



pressrelease

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Licensing Link bringing Molang to the UK & Ireland

Brand extension and licensing agency, Licensing Link has been appointed by Millimages to represent the fast growing Molang property in the UK and Ireland.

Molang is a Korean Kawaii rabbit and, together with his best friend Piu Piu the chick, their unique take on happiness and friendship is set to captivate audiences. The brand has already been a hit in its home territory of Korea, with over 1,000 products available to date. In addition, special emoticon downloads are exceeding 180,000 per month in Korea, while in China downloads have reached 360,000 per month.

In the UK, Turner has acquired the TV rights and will air the 104 short-form episodes on Cartoonito. In addition, Disney Junior began broadcasting in the US in February, while it is also shown on the channel in Asia (excluding Japan), Australia and New Zealand. In France, it airs on Canal Plus and Piwi Plus. Kidscreen feedback this year has been phenomenal with Disney Junior screen tests rating the show as their #1 opportunity.

This is further supported with a free mobile app for preschoolers – currently available in France and arriving in other territories soon. Called Molang: A Happy Day it has already notched up almost 20,000 downloads in a month. There are currently six games available, with a further six planned. Social media presence across Facebook, Twitter and Tumblr is also building.

Licensing Link will initially be targeting the plush, stationery and apparel categories, as well as accessories, jewellery and tech accessories.

Ian Wickham, director of Licensing Link, said: "These are very exciting times for Molang, which is already gaining significant licensee and retail interest here in the UK.

"Excitingly, unlike any other brand of this genre, the owners have embarked on covering all aspects of where tween and teenage children are engaging with media before launching with consumer products on an international scale. Major TV platform commitment, social media and gaming are all available with Molang and his 30 or so friends to drive not just instant mass awareness but collectability too, to ensure Molang really is here for the long term. This has phenomenon written all over it and we are very lucky to be involved"

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Laurence Papon, head of licensing at Millimages, added: “We are very excited with everything that has happened in such a short time for Molang. The property seems to have had a touch of magic about it since the beginning – dozens of broadcasters committed to season one based only on a pilot, and to date it has been sold in more than 100 countries.

“Season two is already in production and we received some strong interest at US Toy Fair. Flammarion is also on board as publisher for French speaking countries.”

About Molang

Molang the rabbit and his friend Piu Piu the chick were originally created for a Kawaii blog in Korea. Since then, the popularity of the property has exploded on the back of a successful instant messaging campaign which saw over 300,000 emoticons being downloaded every month in China and 160,000 in Korea. Over 1,000 products are now available in China and Korea.

About Millimages

Founded in 1991, Millimages is a French animation/production studio. Its Molang short-format series is a co-production with France’s Canal+ and Spain’s TVC.

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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