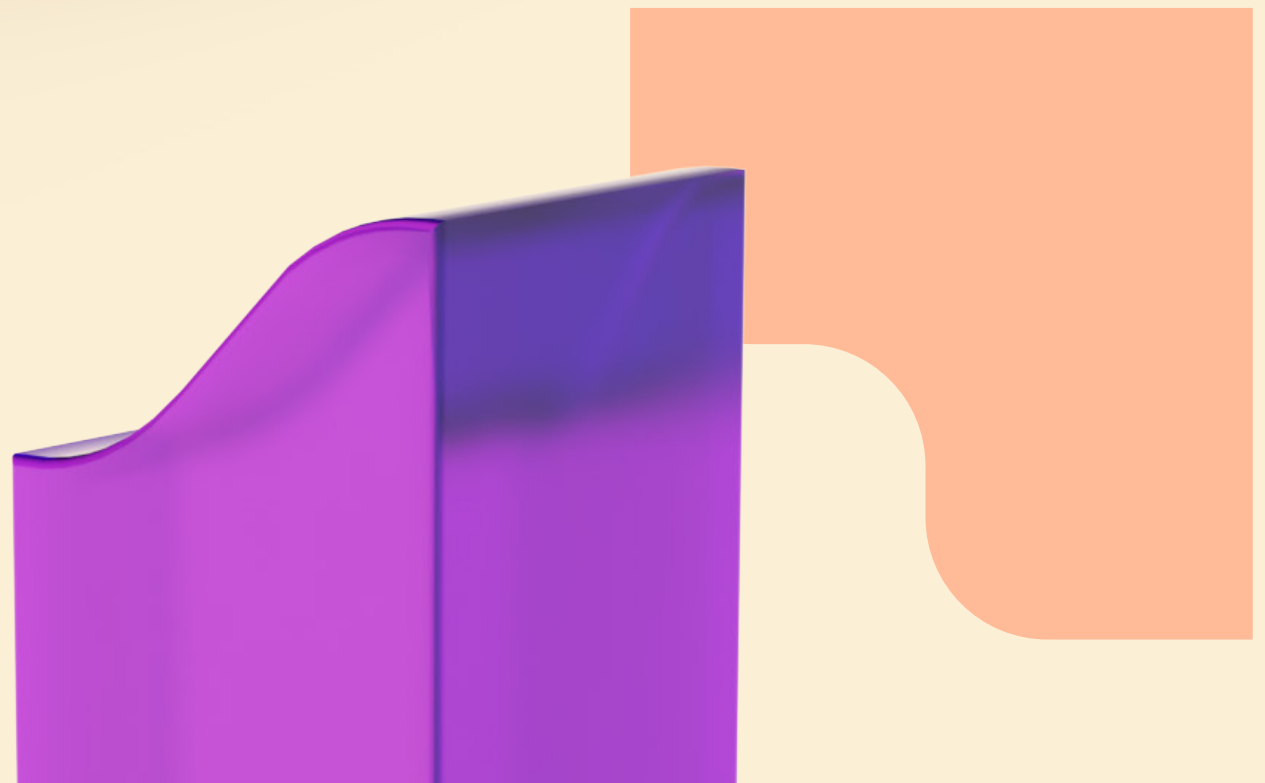


CUSTOMER STORY

GRAJ + GUSTAVSEN

flowhaven



How Graj + Gustavsen is using Flowhaven to fix the “broken brand licensing model”

Eight years ago, G+G realized that they needed to work brand licensing into their business model. The agency that transformed Harley Davidson, SoClean, and Talbots knew they needed more. To solve the problem, they hired Scott, who boasted over 30 years of experience in senior licensing management as well as a stellar track record navigating the Dotcom bubble, e-commerce, digital marketplaces, and more.

“At the time, licensing was thought of as a dirty word,” adds Scott. “For decades the company was taking on major brands and leaving licensing on the table. I came on board to change that... Whether it’s Harley Davidson or Levi’s, we’re now helping brands grow long-term and earn residual income.”

In his role, Scott was tasked with building the company’s brand licensing arm from scratch, including implementing foundational tools and systems. Being a large corporation, G+G’s brand licensing goals and objectives need to be communicated and engaged at all levels of the company, from the CEO to the finance team.

“The brand licensing model is broken,” says Scott Todd, Senior Vice President, Licensing and Partnerships, Graj + Gustavsen, a New York-based brand consultancy delivering end-to-end advisory to marquee companies. “It’s only through technology that the industry can begin to fix those breaks.”

GRAJ + GUSTAVEN: AT A GLANCE

Location: New York City

Founded: 1989

Employees: 27

Clients: Harley Davidson, Food Network, HGTV, Kraft Heinz, Kimberly-Clark, Levi’s, Sherwin Williams, The North Face, and more

What they do: A strategic and creative brand consultancy that delivers vision-to-venture products for brand and business growth in the areas of strategy, design, brand extension, and consumer experience.

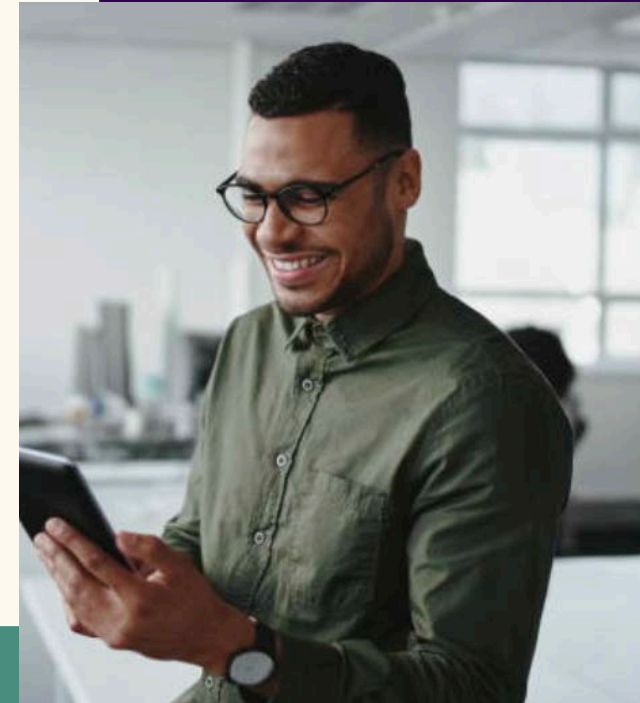
How Flowhaven landed in their toolbox

Moving information seamlessly is no small feat when teams are working remotely. In order to achieve the growth results they were looking for, G+G needed to unite all their team members around the same priorities. Based on his experiences, Scott knew that the only way forward was through technology. When Scott's team went fully remote in 2020, he recognized the need for a communication and organization tool that gave all stakeholders visibility into their brand licensing deals. With a team of two doing the work of many, it had to be user-friendly and accessible regardless of location, digital aptitude, or seniority. He had worked with Flowhaven as an external partner for Capezio, who had used the program to broker deals with partners including Global Brands Group and Marc Jacobs.

"I've worked for big companies with as many as 200 licensees around the world," says Scott. "I've experienced antiquated systems, teams trying to create their own software, and of course, [the stress of] working strictly with paper. Flowhaven gives me an opportunity to see what's going on and then manage it from the inside."

Scott has already seen Flowhaven become a bright spot at the company as members start to explore its capabilities for cross-departmental initiatives like royalty reporting, design approvals, and asset management.

The system has become a powerful source of information and control for individuals at all levels of the organization. Scott sees Flowhaven as a new standard within the licensing department's culture. G+G employees and external partners regularly use Flowhaven in various ways.



In fact, G+G is in the process of revamping three sectors of its licensing business around the central tool:

1. Accountability and ownership of licensing projects.
2. Heightened authority when approaching new business
3. Communication with external partners is becoming simpler and easier to manage.

Scott has already seen Flowhaven become a bright spot at the company as members start to explore its capabilities for cross-departmental initiatives like royalty reporting, design approvals, and asset management.

The system has become a powerful source of information and control for individuals at all levels of the organization. Scott sees Flowhaven as a new standard within the licensing department's culture. G+G employees and external partners regularly use Flowhaven in various ways.

"It's really important that licensed products get to market in a certain timeframe," says Scott. "Today's consumer is more fickle, people want to go in and pick it up and get it right there. It's all about speed to market. Technology will speed that up."

Eliminating the need for more overhead

Scott's current licensing team is small but mighty. As they signed more major deals, the team started to feel like they needed a dozen more hands to do the work. Since adapting Flowhaven, they've come to view the product as a super assistant. It does the work of many, quickly and efficiently.

"I'm a quick learner and sometimes a guy like me likes to be in control too much. It feels good to let go and let a system[I fully trust] do the work for me," adds Scott. "If you can streamline resources where we don't need 15 people in the backroom doing admin, we can focus on putting our best people in the front doing something more valuable to the organization."



Salesforce as a selling point

Even though G+G's licensing department has been around for nearly a decade, Scott still finds himself looking for new ways to assure clients that their investments are worthwhile. Flowhaven's relationship with Salesforce has been key to that initiative. Salesforce is one of the most recognizable business solutions on the market and is trusted by the largest corporations in the world (Adidas, Spotify, Toyota, etc.). Both the reputation and quality of the product let customers know their sensitive information will be safe and that their profits will grow.

"[Flowhaven is] attached to Salesforce and a lot of the smaller licensees don't understand that," he adds. "I use it as a selling point. Once they get acclimated with the system they'll say, 'Wow, we should do this for everyone, not just for internal checks and balances.' Licensing is interconnected, and the system's processes help you understand your ecosystem better."

Flowhaven's Salesforce integration will allow them to manage actions beyond brand licensing including client feedback, important dates (such as corporate anniversaries), and sales cycles—all with their contacts easily accessible.

Today, everyone on the small G+G licensing team is gearing up to use Flowhaven to manage some aspect of their daily work. The tool is empowering the entire licensing team to collaborate much faster and more easily than ever.

And let's be honest—what this *really* means is smoother workflows and better sales for clients. We think it's a win.



Licensing, let's go.

Learn more about creating
perfect partnerships at
flowhaven.com.

flowhaven

