Hasbro Welcomes Adam Redfern as PEPPA PIG Showrunner

31 Mar, 2026

Emmy and BAFTA award-winning creative to continue the franchise's modern evolution

PRESS ASSETS HERE

March 31, 2026 - Today, Hasbro announces that Adam Redfern has been appointed showrunner of PEPPA PIG, marking an exciting new chapter for the beloved children's entertainment franchise. In this role, Redfern will oversee creative direction across upcoming content, guiding storytelling, character development and the overall vision for the animated series.

Redfern is an award-winning creative with more than 20 years of experience working in children's television, animation and digital content. He has written and produced animated series including *The Adventures of Paddington* (Studio Canal), *Go Jetters* (BBC) and *Oddbods* (Moonbug), among others.

"PEPPA PIG has earned its place in family life – including my own – through consistency, heart and humour, and it's an honour to join a franchise with such a trusted legacy," said Redfern. "My role is to build on what audiences already love, working with the team to ensure Peppa's stories remain relevant and relatable for today's preschoolers. And just like Peppa, I can't wait to jump in!"

"PEPPA PIG has a strong and clearly defined identity that has guided the series for more than 20 years," said Tamara Grindrod, Senior Vice President of Action, Preschool & Fashion Brands at Hasbro. "Adam joins at a moment of strong creative momentum for the brand. His experience and leadership will help guide the franchise forward with care and intention as we continue shaping stories for a new generation of preschoolers and parents."



For over 20 years, PEPPA PIG has been the first best friend of preschoolers around the world, inspiring kid confidence, curiosity and plenty of giggles. With the arrival of Peppa's baby sister Evie in 2025 and George's diagnosis as moderately deaf earlier this year, the brand is evolving to reflect the realities and rhythms of modern family life—more emotion, more relatability and new dynamics. This evolution introduces stories and characters that resonate more deeply with today's preschoolers and their parents without changing what people already love about the show.

For latest on PEPPA PIG, please visit YouTube, and find the brand on social media on Facebook, Instagram and TikTok.

# # #

About Hasbro

Hasbro is a leading games, IP and toy company whose mission is to create joy and community through the magic of play. With 165 years of expertise, Hasbro delivers groundbreaking play experiences and reaches more than 1 billion fans annually around the world, through physical and digital games, video games, toys, licensed consumer products, location-based entertainment, film, TV and more.

Through its franchise-first approach, Hasbro unlocks value from both new and legacy IP, including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, MONOPOLY, HASBRO GAMES, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands. Powered by its portfolio of thousands of iconic marks and a diversified network of partners and subsidiary studios, Hasbro brings fans together wherever they are, from tabletop to screen.

For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, a 2025 JUST Capital Industry Leader, one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50, and a Brand that Matters by Fast Company. For more information, visit https://corporate.hasbro.com or @Hasbro on LinkedIn.