



- **London UK – 14 December 2020 - WildBrain CPLG, one of the world’s leading entertainment, sport and brand licensing agencies, has secured a deal on behalf of LINE FRIENDS, one of the fastest growing global character brands, for a branded activation at the ARTBOX Cafe in Brighton, UK.**
- Danielle Brosnan, Brand and Retail Manager at WildBrain CPLG, said: “During these times, consumers are seeking out fun experiences, which are also executed in a COVID-safe way. This exciting new partnership with ARTBOX Cafe delivers exactly that, as fans of LINE FRIENDS’s beloved BROWN & FRIENDS and BT21 brands now have a destination to immerse themselves in the world of their favourite characters, and also purchase merchandise to continue the experience at home.”
- Following its launch on 12 December, the LINE FRIENDS at ARTBOX Cafe partnership is now underway and sees ARTBOX Cafe utilising LINE FRIENDS’s BROWN & FRIENDS and BT21 characters across their takeaway and sit-down café.
- The café has been renamed ‘LINE FRIENDS & BT21 Tasty Universe’ and a branded eat-in menu has been introduced with a range of savoury dishes, desserts and drinks. Themed ice creams are also available from its takeaway parlour.
- The cafe’s shop is selling products from UK licensees including GB Eye, Paladone and Aurora, alongside its own exclusive collection of pins, tote bags, mugs, face masks and notebooks.
- LINE FRIENDS characters decorate ARTBOX’s exterior and interior, with the café’s windows displaying a range of merchandise.

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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.



About LINE FRIENDS

LINE FRIENDS is a global character brand that originally started from BROWN & FRIENDS, created for use as stickers for the leading mobile messenger app LINE and its 200 million active users worldwide. Taking a step further, the company has emerged as a global creative studio by offering diversified content based on its wide array of Intellectual Property (IP)s including 'BT21', characters created together with global boy band BTS, 'Animation Running Man' and 'ROY6'. LINE FRIENDS is also expanding its IP based business by partnering with various media and game companies such as Netflix, featuring in the original animated series, SUPERCELL's 'Brawl Stars' and NEXON's 'KartRider'. LINE FRIENDS also has collaborated with a number of renowned brands including Bang&Olufsen, Converse, LAMY, and Leica, all aligned with the company's philosophy and value to release premium character products. LINE FRIENDS has operated more than 200 stores in a total of 14 markets in trend-leading cities such as New York, LA, Tokyo, Seoul and Shanghai. Since it became an independent company in January 2015, LINE FRIENDS continues to win the hearts of Millennials and Gen Z worldwide through interactive digital communication and differentiated brand experience across multiple retail touchpoints including its online sales platforms. For more information, please visit www.LINEFRIENDS.com.