

LOTUS GLOBAL MARKETING TO REP “MIA AND ME” IN BRAZIL

Munich, 15. February 2023. Studio 100 Media, one of the leading independent studios for kids & family entertainment, is aiming to take advantage of the top ratings and massive YouTube figures achieved for its hit series “Mia and me” (O mundo de Mia) in Brazil, by collaborating with leading licensing agency Lotus Global Marketing.

Lotus Global Marketing will be developing a licensing program and opening new markets for “Mia and me” in Brazil and whole LATAM. Seasons 1 and 2 with 52 x 26 minutes of this empowering series have been on air continuously on the free television network TV Cultura since 2020, achieving impressive ratings within the broadcaster's target group of girls aged 4 to 11 years. Season 3 premiered on TV Cultura on 13th February 2023, and will continue to be supported and endorsed by excellent numbers on social media. As well as impressive ratings on its Instagram channel and Facebook page, its YouTube channel alone has over 350 million views and more than 875,000 subscribers.

In Europe and especially in the German-speaking territories, “Mia and me” is already a huge licensing phenomenon with several licensing deals and a successful master toy line by Simba Dickie Group.

“We are very excited to work with Studio 100 Media on such a wonderful brand with great potential in our territory. Considering the excellent performance of ‘Mia and me’ on key FTA and digital platforms, we anticipate a complete licensing program in the upcoming months including key categories such as toys, apparel, back-to-school and stationery, health & beauty and F&B. With these categories in place, our mid-term plan is to aggressively develop marketing initiatives and support our licensees and retailers on their consumer promotions”, says Celso Rafael, CEO of Lotus Global Marketing.

About Lotus Global Marketing

Lotus Global, a Brazilian based company that operates for over 30 years in the marketing and licensing segments, working and representing leading companies in the entertainment, sports, games, arts and digital areas.

In addition to exploring licensing and help our business partners develop and establish their IP's in the territory, the company also operates in two more segments:

- Entertainment: through the production of live children's shows and events, on the various stages of production: from script to casting, set design and costumes, music and soundtrack, post-production, marketing and exhibition.

- Digital marketing: by developing campaigns and managing our partners' social media channels, interacting with the targeted audience and seeking solutions to improve fan engagement through digital marketing actions.

Contact our team at: marketing@lotusglobalmkt.com

Links: [Twitter](#) | [LinkedIn](#) | [Instagram](#)

About Studio 100 Media

Studio 100 Media is an internationally active production and distribution company for high-quality children's and family entertainment. Among the well-known brands under Studio 100 Media's umbrella are "Maya the Bee", "Mia and me", "Heidi", "Vic the Viking" and "100% Wolf". The company is a subsidiary of the Belgian Studio 100 Group and has an extensive program portfolio, develops and produces new animated series and feature films and distributes them worldwide. Other business areas include international licensing of brand rights, the home entertainment label Studio 100, and its production studio Studio Isar Animation. Within the Studio 100 Group, Studio 100 Media brands also have a home in nine theme parks and two water parks - in Belgium, the Czech Republic, Germany, the Netherlands and Poland. Studio 100 is one of the largest independent European companies for kids and family entertainment.

www.studio100group.com

Contact for Media

Joe Hofer
Manager Corporate Communications & Events
Studio 100 Media (GSA)
Phone: +49 (0)89 960855-286
E-Mail: Josef.Hofer@studio100media.com

For international press issues:

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