

**Kids License Monitor: Minions and New Super Mario Bros. are Hype**

The top hype license in the U.K. and in Germany are the *Minions*. 53 % of the U.K. and 47 % of the German children vote for the once single-celled yellow organisms as being this summer's hype. In France, however, they are outranked by *New Super Mario Bros.* (39 %). These results are taken from the latest wave of the Kids License Monitor (wave II/2015).

A closer look reveals clear differences between the target groups:

British 4 to 6 year old boys rank *Minions* equal to *The Avengers*, while *Minecraft* is No. 1 among 7 to 9 year old boys and 10 to 12 year-olds see *New Super Mario Bros.* on top. Among girls the hype changes from *Frozen* (up to 9 years) to the *Minions* (10 to 12 years).

In Germany *Cars* is the top hype license among the youngest boys while both older age groups clearly prefer *Star Wars* and *Spider-Man*. German girls up to 9 years rank *Frozen* top, while it's the *Minions* among the oldest girls.

*The Avengers* are fancied by the up to 9 year old French boys. *New Super Mario Bros.*, however, beats all other licenses among the oldest boys. *Frozen* is the No. 1 hype among French girls from 4 to 9 and *Cinderella* is clearly preferred by the older girls.

The Kids License Monitor was conducted among 1,247 children aged 4 to 12 years in the U.K., Germany and France. A total of 72 licenses from various categories including TV, toys, cinema, sports, apps and others were analysed in all relevant dimensions. These include the licenses' awareness, appeal, market status, category fit, and ownership of products.

The current issue of the Kids License Monitor is now available. LIMA members are entitled to a substantial discount.

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# Kids License Monitor

Online Study in France, Germany, and the UK

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## Key Chart

In association with:



LICENSINGPRESS

TOTAL  
LICENSING

das spielzeug





Rank 1

