

## THREE NOMINATIONS AT THIS YEAR'S LICENSING AWARDS IN BOLOGNA FOR STUDIO 100 INTERNATIONAL

*Munich, 25 March 2024.* Studio 100 International, a key player in global entertainment and licensing, is proud to announce various nominations for the prestigious Bologna Licensing Awards, set to take place during the Bologna Children's Book Fair from 8th to 11th April 2024.

This year, Studio 100 International has been shortlisted for three distinguished categories:

- **Best Promotion/Loyalty Campaign:** The loyalty campaign by retailer LIDL in Austria, Denmark, and Spain in 2023 and 2024, using characters from the TV show "Vegesaurs" for figurines and plush, has been recognized for its innovative approach to engaging customers and enhancing the retail experience through a creative loyalty program that combines fun, education, and value. The campaign was created by Studio 100 International and its license partner L-founders.
- **Best Fashion Project:** Studio 100 International's collaboration with Bavarian Caps, the aspiring creator and fashion retailer that stands out for its unique fusion of traditional styles with modern fashion sensibilities, celebrates the iconic brand "Heidi" with a memorable collection that evokes a perfect mix of emotions for customers: nature, freedom – pure nostalgia.
- **Best Licensed Sustainable Project:** Business partner License Factory and Studio 100 International have been nominated for their commitment in utilizing natural dyes in the production of clothing, aiming to have a profound impact on climate change and our eco-system. Fitting perfectly into this innovative collection is "Maya the Bee" as brand ambassador for sustainability.

Studio 100 International and its esteemed partners are very pleased to be shortlisted for these awards which reflect their dedication to excellence, innovation, and

sustainability in the licensing sector. The nominations highlight the impactful collaborations and forward-thinking strategies that sets Studio 100 International apart in the industry.

"We are honored to be recognized by the Bologna Licensing Awards and are especially proud of our teams and partners who have worked hard to bring these projects to life," said Joachim Knödler, Head of Licensing at Studio 100 International. "Being nominated in these categories is proof of our commitment to creativity, quality, and sustainability. We look forward to the awards ceremony and wish the best of luck to all nominees."

The winners will be announced in a much-anticipated ceremony at the Bologna Licensing Trade Fair, an integral part of the Bologna Children's Book Fair.

**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](http://www.studio100international.com)

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