

No Kidding: Hanna-Barbera Aims For No. 2

BY CHRIS McGOWAN

LOS ANGELES Can the Flintstones, the Jetsons, and Yogi Bear give Mickey Mouse, Bugs Bunny, and the Teenage Mutant Ninja Turtles a run for the top spots on the Billboard kid video sales charts?

Wendy Moss, the VP and general manager of newly formed Hanna-Barbera Home Video, says yes. After quitting her job with one of the top kid vid suppliers in the business, Moss joined the start-up operation and has set out to quickly make it one of the top companies in the field. While she may not have the ammunition to overtake the perpetual king of the kid vid hill, Walt Disney Home Video, she says the No. 2 spot will do quite nicely.

"With the tremendous recognition that the Hanna-Barbera name gives us and the aggressive cross-promotion and marketing that we will do this year, I think we can definitely make it to second [among kid vid labels] in home video," says Moss.

And as she tries to climb to that coveted No. 2 spot, she is keenly aware of the competition. The two other suppliers that will also be vying for that No. 2 spot are firms where Moss once worked. She was a kid vid executive at both International Video Entertainment (where she was VP of sales and marketing for the Family Home Entertainment label) and more recently at Media Home Entertainment (where she was VP of marketing and merchandising for the Hi-Tops label).

Her new label, which has set up offices at the Hollywood headquarters of Hanna-Barbera Productions, bowed Jan. 1 and has taken over the marketing and distribution of some 150 animated titles produced by Hanna-Barbera Productions. The videos, previously distributed by Worldvision Home Video, feature such well-known cartoon characters as the Flintstones, the Jetsons, Yogi Bear, Scooby-Doo, Top Cat, and Huckleberry Hound.

Hanna-Barbera Productions was founded some 50 years ago by Joe Barbera and Bill Hanna, who previously had worked at MGM on Tom & Jerry cartoons and went on to create some of America's most famous animated personalities.

"I think in some ways we have more characters than Disney," says Moss. "There is so much product in our library that we can call on to create different packages."

In January, Hanna-Barbera Home Video started off by launching "The Man Called Flintstone," a \$29.95 animated feature. At the same time, the label rereleased "The Jetsons Meet The Flintstones" and "The Flintstones," with each re-priced at \$19.95. The majority of the Hanna-Barbera catalog has also been reduced to the \$19.95 price point.

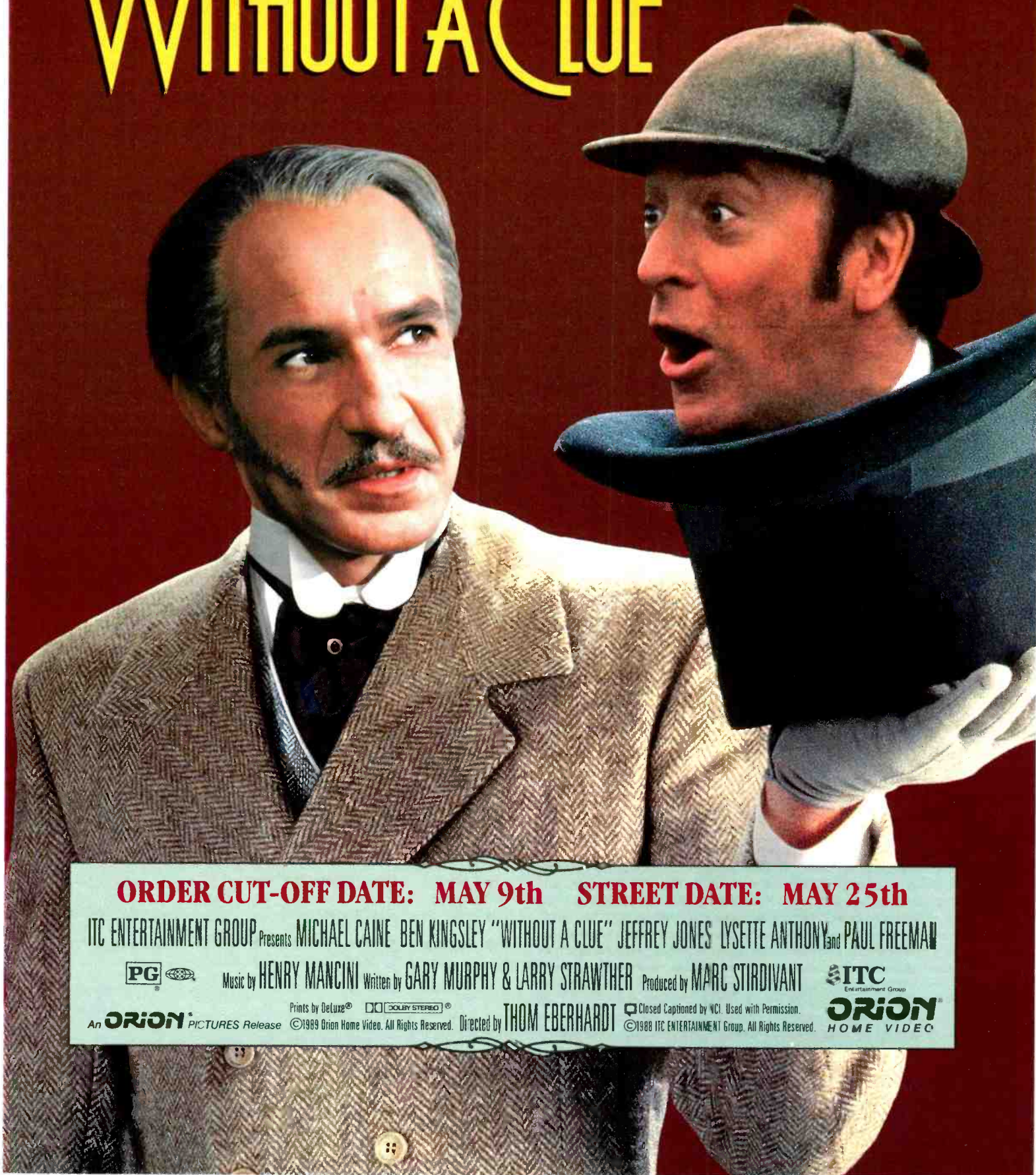
The lower price point is aimed to boost both rental and sell-through action. "For the most part these tapes are rented," says Moss, "but

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