



HASBRO SHOWCASES ITS FRANCHISE-FIRST LICENSING STRATEGY AT BRAND LICENSING EUROPE 2026

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October 6, 2026 – At Brand Licensing Europe 2026, Hasbro is highlighting its franchise-first strategy and the latest ways its brands are coming to life through licensing, entertainment and consumer products. Reaching more than a billion fans worldwide, Hasbro continues to expand franchises including *Transformers*, *My Little Pony*, *Peppa Pig*, *Magic: The Gathering*, *Dungeons & Dragons*, *Power Rangers*, *Monopoly*, *Clue/Cluedo*, *Play-Doh* and more through collaborations spanning collectibles, fashion, experiences, gaming, publishing, music and promotions.

"The strongest brands create multiple ways for fans to engage, whether that's through content, consumer products, experiences or licensing," said **Kim Boyd, President, Global Licensing & Entertainment at Hasbro**. "Our focus is building connected franchise ecosystems that bring those touchpoints together, creating more opportunities for fans and stronger long-term value for our partners."

Visit **Hasbro Booth A211** to explore the company's latest brand updates and licensing opportunities, and hear from Hasbro leaders during the following sessions at BLE:

- **BRANDORA Panel | October 7 at 11:30 a.m. | The Networking Hub:** Nicole Pavlovic, Senior Manager Category Licensing GSA, joins a discussion on building a strong IP and catering social media content to different target audiences.
- **Brands Untapped Session | October 7 at 3:30 p.m. – 4:15 p.m. | The Networking Hub:** Marisa Morgans, LCP Global Creative Lead, Action Brands & Games, joins a discussion on creative style guides and building enduring brands.

Licensing continues to serve as a catalyst for franchise growth, giving fans more ways to engage with the brands they love across consumer products, storytelling, digital platforms and real-world experiences.

Across Hasbro's portfolio, that momentum is taking shape in distinct forms, with *Peppa Pig* connecting with families in new ways, *My Little Pony* entering a new chapter, *Transformers* celebrating its legacy while building for the future, *Magic: The Gathering* expanding for players and collectors, and *Dungeons & Dragons* bringing its storytelling to new formats. A few highlights showcasing this franchise-first approach include:

- **Play, Collect and Connect:** *Magic: The Gathering* continues to expand beyond the tabletop through new offerings like the upcoming *Magic: The Gathering | Star Trek™* collection from **Sirius Dice**. Meanwhile, the *Transformers* brand continues to grow through collaborations with leading partners including **Hot Wheels** and **Blockies**. Additional highlights include *Magic: The Gathering | Reality Fracture* accessory collections from **Ultimate Guard** and **Gamegenic**, and the collectible *Cluedo* 50p coin from **The Royal Mint**. Across Europe, **Simba Dickie Group** is also expanding *My Little Pony*'s product presence.
- **Fashion, Lifestyle and Everyday Culture:** *Magic: The Gathering* continues to expand into lifestyle through new collaborations with **BAIT** for an apparel and skate deck collection, and **East Continental Gems**, which is bringing the legendary Mox to life through a luxury gemstone collectible. *My Little Pony* is also extending its global reach through a continued agreement with **Sanrio** that brings co-branded **Hello Kitty** products to China and the U.S. Additional highlights include *My Little Pony* collections from **Gentle Woman** and **Matter Makers**; lifestyle collections for *Transformers*, *Power Rangers* and *Magic: The Gathering* with **WOLFPak**; and collaborations with **New Holland Brewing**, **SNEAK Energy** and **SNEAK Energy**.
- **Experiences and Live Engagement:** *Peppa Pig* continues to expand its global experiences footprint, including a **third Peppa Pig Play Café** in China. Across the portfolio, Hasbro is creating new opportunities for fans to engage with its brands through immersive attractions and location-based entertainment, including SEVEN's upcoming *Transformers: Battle of Cybertron* and *Play-Doh Imagination Center* destinations in Saudi Arabia. Experiences such as **Monopoly Experience: Treasures of Brazil** and **Clue: Murder on the Menu** further extend beloved brands into interactive, real-world environments.
- **Digital Gaming and Music:** Hasbro continues to broaden fan engagement across gaming, digital experiences and music, creating new ways for audiences to connect with its brands beyond traditional consumer products. Recent highlights include *Monopoly GO!* crossover events with **Netflix's KPop Demon Hunters** and **Sony Pictures' Ghostbusters**, mobile gaming experiences such as *Transformers: Eternal War*, *Cluedo: Painted Red Gallery* and *Dungeons & Dragons: Long Rest Tavern*, as well as *Peppa Pig*'s growing music portfolio through a new Super Simple Songs mash-up and collaboration with **Sesame Street**.
- **Publishing, Collectibles and Audio:** *My Little Pony* is building momentum through new **Kayou Mini Card** launches across EMEA and North America, while Hasbro brands continue to expand their collectibles presence through **Upper Deck** programs for *Transformers*, *Power Rangers*, *G.I. Joe*, *M.A.S.K.* and *Jem and the Holograms*. Additional highlights include a new publishing agreement with **Little Bee Books** for *Clue* and *Ouija*, the expansion of the **Hasbro Games x tonies** lineup with additional games launching in 2027, and new *Dungeons & Dragons* novels, lore guides and cookbooks.
- **Promotions, Partnerships and Food & Beverage:** Hasbro is bringing its brands into new food and beverage categories through new collaborations with **The Potions Group**, introducing shimmer-effect beverages inspired by *Transformers* and *My Little Pony*, and **Poppowls**, which is bringing Hasbro Games brands to themed popcorn kits inspired by family game night. Additional promotional campaigns include the popular *Monopoly* game at **McDonald's**, *Peppa Pig* collaborations with **Pampers**, as well as promotions with **Energizer**, **SONIC** and **Domino's**.
- **Looking Ahead in Entertainment:** Following the recent return of *The Transformers: The Movie* and the debut of "Optimus Prime: Awakening," upcoming projects include *My Little Pony: Forever Friendship*, an all-new YouTube series arriving in early 2027, and Netflix's *Dungeons & Dragons: Ravenloft*, a live-action adaptation set within the franchise's iconic gothic-horror world.

"Great stories are often the spark that brings a franchise to life across categories," said Boyd. "As we look ahead, we're continuing to invest in content, experiences and collaborations that create new opportunities for partners while deepening fan engagement around the world."

Media Resources: Full announcement details, partner information and downloadable assets are available in the Hasbro BLE 2026 Franchise Highlights Fact Sheet [here](#).









