



WILDBRAIN CPLG PRESSES PLAY ON DEAL FOR VLAD AND NIKI

Licensing agency appointed by Haven Global to represent sibling YouTube superstars in EMEA and Russia

London UK – 8 June 2020 – WildBrain CPLG, one of the world’s leading entertainment, sport and brand licensing agencies, has been tapped by Haven Global to represent sibling YouTube superstars Vlad and Niki in EMEA and Russia. Brothers Vlad and Niki (aged 7 and 5) star in one of world’s biggest and fastest growing YouTube kidfluencer channels, garnering four billion monthly views. Originally launched in English in 2018, Vlad and Niki now have 15 YouTube channels across 12 languages and have amassed 90 million subscribers worldwide.

Maarten Weck, Executive Vice President and Managing Director at WildBrain CPLG, said: “In just a couple of years, Vlad and Niki have established a remarkable international fan-base on YouTube with staggering global reach. We’re already seeing a huge amount of interest in this brand so will be moving quickly as we create a licensing programme which captures the fun and family spirit of Vlad and Niki’s much-loved videos for fans across EMEA and Russia.”

Vlad and Niki’s energetic videos centre on the brothers’ daily adventures which are brought to life with fun special effects and animation, superhero narrative, toy testing and catchy songs. WildBrain CPLG will work with Haven to build an extensive consumer products programme in EMEA and Russia for the highly popular kidfluencer duo, covering all merchandise categories and promotions.

“Fans worldwide have a remarkable opportunity to watch the boys’ content in their native languages – English, German, French, Spanish, Portuguese, Russian, Arabic and more. With an uplift of 40% in views in the last month alone, it is an extremely exciting time for the brand. We are thrilled to be joining forces with WildBrain CPLG to grow the retail and licensing footprint in the region,” says Tom Punch, Managing Director of Haven Global.

[Visit Vlad and Niki on YouTube!](#)

For more information, please contact:

Aimée Norman at DDA Blueprint PR

aimee@ddablueprint.com

+44 (0) 20 7932 9800



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 Haven Global

Haven Global is an internationally recognised multi-award winning Australian based licensing agency established over 27 years. Haven Global represents blue chip licensors including Nickelodeon, Sanrio, Sesame Workshop, MGA Entertainment, The Pokémon Company and more for the Australian and New Zealand market, as well as representing global rights for You Tube powerhouse brands including Vlad & Niki, and CKN Toys. www.havenglobal.com