

pressrelease

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LONDON AND TOKYO

Kilogrammedia and ZenWorks form partnership for Asian market *New alliance of respected agencies will bring specialist licensing PR services to Asia*

Kilogrammedia, the UK-based licensing and broadcast-focused public relations firm, and ZenWorks, the Japan-based Asian brand licensing agent and consultancy, have announced a strategic partnership.

Under the terms of the agreement, the two companies will offer mutual support and provision. Kilogrammedia will extend its client services to ZenWorks' wide-ranging Asian client base and market, while ZenWorks will expand its service to its clients by offering the skills that have made Kilogrammedia the public relations partner of choice for numerous brands and agencies over many years.

ZenWorks offers a comprehensive range of brand license development, consulting, market entry, communications and coordination services for the Japanese and global licensing communities. It develops licensing programmes for a select portfolio of established brands, ranging from sports and outdoor properties to fashion, lifestyle, character, art and design brands. It represents for Japan popular brands such as the V&A, Slazenger, Donnay, and No Fear and consults internationally for clients including Benesse Corporation and Kikkoman.

ZenWorks founder and director Roger Berman has spent nearly 30 years in the licensing industry, working with all aspects of licensing property development across Europe, Asia and North America for such brands as Kelloggs, Paddington Bear, Royal Doulton, The World of Eric Carle, Maisy, Norman Rockwell and Charlie Chaplin.

Kilogrammedia is the specialist public relations and marketing agency dedicated to meeting all the communication needs of everyone involved in the licensing and broadcast worlds, offering a suite of focused and high-quality services ranging from trade and consumer press relations to copywriting, social media management and event organisation. Current clients include many well-known licensors, licensing agencies, licensees and production companies.

Roger Berman, ZenWorks, says: "With Asian content holders gaining an ever-increasing presence in global markets, we identified a need to offer licensing industry specific PR services in this region. Our tie-up with Kilogrammedia, as a PR agency exclusively focused on licensing and broadcast and its excellent reputation in that field, make it an ideal partner for ZenWorks and our clients. We are looking forward to building a strong and lasting partnership."

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