

BENJAMIN
POLLOCK'S
TOYSHOP

T 020 7379 7866 E info@pollocks-coventgarden.co.uk W pollocks-coventgarden.co.uk

First Floor 44 The Market Covent Garden London WC2E 8RF

Thank you for asking if you can feature a Pollock's product in your work.

During our 100 years' of history our merchandise has been featured in a wonderful rich and diverse range of creative activities.

This includes

- A Pollock's toy theatre version of the 1948 film **Hamlet** starring **Laurence Olivier**
- **Nigel Slater's** latest cookbook **The Christmas Chronicles**
- Our toy theatres as props in TV and Film: **ITV's Victoria**, **Disney's 'Winnie the Pooh'** in 2017
- Our shop in diverse range of media productions - from our carrier bag being used in British film **'Finding your Feet'** starring **Joanna Lumley** to establish 'Christmas Shopping' in London to our theatres used in fashion shoots for magazines such as **'Town and Country'**
- Illustration of a Pollock's Toy Theatre by Emily Sutton for fine art printer **Penfold Press**

So by asking to work with Pollock's, you are in pretty impressive company!

But in return for us trying to help you out to the best of our ability, we do ask you to help us too. Just like you and your endeavour, we are a business too, with costs and staff to pay.

If you would like to use our merchandise, there are three ways of working with us :

1

Evolution of a new product

If you use our product in a film, a production, store window or some other piece of content, we ask for the opportunity to use the content concept (e.g. a backdrop for a Pollock's theatre, characters etc) to create a new product for Pollock's, subject to appropriate rights agreements.

2

Free and unimpeded usage of images featuring our products for promotional purposes

With such great creative talent using our products in a variety of ways - we like to push images/content derived from these exciting projects across social media. We therefore ask you to supply a selection of images/ footage of Pollock's product in use with free and unimpeded rights for us to use it for promotional purposes. You will of course be fully credited (where possible).

3

Unimpeded creation and usage of our own promotional material from your creativity

We love so many people using our products in such intriguing and wonderful ways. We therefore will create our own promotional stories around your usage, using our own imagery, text, etc. You don't need to be involved other than to recognise that you are in agreement with this and acknowledge that this is within our rights. The purpose of this is to encourage greater awareness of Pollock's and whilst we hope it will have the added benefit of promoting your project, this is not the key purpose.

Some companies so love working with us, that they are delighted to agree to Options 1, 2 and 3, whereas for others Option 3 is better suited. What matters to us is that we work with you to the benefit of both parties. So if you have got another idea which you think would appeal to us... do please get in touch.

Louise Heard

louise@pollocks-coventgarden.co.uk

