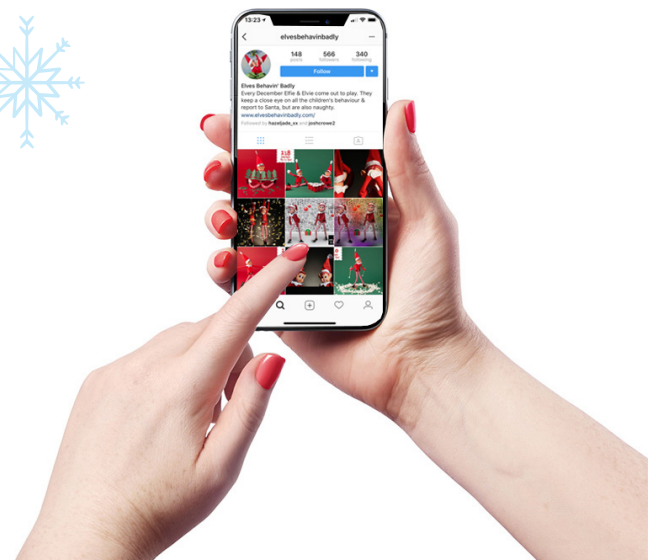
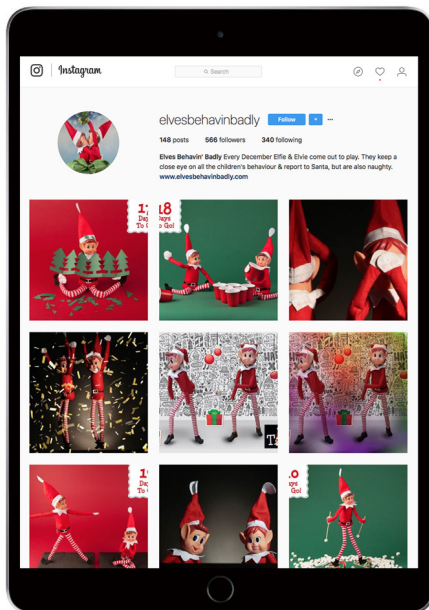


Our Facebook Page only went live in August 2017 & already has over 50,000 followers.



[Instagram.com/elvesbehavinbadly](https://www.instagram.com/elvesbehavinbadly)

This is also exclusively dedicated to our Elves Behavin' Badly.





Elves Behavin' Badly®

Characterisation

Our brand is very important to us. Not only do we want to see our coverage expand into 2018 but it is also equally important to us to develop the characters behind the brand- meet Elfie, Elvie, the Elf Triplets and Rudie the Reindeer.

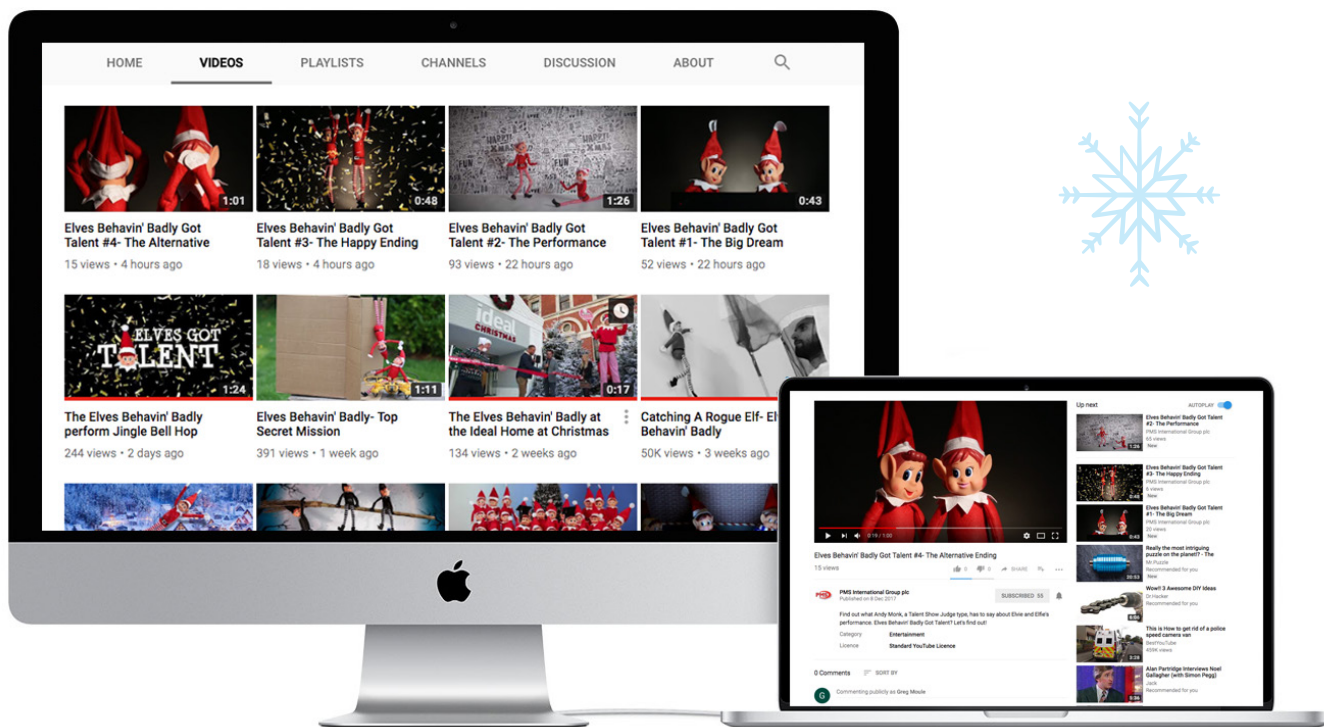
ELFIE



ELVIE



We are committed to developing the characters and story behind Elves Behavin' Badly through a series of bespoke videos available on our Facebook, Website pages and our YouTube channel.





Elves Behavin' Badly®



Watch the journey of the Elves through ELFTORIA - The Official Elf Training Academy in the North Pole - see how Elfie and Elvie get on in their training camp and proceed to graduation.



Having graduated from Elftoria, our videos focus on the mischief that the elves get up to overnight but also during the day when left alone at home. Who would have thought that elves could use a laptop and a drone to create so much mischief!





On a more light hearted note, we see Elfie and Elvie dreaming of Elf super stardom and entering auditions for Elves Got Talent before a look-a-like talent judge.





Promotional Events

Ideal Home Show at Christmas, Olympia, London.

Elves Behavin' Badly were proud to sponsor the Christmas Bandstand at the Ideal Home Show at Christmas, between 22nd and 26th November 2017 - www.idealhomeshowchristmas.co.uk



As well as being an Official Sponsor of the Show, Elves Behavin' Badly had its own Exhibition Stand to promote brand awareness and showcase its wide range of elves and accessories.

Complete with reindeer, a life size sleigh, big enough for Santa, and video clips of our elves behaving badly, our Stand received many visitors from members of the public during the five day show.





Elves Behavin' Badly®

None of our Exhibitions would be complete without giant size stilt walking Elfie and Elvie who have become our brand mascots



Elves Behavin' Badly even managed to receive a visit from show celebrities: Laurence Llewelyn-Bowen and Olly Smith



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Promotional Events

Blogon Xmas - September 2017

Elves Behavin' Badly were keen to attend the Blogon Xmas 2017 Conference, held at Hotel Football, Manchester to raise brand awareness and connect with bloggers, sponsors and potential brand ambassadors.



Brand Ambassadors

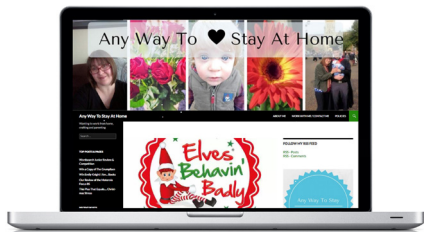


We have recruited a team of hand picked brand ambassadors with their own websites and following of consumers. Our Ambassadors are there to review our brand, range of goods and review on line.

We are delighted to have received so many interesting and favourable reviews from our Ambassadors



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Our elf package, including a baby elf, sleigh, poseable elf, drawing board and more

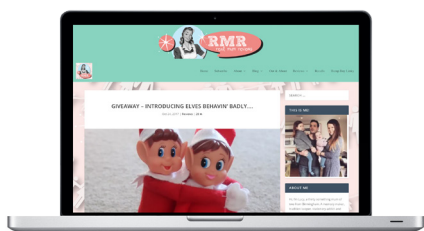
“We have several elves in the house. A gaggle of them if you will. So third year in why I am looking forward to working with Elves Behavin' Badly so much?”

“For starters you can get poseable elves. They have wire in their arms and legs allowing you to get them to hold onto things and stand up, which will save me elaborate plans with elastic bands and props. Then there are all the accessories you can get, affordable accessories! Mostly though I'm loving the website and the wealth of ideas it gives you. As I can tell you, with this being my third year and my son being far more aware, I'm starting to run a bit dry.”

“When Elves Behavin' Badly got in touch and asked if we would like the opportunity to work with them, of course, I said yes. Emily is now at that age where Christmas is so magical and she can't wait for Santa. Christmas is always a magical time for Children, but it's even more magical when they are this young, We have become brand ambassadors for Elves Behavin' Badly.”



“So what exactly does that mean? Well, it means we will be taking part in the elf fun. From December 1st to 25th, our elves will be creating havoc, playing with things that they shouldn't be, causing mischief and leaving things for Emily to find and do. We can't wait to get in on the fun and see what our cheeky elves will be up to.”



“Not only are Elves Behavin' Badly perfect for children at home, but perfect for a bit of fun amongst colleagues too - why not take it in turns to be responsible for the office elf? See who can come up with the cheekiest or most entertaining scene with a prize for the winner?”

“We will soon be sharing our 24 day guide to Elves Behavin' Badly, with inspiration for every single day of advent, but in the meantime here are a few suggestions: *Sliding down the bannister in their Elf Sleigh*”

Interactive Consumer Competitions

Our PR and Marketing Campaign has also been directed towards the consumers who have been buying our Elves Behavin' Badly range from our retail partners.

With that on our social media, we have run several popular consumer competitions including;

Caption Competition

Caption Competition - Winner is Irene Scott - Congratulations!



The Ducks Have Gone Quackers Get The S Elfie Stick!

Best Elf Scene Competition

Photo Competition - Winner is Derek Catchpole- Congratulations!

We were bowled over by the incredible entries we received.



Elves Got Talent Competition



Our followers have watched Elfie and Elvie dream of stardom and how their journey has progressed through to the audition stage of Elves Got Talent - follow what happened on our Facebook page.

We have then opened up auditions to members of the public, inviting them to submit video footage of their talented elves.

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Marketing and Advertising

We have invested a lot of time and resource into advertising our brand and endeavouring to obtain nationwide coverage in popular press and trade magazines.

Below is just a very small selection of the coverage which we have received:-

MailOnline



Santa 'spy cam' to make your children behave! Fake 'elf surveillance' camera goes on sale aimed at keeping kids in check before Christmas

- Elf Surveillance Dummy Security Camera mimics CCTV camera on buildings
- The £5 toy has a flashing red light to warn naughty children elves are watching
- Pressure group Big Brother Watch has accused the makers of being Orwellian

By JONATHAN BUCKS FOR THE MAIL ON SUNDAY and MARTIN BECKFORD FOR THE MAIL ON SUNDAY
 PUBLISHED: 00:02, 26 November 2017 | UPDATED: 17:03, 26 November 2017

Share 343 shares 172 views

Or at least that's the notion behind the Elf Surveillance Dummy Security Camera, a fake but all-too-convincing gadget that mimics the type of devices found on public transport and in buildings.

The £5 toy, which is marketed as the smart way to keep kids in check, even has a flashing red light to warn misbehaving children that elves are watching their every move.

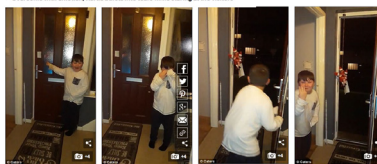


MailOnline



goes ear-piercingly wrong when little boy starts screaming and CRYING when he spots 'visitors' at the door

- Susanna Rooney asked her children if there was someone knocking at the door
- Kurts, seven, is shocked when he sees a toy elf peering through the glass
- Choccyone with emotion, Kurts bursts into tears while staring at the visitors



Curious and shocked, Kurts looks into the peep hole at the visitors before finally opening the door and shouting: 'There's no one there, there's no one there'.

His face turned of stone at all after the video took them in and he was laughing and holding tears.

It thought he would have opened the door and said his brother and sister to come and see.



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Elves Got Talent

Latest tongue in cheek marketing campaign for PMS' Elves Behavin' Badly

PMS International has launched the latest phase of its Elves Behavin' Badly marketing campaign, Elves Got Talent.

After sales partners reported impressive sales of the Elves and accessories, the PMS team created the lighthearted Elves Got Talent competition. Over the next week consumers can follow the roller coaster adventure of Elfe and Elvie, the Elves Behavin' Badly, as they dream of winning Elves Got Talent. This interactive campaign will then open up to the public from Tuesday 12 December, inviting families with their new Elves to enter videos of their Elves Behavin' Badly scenes and take part in the Elves Got Talent Competition.

christmasworld 26. - 30.1.2018

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Elves Behavin' Badly hit the road!

Fully branded fleet of lorries hits the roads to bring Elves Behavin' Badly to families and retailers across the nation

The PMS International team has succeeded in new fleet of branded commercial vehicles to mark the start of the 2017 Elves Behavin' Badly campaign.

The cheeky Elves will be on full view as PMS drivers travel across Britain in the coming months to ensure retailers can keep up with the growing demand for this pre-Christmas Countdown phenomenon. The eye-catching designs showcase the fantastic Elves Behavin' Badly range including the original Elfe, the female elf companion Elvie, the mischievous elf elflings and even Rudie the Reindeer - all of which are instantly recognisable by their big ears.

PMS' vehicles are going to be hard to miss thanks to the eye-catching new designs featured on the side and back of the lorries. There will be 32 different commercial vehicles, including 4x 18, 12 and 7.5 tonne lorries on the road delivering these cheeky characters to stores across the UK.



Elves Behavin' Badly®

And Finally.....



We really do believe that our elves have got and do attract talent!



"Ollie Smith discusses the escapades of Elfie and Elvie"

"Laurence Llewelyn Bowen drops into our Sleigh at the Ideal Home Show, at Christmas"



Elfie is more interested in Candy Canes rather than healthy eating"



"Elfie appears to be hijacking Sean Batty's weather forecast on Scottish Television"



Popping my Corn!



Come on let's play!



Let's have a snowball fight!



I'm a snow angel!



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