# AARDMAN

## company Profile

### brand licensing europe 2016

***Aardman are proud to be celebrating 40 years of craft, comedy and cracking characters in 2016!***

**Aardman**, based in Bristol (UK) co-founded and run by Peter Lord and David Sproxton, is a world leader in animation. It produces feature films, series, advertising and digital entertainment for both the domestic and international market. Their multi-award winning productions are novel, entertaining, brilliantly characterised and full of charm that reflects the unique talent, energy and personal commitment of the very special people who make up the Aardman team. The studio’s work is often imitated and yet the company continues to lead the field producing a rare brand of visually stunning and amusing independent and commercials productions.

**Aardman Rights & Brand Development**

Aardman Rights and Brand Development is renowned for developing and building enduring character brands across all media. They specialise in marketing and realising the commercial potential of their properties in a way that celebrates and respects their intrinsic creative values. Classic brands in the portfolio include Wallace & Gromit, Shaun the Sheep and Morph, while Aardman Rights has recently acquired third party representation for a number of top Children’s brands.

**Aardman Live Events & Themed Attractions**

The Live Events & Themed Attractions department specialises in creating immersive experiences which appeal and engage with the whole family.  Working with our partners around the world we use the studios’ multi-award winning characters, and wealth of creative talent to bring unique story lines and interactive experiences to life. Combining entertainment and education across our attractions and events is integral, as well as supporting and promoting our brands’ values and increasing awareness on a global scale, whilst simultaneously and proudly upholding Aardman’s renowned production quality.