



## **WildBrain CPLG and emoji® brand expand representation partnership in EMEA**

### **UK & Eire; Germany, Austria & Switzerland; Benelux; and Turkey added to agency's highly successful existing remit for iconic lifestyle brand**

London UK – 20 January 2021 – WildBrain CPLG, one of the world's leading entertainment, sport and brand licensing agencies, is significantly expanding its representation in EMEA of emoji® – The Iconic Brand. Starting this month and building on an established successful partnership, the UK & Eire; Germany, Austria, & Switzerland; Benelux; and Turkey will be added to WildBrain CPLG's existing remit, which currently covers CEE, Iberia, Russia, France, MENA, Nordics, Italy, Greece, Poland, and Ukraine.

The new five-year deal will see WildBrain CPLG representing the brand on behalf of the emoji company GmbH across key consumer products categories to build merchandise offerings for kids, teens and adults.

Within existing markets, WildBrain CPLG Middle East has secured a new partnership with leading Kuwaiti sports and high-street fashion retailer, Al Nasser, for an emoji® brand apparel range targeting girls and women, and in a previously announced deal, high-end retailer RIVA is gearing up to launch its first emoji® fashion collection for teens and women next month. Since the beginning of its representation of the emoji® brand in 2018, WildBrain CPLG has brokered over 100 deals for the brand.

Maarten Weck, EVP and Managing Director at WildBrain CPLG, said: "The internationally recognisable emoji® brand has huge appeal to a vast array of licensees and retailers. Building on our successful partnership with the emoji company, we have now significantly extended our relationship to represent the popular brand in new key markets, which offer strong potential for further growth and future innovation. Together with the emoji company, we are committed to celebrating the brand's fun and creative spirit in new product ranges for consumers of all ages."

Marco Hüsge, CEO and Founder of Emoji Company, added: "The power of emoji® truly lies in the brand's diversity and universal appeal, which means there are simply no limits when it comes to developing consumer products. With WildBrain CPLG, we have already brought consumers in EMEA some amazing merchandise collections, and we know that with their local expertise and synergistic approach, they are ideally placed to handle these key new markets. This is just the beginning of emoji's consumer products journey and we look forward to seeing the brand catapulted to even greater heights across the region."



**For more information, please contact:**

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**About WildBrain CPLG**

WildBrain CPLG is one of the world's leading entertainment, sport and brand licensing agencies, with offices in the UK, Benelux, Nordics, France, Germany, Italy, Spain, Sweden, Poland, Greece & Turkey, Russia, the Middle East, and the US. With more than 45 years of experience in the licensing industry, WildBrain CPLG provides each of its clients with dedicated licensing and marketing industry professionals and a fully integrated product development, legal and accounting service. WildBrain CPLG believe that collaboration is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach – Expert Common Sense. Please contact us or visit the WildBrain CPLG website for more information: [www.cplg.com](http://www.cplg.com).

**About emoji® - The Iconic Brand**

The emoji company is the owner of the registered emoji® trademark in up to 35 classes for goods and services in more than 100 countries around the world. The emoji company's extensive rights portfolio covers more than 1,000 trademarks and more than 20,000 emoji® brand icons and designs protected under copyright laws and available for legal licensing and merchandising, promotions and marketing activities. Official partners include more than 950 world famous global licensee including Sony Pictures Animation, Ferrero, Puma, Burger King, Zara, Unilever, The Hershey Company, Walmart, Danone, Nikon, Fuji, Nestlé, Lidl, Kellogg's, Danone, Nikon, Aldi, Pepsico, Miss Sixty, the BBC, C&A, The French Post amongst many others. The globally awarded emoji® brand was decorated as the 3rd most influential brand behind Lego and Coca-Cola by industries Powerlist. With an annual retail revenue of more than 800 Million US\$ the emoji company is on position # 57 of the Top 150 Global Licensors and the emoji® brand is one of the most influential universal lifestyle brands. For licensing inquiries, please contact us at [licensing@emoji.com](mailto:licensing@emoji.com) or visit [www.emoji.com](http://www.emoji.com)