



# MOLANG

Overview

# WHO IS MOLANG ?

Everybody loves Molang,  
Molang loves everybody!

Molang started life in **2010** as a doodle created by a **Korean** illustrator, Hye Ji Yoon, to express her emotions as a young student. In **2015**, after meeting Hye Ji, **Millimages** acquired Molang global rights and created and produced the **Molang TV series**, thanks to author Marie-Caroline Villand.

Molang's TV success quickly grew into a **digital sensation** and has evolved into a **lifestyle brand** with a successful consumer products program. Kind and affectionate, Molang has **a unique, instantly recognizable style**.

**KINDNESS**

Softness

No nationality

**TENDERNESS**

**FEEL**

Uniqueness

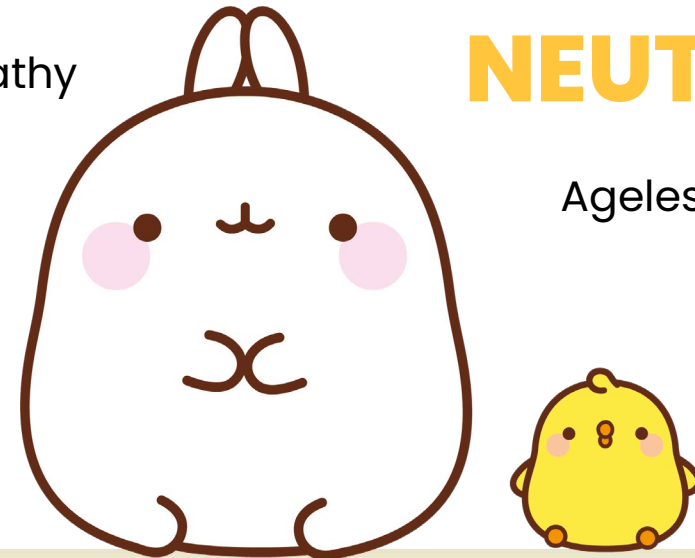
**GOOD**

**GENDER**

Empathy

**NEUTRAL**

Ageless



# TV BESTSELLER

## ✦ 6 Seasons for TV

156 eps x 3'30 min + 156 eps x 5min

## ✦ 13 Music Video Clips

## ✦ 6h Additional Content

## ✦ 9 Specials x 7min

## ✦ 24 Podcasts x 4min

## ✦ 1 season on YouTube with GenZ oriented content: 100K subscribers in the first 5 months

WINNER  
BEST EXPORTED FRENCH  
TV SERIES  
TVFI EXPORT AWARD

NOMINATED  
BEST EXPORTED TV SERIES  
UNIFRANCE

NOMINATED  
CATEGORY PRESCHOOL  
INTERNATIONAL EMMY  
KIDS AWARDS

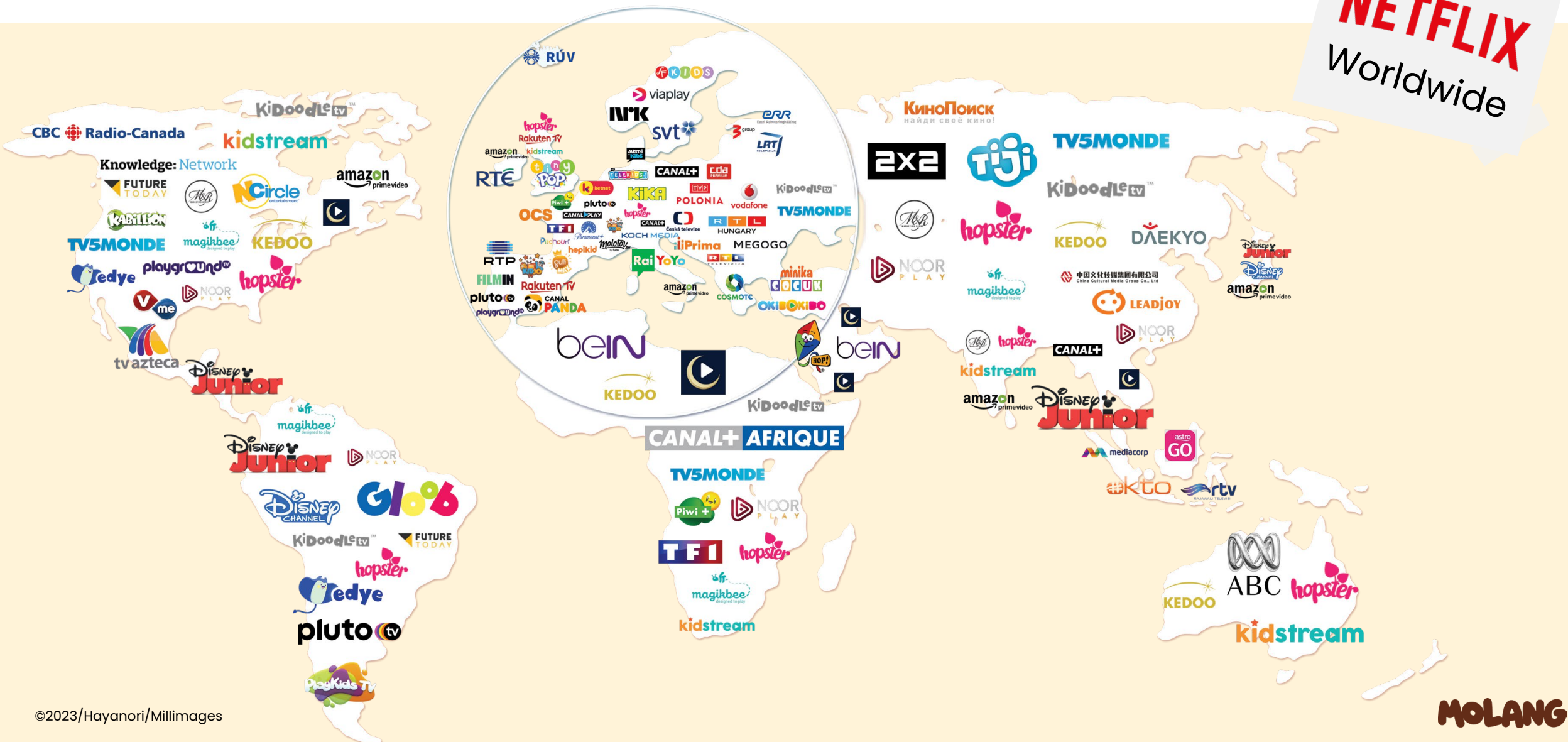


**BETTER TOGETHER**

# GLOBAL EXPOSURE

MOLANG broadcasting around the world

On  
**NETFLIX**  
Worldwide



# TRANSPORTS

## Public transport Collaborations: Molang in daily life

Molang accompanies people in transports all over the world.

### SUBWAY

MEXICO / SOUTH KOREA



#### MEXICO

Broadcasted every day, once per hour with Special Themes or Events: Valentine's day, Easter, Children's day, Summer, etc.

**570 screens** in 70 Mexico subway station  
**3 Million** passengers / day

#### SOUTH KOREA

Preventive video for Covid broadcasted in KTX and AREX trains:

**7M** passengers / month  
**700K** runs / month

### PLANE

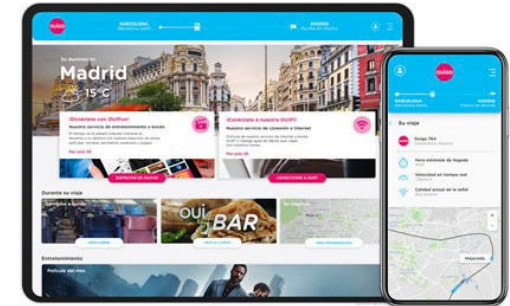
AIR FRANCE / KOREAN AIRLINES / ROYAL AIR MAROC



Seasons 1, 2 and 3 broadcasted on Air France, Korean Airlines and Royal Air Maroc

### TRAIN

FRANCE / SPAIN



Seasons 1 broadcasted on OUI GO France & Spain trains in 2021

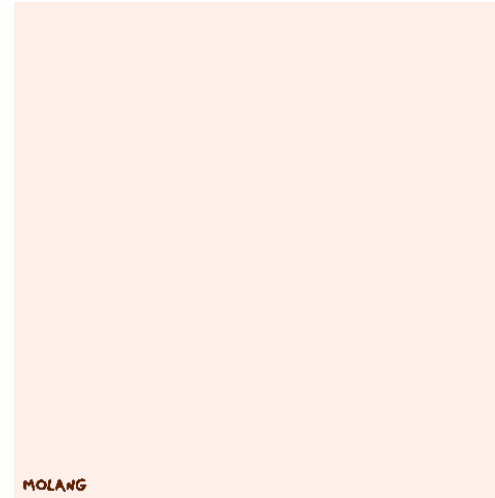
# A 360 PHENOMENON

In just 7 years:

- ✦ **TV show** sold worldwide
- ✦ 7 millions+ followers on **social media**



- ✦ 27 billion views on **GIPHY**
- ✦ 716+ million views on social media
- ✦ 50k monthly visits on **molang.com**
- ✦ 80+ licensees & 1 000+ products



SOCIAL MEDIA SUCCESS



MERCHANDISING BRAND



TV BEST-SELLER



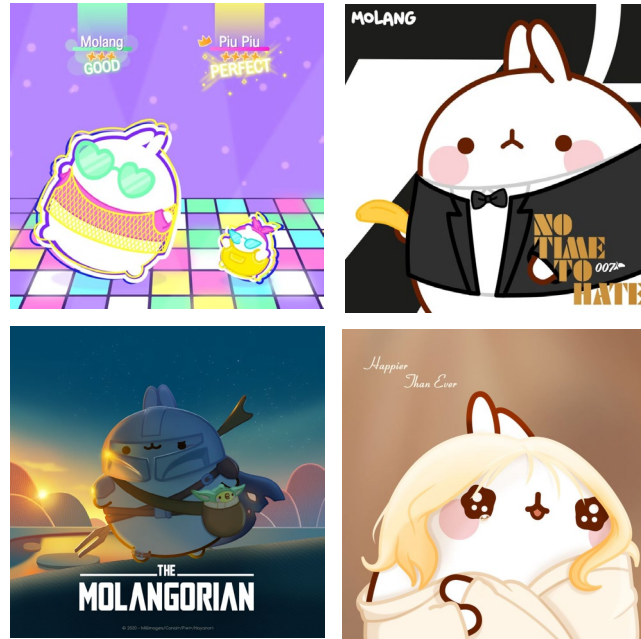
COLLABORATIONS AND  
EVENTS

# MOLANG IN POP CULTURE



## DRESSING UP

*Molang loves to dress up.  
The costume possibilities  
are endless!*



## PARODIES

*Follow all the upcoming  
releases with Molang online  
parodies: video games,  
movies, TV shows...*



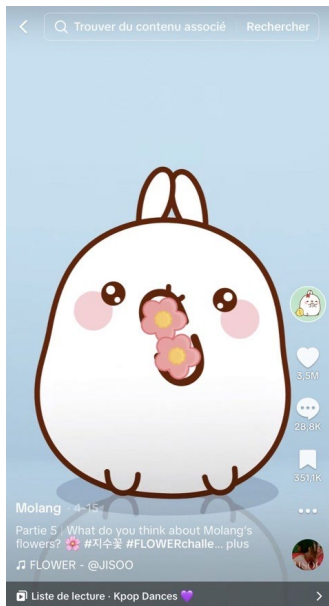
## VIDEO GAMES

*« Molang dreamworld » is  
coming on your smartphone  
worldwide by the middle of the  
year*

# SOCIAL NETWORK

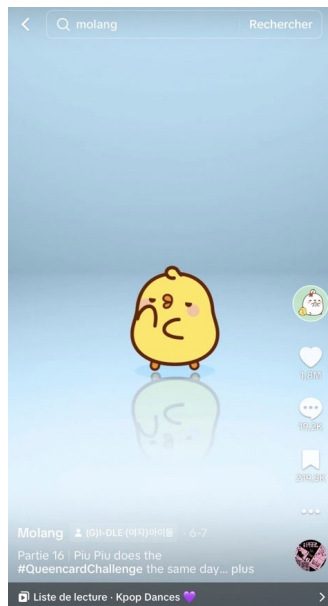
## Molang on TikTok

Check-out our most famous TikToks [here](#)



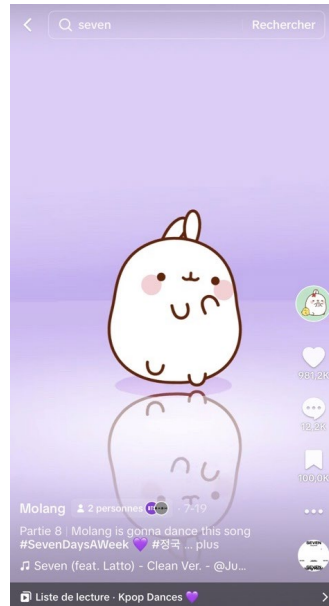
### Flower Dance

**41,4M views**  
3,9M interactions



### Queencard Dance

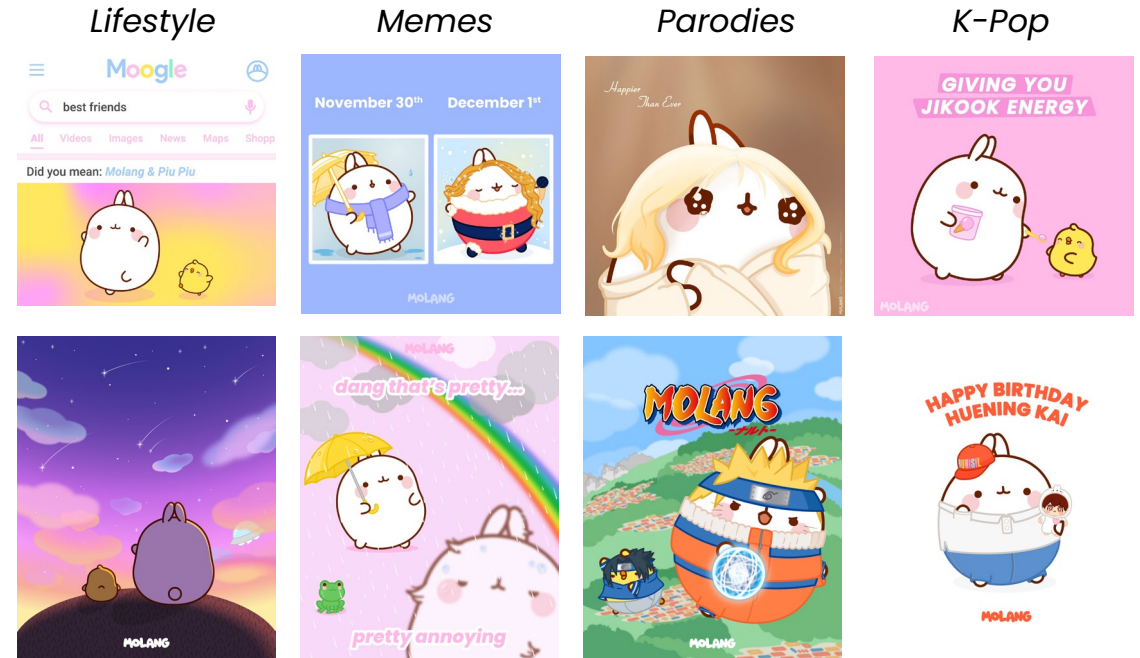
**11M views**  
2M interactions



### Seven dance

**6M views**  
1.1M interactions

## Some fans' favorite posts






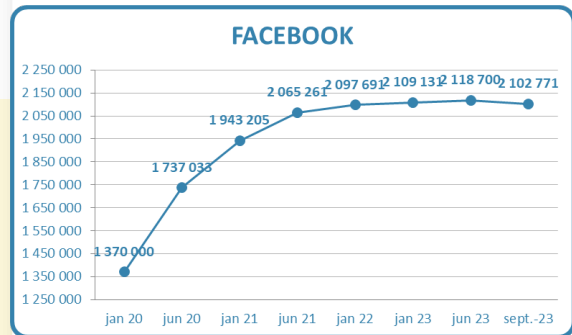
## Molang products UGC



# WORLDWIDE DIGITAL SENSATION

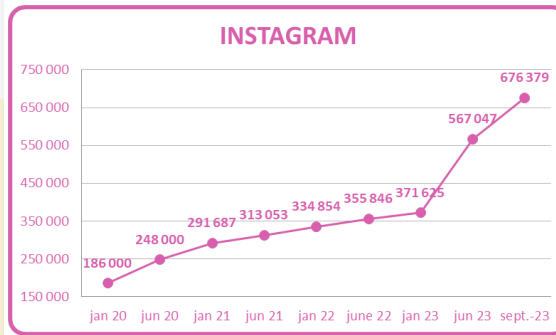
## Over 7 millions followers worldwide

- ✦ 880K followers on our Chinese platforms
- ✦ 80K followers on our Korean accounts
- ✦ 27 billions gifs views on  **GIPHY** (In comparison : Disney 14.5B, Pokémon 5.6B, Hello Kitty 2.6B)
- ✦ **2023 Goals**: 15K followers on  & 8K Followers on 



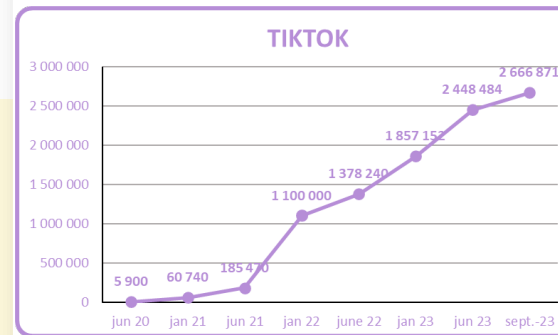
 **2M+ FOLLOWERS**

**+315,79% followers** in a year  
**+393,3 % engagement**  
**8% ER VS 1,29% FB average ER**  
**6M impressions**



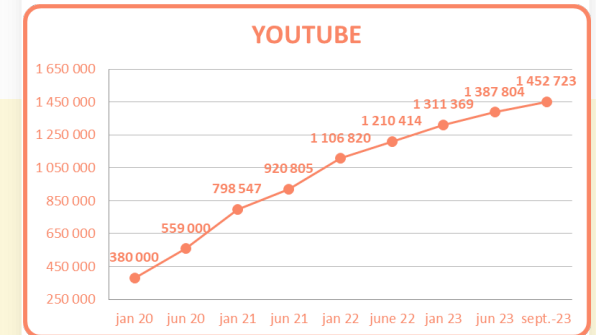
 **675K FOLLOWERS**

**+40% followers** in 2023  
**12% engagement rate**  
**VS 6,17% IG average ER**  
**20M impressions** in 2023



 **2.7M FOLLOWERS**

**+24% followers** in 2023  
**+113% video views** in 2023  
**70M views** (2023)  
**9.2M engagement** (2023)



 **1.3M SUBSCRIBERS**

**+65,12% posts** in a year  
**1.1 Md impressions**  
**210K+ views** per video in 2022  
**+2,1pts** over YT average CTR

# OFFICIAL MOLANG WEBSITE

Worldwide Shipping

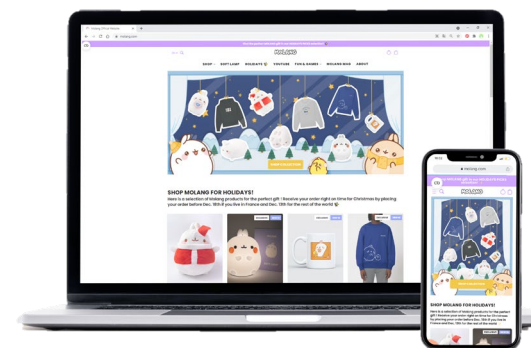
Top countries for visits & sales: USA, France, UK, Germany

50k monthly visits



## Launched in December 2020:

- ✦ Exclusive capsule collections in many categories: plushes, apparel, fashion accessories, tech accessories, home & décor, stationery etc.
- ✦ Shopping Molang official licensees' products
- ✦ Finding additional content and play
- ✦ Getting fresh news regarding Molang, Piu Piu & the Pincos



## Launched in April 2023

Our **first Molang shop in shop**, in Paris' Marais' district, in the shop Magna Carta!



# CHARITY WORK

## 2021 : Kindness Day

THE MIX

Collaboration with THE MIX and several influencers representing Molang's brand values, to join #MolangKindnessCrew and share kindness on social media for two weeks



2022-2023 :

Safer internet day & anti-bullying campaign 



Molang brings all its kindness and empathy to fight against cyberbullying :

- ✦ Influencers received an **exclusive Molang box** aimed **to distance from cell phones**
- ✦ Creation of a Discord canal to open discussions
- ✦ Print of leaflet to educate
- ✦ A collection of exclusive GIFs
- ✦ **Awareness clip** of Molang in **French trains stations & Paris metro lines** for a week, for an estimated **reach of 8M people**



MOLANG  
SAFE  
SPACE

Online violence, IRL consequences:  
Molang says stop to cyberbullying



MOLANG

# LOTS OF CREATIVE CONTENT

- ✦ A core Style Guide, 7 trends guides, and new ones every year
- ✦ Social media extra materials available
- ✦ A creative team dedicated to licensing developments
- ✦ Possibility of creating exclusive looks for a collection

## « Reverse » trend guide



## Core style guide



## Molang pet's capsule



## Spring trend guide

