

SHADOW ENTERTAINMENT GROUP

exploring the convergence of entertainment and marketing

Kornblum Tackles Branded Entertainment

By Betsy Spethmann
Jan 13, 2005 6:08 AM
PROMO Xtra

Warren Kornblum has opened a branded entertainment agency five months after leaving Toys 'R' Us, where he was chief marketing officer.

Kornblum has formed Shadow Entertainment Group, and is developing a handful of entertainment properties that will seek tie-ins with consumer brands.

The New York City-based agency has two divisions: Shadow Entertainment, which develops properties, and Shadow Branding, which matches brands to properties.

"Our goal is to bring very specifically selected partners together so the entertainment asset, the brand marketers and the marketing community become a force-multiplier that is relevant to consumers," said Shadow CEO Kornblum in a statement. "It's not about product placement, sponsorship or promotion in isolation--it's about bringing the very best participants to the table and working with them to maximize the opportunity for all involved."

Kornblum left Paramus, NJ-based Toys 'R' Us in August as the chain announced its possible sale. TRU plans to spin off Babies 'R' Us by August 2005, and said last summer that it would consider putting its flagship global toy business on the block (Aug. 12, 2004 Xtra). Toys 'R' Us will decide by July.

Shadow Branding is developing indy film Stormbreaker, slated for production this year; Shadow handles product placement, promotion, licensing and merchandising for the film, which is produced by Samuelson Productions in association with the Isle of Man Film Development Commission.

Meanwhile, Shadow Entertainment is working on a film, Cosmo Man, slated for TV and home-video release, and two kids' TV shows, Safari Kids Club and Circus of the Flying Gladiators.

Contact Information:
Shadow Entertainment Group, LLC.
201-445-2525
warren@shadowentertainmentgroup.com