



## **LICENSE LEGENDS: COTTON USA LIVE WEBCAST WITH TMALL BOOSTS SALES FOR FIVE CHINESE LICENSEES**

*FAS Funding Source: MAP*

COTTON USA boosted sales of U.S. cotton-rich children's products from five brand licensees at Huijin Department Store in Shanghai, China, via a live web broadcast with Tmall, the leading e-commerce giant in China. This interactive family shopping event, funded in part by MAP, was the first time that COTTON USA has combined online and offline channels for content marketing in the hope of providing consumers with new shopping experiences and increasing sales of U.S. cotton products.

The Tmall platform gathered 4.30 million views and sold 250,000 COTTON USA products, with an estimated value of \$4.5 million, during the 2-hour sales period. The products sold during the promotion contained approximately 96,000 pounds of U.S. cotton. Additional COTTON USA collection promotion by Tmall led to sales of about 800,000 items with estimated value of \$9.3 million, made of approximately 240,000 pounds of U.S. cotton. The event also generated a PR value of \$2.8 million for COTTON USA.

At the event, COTTON USA set up displays showcasing the latest baby and children's products from five COTTON USA brand licensees: YeeHoO, Les enphants, SCHIESSER, PurCotton and Dickies Kids Wear. Consumers could scan barcodes to purchase products via Tmall or the "Xujiahui VGO" app, the Xujiahui Shopping District's online shopping app, enhancing online product sales. Families that registered online for the event could participate in activities such as painting, coloring, drawing graffiti on T-shirts, and other interactive parent-child games to win gifts sponsored by the brands.

The event generated a projected increase in U.S. cotton consumption of 46.3 million pounds, valued at approximately \$38.3 million, from the participating licensees. Three new brands also joined the COTTON USA licensing program following the live broadcast: COTTONSMITH/Cotton REPUBLIC, PSG and Little Elephant. These COTTON USA licenses cover 176,640 pounds of U.S. cotton.