



LICENSING & ANIMATION
MEDIA SERVICES S.L.

Licensing & Animation Media Services S.L.

(LAMS)

A Boutique Brand & IP Consultancy

• Global Vision • Measurable Impact

Remarkable brands deserve more than management.

They deserve to transcend

Why LAMS

A Different Approach to Brand and IP Growth

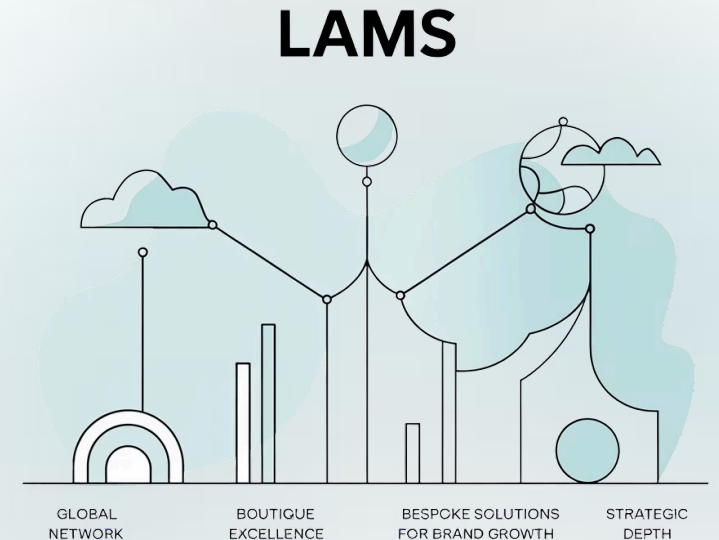
We redefine how brands grow, connect, and expand globally. We are not a traditional licensing or marketing consultancy — we are a **boutique partner** that integrates strategy, creativity, and precision.

Our philosophy centres on **selectivity and depth**. We carefully curate each project, ensuring every brand and property receive dedicated attention and strategies designed for lasting impact. This commitment to quality over quantity allows us to deliver measurable results that resonate across markets and audiences.

Our Vision

"To be the recognised leader in bespoke brand evolution, empowering intellectual properties to achieve their fullest global potential."

We envision a world where every remarkable brand transcends its origins, transforming into a global icon. Through innovative licensing strategies and dynamic animation media, we don't just manage brands; we **cultivate legacies**. Our vision is rooted in a deep understanding of market nuances and a relentless pursuit of creative excellence.



Who We Are

LAMS is a new-generation boutique consultancy. We bridge **brand management, creative development, and global expansion**, cultivating brands into ecosystems. Our agile, personalized approach delivers bespoke solutions that ensure authentic growth and cultural relevance across all markets and media.



The Team. Complementary Expertise, Unified Vision

LAMS unites three complementary experts in media, licensing, and China-Europe networking. With decades of combined experience, we craft strategies blending insight, creativity, and cultural awareness.



Cristina Angelucci

Expert in Media, Communication & IP Development

With over 26 years of experience in the entertainment, publishing, and licensing industries, Cristina possesses an extensive perspective on IP and content development. She is the publisher of *Licensing Magazine* and the *Animation Journal* and organizes key events like the *Bologna Licensing Trade Fair* at the Bologna Children's Book Fair, contributing to its status as a transmedia hub. Cristina offers tailored marketing solutions, leveraging her transmedia approach and strategic networking to boost commercial performance and connect brands across multiple platforms.



Catherine Rijdsijk

Specialist in Licensing, Activation & Brand Development

With 20+ years of experience, Catherine has worked extensively across Europe and LATAM in entertainment, consumer goods, pharmaceutical, and cosmetics sectors, connecting strategy with business growth and market relevance. Her practical experience in licensing and brand activation ensures that creative strategies translate into commercial success.

She brings a sophisticated understanding of how brands expand, adapt, and thrive in diverse market environments.



Sara Wang

Expert in Publishing and Bridging European Content with China

Sara is the Founder and CEO of Sidee Cultural Communication in China. She has been committed to copyright trade and publishing cultural exchanges between Greater China and Italy, and vice versa. Additionally, she has served as a juror for events such as the Chen Bochui Children's Literature Creation Competition and the China Original Power Animation Competition.

Since 2024 she works with Licensing Magazine, representing the publication and its rich media ecosystem in China.

WHAT WE PROVIDE

1. Marketing & Brand Consultancy

Strategy • Marketing • Scouting • Networking / **Turning Strategy into Visibility**

We craft 360° strategies that define **positioning, visibility, and growth pathways**. From brand storytelling to business development — every strategic move is designed to create **measurable value** and **lasting market impact**.



Brand Strategy & Positioning

Defining core identity, value proposition, and market differentiation



Marketing & Communication Planning

Integrated campaigns across channels and touch-points



Scouting & Market Insights

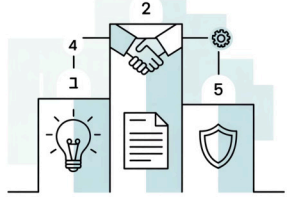
Identifying opportunities, partners, trends, and competitive dynamics

Networking & Industry Relations

Building strategic connections and partnerships

PR & Media Integration

Managing reputation and amplifying brand narrative



2. IP Development Consultancy

From Concept to Market / **Transforming ideas into enduring Properties**

We help brands and intellectual properties **evolve from initial concept to commercial success**, combining creative strategy, content development expertise, licensing know-how, and marketing precision to unlock their full potential.

IP Creation & Development

From concept Ideation to character design and world-building

Creative & Visual Strategy

Brand guidelines, visual identity, and content frameworks

Licensing In / Licensing Out

Partner identification, contract negotiation, and relationship management

Property Positioning

Find the right partner to position your property, from broadcasters to distributors and co-producers

Retail Activation Design & Execution

Product development, merchandising strategy, and point-of-sale excellence

Market Rollout & Growth Management

Launch planning, expansion strategy, and performance Optimization

WHAT WE PROVIDE

3. Bridge Asia ↔ Europe

Connecting Markets / **One vision. Two continents.**
Infinite opportunities

We connect **European and Asian brands and companies** for expansion, visibility, and collaboration.

Market Entry Strategy

Cross-Continental Roadmaps

Brand Representation

Scouting your trusting Partner

Strategic Alliances

Structuring partnerships for mutual success

✔ Delegations & Business Missions

Facilitating meaningful connections and partnerships through carefully orchestrated **market visits and industry events.**



4. Our Media Ecosystem

Integrated Platforms / **Amplifying Reach, Cultivating Impact**

Our rich media ecosystem is the cornerstone of brand transformation, integrating partners and properties across various platforms. We leverage our extensive network and media channels to ensure unparalleled visibility, strategic connections, and sustained growth.



Licensing Magazine

Premier publication connecting brands with industry insights and decision-makers.



Animation Journal

Fostering creativity and business opportunities in animation.



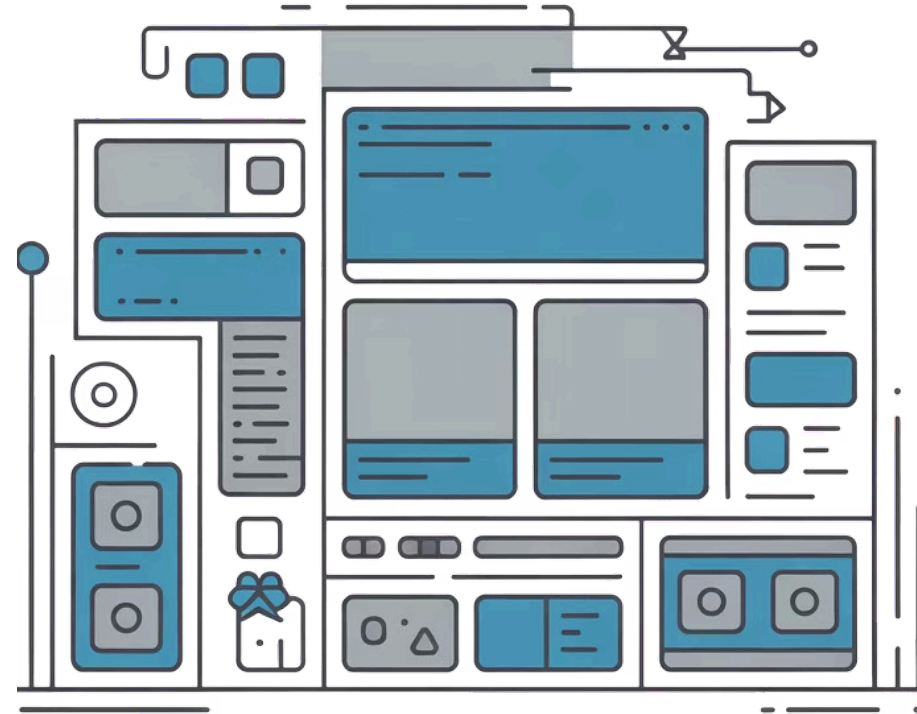
Conferences & Webinars

Strengthening partner knowledge through events and online platforms.



International Delegations

Fostering global collaborations and market entry.



Let's Build Something Remarkable

Get in Touch

Ready to elevate your brand to new heights? Contact us to explore how we can create a tailored strategy for your projects.

To contact us

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- Cristina cristina.angelucci@brands-media.com / cristina@licensinganimation.es
- Sara Wang nnculture@qq.com

Where strategy meets purpose, and brands become timeless

