

STUDIO 100 INTERNATIONAL CELEBRATES DOUBLE VICTORY AT THE 2024 BOLOGNA LICENSING AWARDS

Munich, 16 April 2024. Studio 100 International is honored to announce its recent wins at the 2024 Bologna Licensing Awards, taking home two awards that underscore its innovative impact in the licensing industry. At a ceremony held last week as part of the 17th Bologna Licensing Trade Fair/Kids, the company was awarded Best Promotion/Loyalty Campaign for its successful “Vegesaur” loyalty program with retailer Lidl and license partner L Founders, and Best Licensed Sustainable Project for the natural dye initiative with License Factory to produce sustainable clothing for “Maya the Bee”.

The Lidl campaign with “Vegesaur” was recognized for its creative approach to engaging consumers and enhancing brand loyalty, utilizing characters from the popular TV show in a series of collectibles and plush toys distributed by Lidl stores across Austria, Denmark, and Spain in 2023 and early 2024. This campaign effectively combined fun, education, and value, making a significant impact on both brand visibility and consumer engagement.

The “Maya the Bee” project with License Factory in natural dye processes represents a groundbreaking initiative in sustainable licensing. By incorporating natural dyes into the production of clothing, Studio 100 International and its partner, License Factory, are setting new industry standards, demonstrating that textile production can be both environmentally friendly and commercially viable.

Joachim Knödler, Head of Licensing at Studio 100 International, expressed his enthusiasm: "These awards are a testament to our team's and partner's hard work and dedication to pushing the boundaries of what is possible in licensing. Our innovative campaigns not only enhance the consumer experience but also contribute positively to the environment, aligning with our commitment to sustainability."

Martin Krieger, CEO of Studio 100 International, added, “The diversity and strength of our brands enable continuous innovation and fresh approaches, helping us captivate audiences with creative executions. Winning two esteemed Bologna Licensing Awards affirms our strategy and forward-thinking direction.”

About Studio 100 International

Studio 100 International is a leading production and distribution company specializing in high-quality children's and family movies and series. Based in Munich, it represents a portfolio of well-known brands such as "Maya the Bee", "Mia and me", "Heidi", "Vic the Viking", and "100% Wolf". Studio 100 International further engages in global brand rights licensing and manages its own state-of-the-art production studio, Studio Isar Animation.

The company is part of the Belgian Studio 100 Group with a strong presence in the theme park industry across Belgium, Germany, the Netherlands, Poland, and the Czech Republic.

For further information: www.studio100international.com

Contact for Media

Joe Hofer
Manager Corporate Communications & Events
Studio 100 International
Phone: +49 (0)89 960855-286
E-Mail: Joe.H@studio100int.com

For international press issues:

Devika Patel
DP-PR
Phone: +44 (0)7773 324 159
Email: devika@dp-pr.com