

HISTORIC SIGNING

On Tuesday 18 October 2004, the Royal Air Force Club in Piccadilly, London, was the venue for a historic signing between the Royal Air Force, the RAF Museum, Jervis Entertainment Media and 4Kids International. The event was attended by Secretary of State for Defence, Geoff Hoon, Chief of Air Staff, Air Chief Marshal Sir Jock Stirrup, Chairman of the trustees of the Royal Air Force Museum, Air Chief Marshal Sir Richard Johns, the Director General of the RAF Museum, Dr Michael Fopp and Managing Director of 4Kids International, Simon Philips. This was the culmination of an initiative started four years ago between Jervis Entertainment Media and Air Vice Marshall David Walker, who was also present. Getting all these people in one room was not an easy task.

Proceed with caution!

There is no doubt that if the Royal Air Force does not protect its own brand, someone else will exploit it. It is not just a matter of income – it is many other things. Speaking with the Director of Recruitment for the RAF and Director of Defence Publicity (who promote the image and core values of the RAF through advertising and corporate communications), you soon realise that they are keen to ensure that this initiative proceeds with caution. However, they also strongly support the need to do it. The fact is the RAF is an essential part of our heritage and a dynamic and vital national resource. It is recognised throughout the world and needs constant promotion to new and successive generations, that have increasingly more career choices and decreasing contact with the armed forces.

So, what will be the first things to roll out?

Well, this magazine you are holding is one of them! This commercial

marketing programme will primarily seek to inspire and capture the imagination in many different ways. There will be characters developed (both fictitious and historical) that can be used across education and entertainment products such as books, comics, card games, toys, part-works, magazines and computer games. There will also be collectors' gifts and high end product using the technology, aircraft, hardware and trademarks of the RAF, which will all have strong and identifiable packaging marking the high quality of production and authenticity as an official product.

It is often hard for the people doing the job of protecting the country and saving lives to celebrate what they do with the wider public. This is why I engaged 4Kids to act on our behalf as they have a very successful track record in the mass consumer market – in particular children and youth. The reaction at the 4Kids stand from the retailers and manufacturers showcase, at the Brand Licensing Show in Earl's Court, London, was extremely positive. The merchandising and marketing role out of all these products will start next year, so there will be a lot to look forward to!




Terry Jervis
 Merchandising Agent for the Secretary of State for Defence
 Royal Air Force
 Royal Air Force Museum



RAF Magazine's corporate partners, Jervis Entertainment Media Ltd., offer a final comment...



Above and right: Terry entertains (from left to right) Secretary of State for Defence, Geoff Hoon, Air Chief Marshal Sir Jock Stirrup and Dr Michael Fopp, Director General of the RAF Museum, Hendon. Below: Geoff Hoon makes it all official. Below left: Attendees enjoy the Typhoon cockpit mock-up at the 4Kids stand during the Brand Licensing Show at Earl's Court, London.

