

WILDBRAIN CPLG EXPANDS GLOBAL LICENSING PROGRAMME FOR PLAYMOBIL®

New cross-category partners include Lyle & Scott, HarperCollins, Pescanova and Deutsche Post as the world-renowned toy brand marks its 50th anniversary

London, UK – 18 April 2024 – WildBrain CPLG, a trusted licensing partner for leading brands worldwide, is expanding the licensing programme for beloved brand PLAYMOBIL®, with new cross-category partnerships across the globe. As master licensee for PLAYMOBIL®, WildBrain CPLG handles worldwide rights across the brand’s core and franchise programmes for the Horst Brandstätter Group.

As PLAYMOBIL® celebrates its milestone 50th anniversary this year, new global collaborations signed by WildBrain CPLG include apparel and accessories lines from Zara for a new PLAYMOBIL® collection that features a t-shirt and sweatshirt, while lifestyle retailer Spreadshirt has launched branded items across apparel, accessories, paper products, kitchen accessories and home accessories.

In the publishing category, WildBrain CPLG has signed a global deal with HarperCollins for German-language books based on PLAYMOBIL®’s “Horses of Waterfall” and “Wiltopia” franchises. Sony Music will also launch a German-language audio book series based on “Horses of Waterfall” and “Pirates” toys to be distributed worldwide.

Meike de Vaere, VP Partnerships & Business Development, WildBrain CPLG, said: “PLAYMOBIL has been a leader in the kids’ space for 50 years, and these new collaborations demonstrate the brand’s longstanding reputation for quality and creativity. We’ve focused on building upon PLAYMOBIL’s significant cross-category potential for innovative consumer product extensions targeting both kids and adults, while keeping the brand’s DNA at the core of our programme. We’re excited to see all new lines roll out in this milestone year.”

Bjoern Seeger, Press Officer at PLAYMOBIL®, Horst Brandstätter Group, said: “The growth of our extensive global licensing programme in partnership with WildBrain CPLG has expanded the consumer base for the PLAYMOBIL brand through new categories and markets in playful and inspiring ways. As we celebrate PLAYMOBIL’s 50th birthday, we’re confident fans all over the world will love these best-in-class ranges.”



New European partnerships: apparel, accessories, publishing and more

In Europe, WildBrain CPLG has secured apparel and accessories partnerships with Brava Fabrics, which is following its successful 2022 range with a new adult apparel collection available online; while Lyle & Scott is set to launch an apparel and accessories collection for kids and adults, which will be sold via Zalando and Lyle & Scott stores across Europe.



In publishing, Delius Klasing has released a coffee table book that pays tribute to five decades of PLAYMOBIL® in Germany, Austria, Switzerland and the UK. For Spain and Belgium, publisher Planeta DeAgostini has launched a set of PLAYMOBIL® books and figures celebrating the great stages, places and civilizations of history, with another set centred around careers.

Local-language PLAYMOBIL® books for kids will be available in Poland via a partnership with MSZ. Casterman will publish French-language books in France, Belgium, Switzerland, Luxembourg, Morocco and Canada. Edel has released a German-language audiobook based around the “Princess Magic” theme for Germany, Austria, Switzerland,

Luxembourg, Alto Adige and Liechtenstein. Blue Ocean continues to publish its PLAYMOBIL®-branded magazine in Germany, Austria, Switzerland, Liechtenstein, Spain, Portugal, Italy, Greece, Poland, Hungary and Romania, with a bonus PLAYMOBIL® figure attached to each issue.

PLAYMOBIL® will also feature in promotions across Europe, with Iberian retailer Pesca Nova running an in-store promotion for a chance to win one of 300 €100 vouchers to redeem at PLAYMOBIL® online. Nomad Foods is also running an on-pack promotion on Findus seafoods for a chance to win a Captain Findus figure in Italy, UK, San Marino, Vatican City and Austria. The German postal service, Deutsche Post, has also launched 30 million PLAYMOBIL® stamps.





In the live events category, WildBrain CPLG has signed licensee Thekom for non-ticketed live events with PLAYMOBIL®-branded character costume meet-and-greets and mall events for Italy, San Marino and Vatican City. In the Party and Dress-Up category, Smile Box has come on board for partyware in Spain and Portugal, while Kardasis will launch edible cake decorations in Greece, Cyprus and Germany.

Following a deal with MDM, PLAYMOBIL® collectibles including co-branded bank notes, polymer notes, coins and medals decorated with evergreen PLAYMOBIL® characters are set to launch across Germany, Austria and Switzerland. Dohe has released PLAYMOBIL® branded stationery products, distributed through speciality stores, department stores and online shops in Spain, Portugal and Andorra.

New APAC partnerships

WildBrain CPLG has also signed a number of key PLAYMOBIL® licensees in the Republic of Korea including Needs Global for branded tableware and home accessories, and HaA Inc for PLAYMOBIL® phone accessories. PLAYMOBIL® apparel and accessories partner Chilsung hosted a pop-up event in a key Korean mall featuring branded merchandise, while IQBOX has released snack packs with a mystery PLAYMOBIL® figurine.

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About WildBrain CPLG

WildBrain CPLG is a trusted licensing partner for leading brands worldwide, offering 50 years of expertise building consumer products and location-based entertainment programmes across the entertainment, sport, corporate and lifestyle sectors. With over 20 offices serving the UK, Europe, India, the Middle East, China, Asia Pacific and the US, WildBrain CPLG combines the strength of global reach with expertise in local markets to achieve the best results for partners. Our passionate teams consistently challenge themselves to explore new and innovative ideas and opportunities in partnerships, activations, creative and business processes to celebrate and build brands. At WildBrain CPLG, we believe that collaboration is about clarity, openness and trust, and we are widely known for our no-nonsense, straightforward approach. Our ASPIRE division offers expert Corporate & Lifestyle brand representation and management. WildBrain CPLG is part of WildBrain Ltd., a global leader in kids' and family entertainment. Please contact us or visit the WildBrain CPLG website for more information: www.cplg.com.



About Playmobil and Horst Brandstätter Group

With around 4,200 employees worldwide, the Horst Brandstätter Group is a global player. The international group comprises 33 companies. The well-known brands PLAYMOBIL and LECHUZA stand for quality and innovation, and thus offer consumers real added value. In the Inspiring Play Experience business area, the PLAYMOBIL® brand places 7.5 cm tall figures, animals, and a wide range of accessories at the center of a creative, multi-award-winning toy system. The imaginative role play with historical and modern themed worlds fascinates children and is appreciated by parents and educators alike. Since 1974, more than 3.5 billion PLAYMOBIL® figures have been manufactured. The 40 or so play themes are sold in around 100 countries worldwide.