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Tom & Jerry favourites for FMCG firms

The favourite cartoon characters for kids across generations, Tom & Jerry, are now becoming a much sought after pair among several FMCG firms, such as Kelloggs, HUL and GSK Consumer Healthcare, which are using the cat and the mouse to promote their products. Mumbai-based entertainment firm Dream Theatre, which has the licensing rights for the two Warner Bros characters for food and beverages in India, said Tom & Jerry cut across generations and several food firms are using it as an effective marketing tool to attract kids.

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