



pressrelease

Friday, 05 October 2018

LONDON

Licensing Link Europe announces gifting licensee for Robot Wars ***Demand Media range launched at Spring Fair to positive response from retail***

Brand extension and strategy agency Licensing Link Europe, which manages licensing on behalf of Robot Wars, the hit TV show from Mentorn Scotland in which teams of robot makers put their creations into battle, has announced the award of a license to quality gifting company Demand Media for a range of gifting products.

The Demand Media Robot Wars range will be led by stainless steel model construction sets of the show's house robots – a set of robots that act as additional hazards for competitor robots in the arena. These robots – Matilda, Sir Kill-a-Lot, Dead Metal and Shunt – have proved exceptionally popular and are an integral part of the merchandising programme. The Demand Media construction sets can be bought separately or as one four-pack set.

The gifting selection also includes a first aid kit in a tin, plasters tin and workshop enamel mugs, all illustrated with colourful graphics of the show's popular house robots. The entire range is seen as having a strong appeal to the show's young fans but is also expected to enjoy an excellent response from parents who enjoy building sets together with their children.

The range was launched in February at Spring Fair, the UK's leading trade show for gift and home products, where it received a very positive response from retailers. It will launch at retail in September 2018 when it will be available at gift shops, garden centres and high street retailers, as well as through mail order and online.

Robot Wars made its return to TV screens in 2016 with a revamped format, a panel of robotics expert judges, and new presenters Dara O'Brien and Angela Scanlon. The first series in the new format – season eight since the show first appeared in 1998 – launched in August 2016. Two more series have been broadcast since.

The re-launched Robot Wars has enjoyed critical and viewer acclaim, boosting the licensing programme, which was launched alongside the new series. With an emphasis on STEM learning, the licensing campaign aims to encourage both girls and boys into robotics and engineering and capture the brand's 20-year heritage of technology, humour, competition, teamwork, sportsmanship and family fun. The licensing campaign has already enjoyed success in publishing and apparel, as well as toys and gifts.

Established in 2007, Demand Media started life as a DVD label and has evolved into a quality gifting business creating products under license. At present it has over 1,500 products lines available.

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Jason Fenwick, Managing Director of Demand Media, says: “The popularity of both the show and its house robots has made Robot Wars an ideal property for categories that reflect both its learning-related aspect and its sense of fun. We’re delighted with the response to our range and are looking forward to a strong performance at retail.”

Chris Taday, Director of Licensing Link Europe, adds: “The continuing success of Robot Wars has inspired some marvellous licensed product. The Demand Media range, combining useful gifts and fantastic construction sets, all inspired by the show’s wildly popular house robots, is yet another winner.”

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