Press Release

SPIELWARENMESSE GROUP
living the spirit of play

Outstanding brand collaboration: BRANDbaby Award for Mattel x Tchibo x Helene Fischer

"Strong Girls Sing Loud": Under this motto, **Barbie, Helene Fischer and Tchibo** have united their brand worlds for a cross-generational empowerment campaign. At the Licensing Summit on 26 November in Munich, the collaboration was now honoured with the **BRANDbaby Award**. The concept of a strictly limited fan collection featuring fashion highlights, a customised Barbie doll and high-impact retail activations impressed an independent expert jury. Katrin Störr, Head of BRANDmania, presented the award to the delighted winners. The BRANDbaby Award recognises exceptional brand partnerships that originated from encounters, conversations and ideas at BRANDmania – Europe's leading B2B festival for licensing, brands and collabs.

The award is part of the "Licensing Awards Germany", through which the association Licensing International Germany honours outstanding brands, products, retail activations and collaborations across eight categories. 130 entries were submitted for the awards. A jury of 19 experts from the licensing and creative industries, retail, and the media and market research sectors evaluated the submissions based on various criteria. These included concept, quality and brand fit, implementation and activation, as well as success and impact. All winners at a glance:

Licensing Product 2026

- Category Hardlines:
  MYNEKO Lucky Cat „Helga" – W:O:A Limited Edition (Donkey Products)
- Category Softlines:
  VOSSEN × PEANUTS (VOSSEN/WildBrain CPLG)
- Category FMCG:
  Voelkel Oktoberfest Ingwer Shot 2026 (Voelkel/Landeshauptstadt München)
- Category Publishing, Games & Location Based Entertainment:
  Sesamstraße × Stiftung ear – E-Waste-Kampagne (Sesame Workshop Europe)

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Licensing Brand 2026

- Category Entertainment: Bibi Blocksberg (KIDDINX)
- Category Corporate & Lifestyle: Diddl (Thomas Goletz/WARIMEX)
- Category Sports & Celebrities: Deutscher Fußball-Bund (DFB)

Retail loves Licensing 2026

- LEGO Star Wars Liveshopping (Disney × Müller)

BRANDbaby 2026

- Mattel × Tchibo × Helene Fischer (Mattel/Tchibo/Universal Music)

The next licensing events are already on the horizon: Spielwarenmesse kicks off with the LicenseLounge powered by BRANDmania. From 2 to 6 February 2027, it will be the central meeting point for licensors and licensees in the NCC West foyer of the Nuremberg Exhibition Center. On 23 and 24 June 2027, BRANDmania will transform the Zeche Zollverein site in Essen once again into a hotspot for the international licensing industry.

Images are available at www.spielwarenmesse-group.com/media.

27 November 2026 – kk

Spielwarenmesse Group
Versatile and internationally oriented: **Spielwarenmesse Group** brings together all the international activities of **Spielwarenmesse eG** under one corporate brand. Portfolio highlights for the toy industry and other consumer goods markets include two world-leading trade fairs: **Spielwarenmesse** in Nuremberg is the leading international event for the B2B sector, as is **SPIEL** in Essen for the B2C field. Also part of the portfolio are **BRANDmania** – Europe's largest B2B networking festival for licences and collaborations in Essen – and the exhibition programme **World of Toys by Spielwarenmesse**, which opens up new markets for manufacturers through joint activities in **Hong Kong, Tokyo** and **New York.** The portfolio also includes **Kids India** as a stand-alone event in Mumbai. Subsidiaries in key locations in both **China** and **India** provide the relevant local expertise in their respective countries. With its concentrated know-how and global network, the organiser is a catalyst for the industry and trend scouts. The 60-member team operates from "ToyCity" Nuremberg and is supported by representatives in over 100 countries. Through both events and online activities, Spielwarenmesse Group is active all year round (www.spielwarenmesse-group.com).

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