little big things.

Manila, October 2019
agenda

- introduction little big things
- service: public relations
- service: consulting
- service: networking
- service: industrial design
- service: product management
- service: project management
- service: specialized journalists
- juror TOY Award
little big things

service agency specialized in kids consumer products

founded in April 2010

two offices: Munich & Hamburg
little big things, CEOs

Jörg Meister (CEO) - Hamburg:
• industrial designer
• working for 14 years in the kids industry
• Head of Design

Eva Stemmer (CEO) - Munich:
• economist
• working for 15 years in the kids industry
• product management, PR & Consulting
public relations

• PR strategy

• corporate PR (B2B)

• product PR (B2B, B2C & Influencer)

• increase brand awareness in Germany, Austria & Switzerland

• support of sales

• create brand cooperations
public relations. B2B

reisenthel®

kids

4moms®

universal brand development

WDR® media group

reisenthel, new product range
public relations. B2C

Najell, Instagram Story
consulting

- public lectures (Germany / HKG)
- Workshops
- trend consulting
- license consulting
- innovation consulting
- sustainability consulting
- range consulting
networking

- licensor - licensee
- OEM
- brand cooperations
- brands - suppliers
industrial design

- concept
- product design
- license product design
- packaging & POS
- graphics (product, print, web)
product management

moses.

- pricing

nyani

- product text & IMs

KETTLER

TESSLOFF

Spielen Lernen Wissen
• interface between design, sales & marketing

• handling testing

• sourcing

• product photography
specialized journalists

- trend reports
- interviews
- innovation reports
- trade show reports
- video content
- company insights
- industry insights
Jörg Meister
little big things GmbH, Geschäftsführer


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