



## pressrelease

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LONDON

### **Licensing Link announces new licensing campaign for Robot Wars**

#### **Enormous success of revamped format will drive product rollout in many key categories**

Brand extension and strategy agency Licensing Link has announced a partnership with Passion Distribution to develop a consumer products licensing programme for Robot Wars, the hit TV show in which teams of robot makers put their creations into battle.

A key target category for the first phase of the Robot Wars licensing programme will be a master toy licensee that will develop themed play-sets, including the Robot Wars arena, vehicles and figures. Publishing and apparel are also among the key categories in the campaign, which will be supported by a series of live events building on the success of the initiatives that supported the series' relaunch in 2016.

The target market for the campaign will be Robot Wars fans of all ages, but it will include a strong emphasis on STEM (science, technology, engineering and mathematics) learning, to encourage a new generation into robotics and engineering.

First launched in 1998 and on air until 2004, Robot Wars burst back onto British TV screens in July 2016. The series arrived on BBC2 with a revamped format, a panel of robotics expert judges and new presenters Dara Ó Briain and Angela Scanlon. It received a very positive response from both reviewers and audiences. So far the new series has been licensed in Germany, New Zealand, CEE, CIS and Africa. The latest season of Robot Wars — 6 x 60 minute episodes — launched in March and airs on Sunday nights at 7pm.

Nick Rees of Passion Distribution says: "The amazing response of audiences to the new show has been fantastic and will drive the success of consumer product launches in a number of categories. We look forward to working alongside Chris and Ian at Licensing Link to develop a licensing programme that will delight, engage and entertain Robot Wars fans of all ages."

Chris Taday of Licensing Link, adds: "The new Robot Wars is an unqualified success, combining a bigger, and better format with the action and thrills that have always made Robot Wars so exciting to watch. The cross-generational appeal of the show means we are well placed to develop a portfolio of partners that will tap into the heritage of the iconic brand as well as engage with a new wave of youngsters."

For further information please contact:

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### **About Licensing Link**

Licensing Link Ltd is a strategic brand extension and licensing agency, formed to link lifestyle and entertainment brands with both their core customers and to connect to new ones. Focus is very much on delivering quality, depth and reach for the long-term benefits of the brands represented.

Ian and Chris, founders of Licensing Link, have 50 years worth of licensing, retail, wholesale, loyalty and promotions experience between them.

If you want to know more, or are looking for an agency with drive and passion to deliver your brand values within the consumer products environment, then please do get in touch:

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### **Passion Distribution**

London based Passion Distribution specialises in popular quality programming and formats in genres including Factual Entertainment, Reality, Documentaries, Lifestyle, Drama, Comedy and Game-shows. International successes include *RuPaul's Drag Race*, *Dynamo: Magician Impossible* and the *Unreported World* documentary series.

In 2012, Passion became part of the Tinopolis Group, merging with Mentorn International and increasing the catalogue with iconic brands such *Robot Wars*, *Worst Driver*, *An Idiot Abroad* and *Paradise Hotel*. Passion Distribution proudly distributes content from all Tinopolis Group companies including A Smith & Co. Productions, Daybreak Pictures, Firecracker, Mentorn Media, Magical Elves, and Pioneer Productions.

The company is active in pre-selling, finding co-pro partners and deficit funding third party content

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