



NICKELODEON AND MR. KIASU CREATOR MAKE A SPLASH WITH SPONGEBOB SQUAREPANTS X MR KIASU COFFEETABLE BOOK COLLABORATION

Continues SpongeBob's 20th anniversary celebrations with launch at Singapore Comic Con, 7 – 8 December 2019

Extends into collectible licensed merchandise

SINGAPORE, 27 NOVEMBER 2019 – Two icons will meet when Nickelodeon and Johnny Lau, the creator of Mr. Kiasu, collaborate to launch a coffee table book that features everyone's favourite yellow sponge, SpongeBob SquarePants, and Singaporean comic figure, Mr. Kiasu. To celebrate 20 years of SpongeBob SquarePants, the coffeetable book is a localised tribute to the number-one kids' animated series on TV and titled 'When Mr. Kiasu Meets SpongeBob SquarePants'. This will launch at the Singapore Comic Con, held on 7 – 8 December 2019.

Conceptualised by Nickelodeon and Lau, the book features the unique illustrative style of Lau who blends the two characters into each other's world. Bikini Bottom will meet Singapore in this clash of worlds, when SpongeBob runs into Mr. Kiasu and both embark on an epic adventure.

Dennis Tan, Vice President, Brand & Retail Marketing Asia Pacific, Viacom Nickelodeon Consumer Products said, “To continue to commemorate SpongeBob’s 20th Anniversary, we wanted to partner an artist to highlight SpongeBob’s influence on pop culture through a distinctively Asian lens. This partnership with Mr. Kiasu is all that and more. It juxtaposes SpongeBob with the truly local Mr. Kiasu but also shows what they have in common – imagination, humour and a whole lot of heart – that makes this combination compelling for fans.”

“As a pop culture enthusiast and a longtime fan of SpongeBob, I couldn’t be happier to re-imagine him with Mr. Kiasu and create a unique take on SpongeBob in Asia,” said Johnny Lau.

The concept mashup will also extend into licensed merchandise ranging from apparel to home décor items, designed by local creator and retailer Meykrs. Look out for tees, pouches, notebooks, washi tape, cushion covers, coasters etc. which are priced from S\$4.90 - S\$24.90.

The ‘When Mr Kiasu Meets SpongeBob SquarePants’ coffeetable book is a 64-page full-colour edition priced at S\$18.90, published by Shogakukan Asia. The book and licensed merchandise will launch exclusively at the Shogakukan Asia booth (C6) and SpongeBob x Mr Kiasu booth (C4) respectively at the Singapore Comic Con.

Fans can also get their books autographed by Lau, who will conduct fan-signing on both days. Thereafter, the coffeetable book will be available at leading bookstores from 9 December onwards. The merchandise will retail at Area65 and VivoCity Toys“R”Us.

Enjoy the Water B SpongeBob-themed Cruise

Fans can also look forward to a complimentary round-trip ticket ride onboard the Water B SpongeBob-themed cruise ride^[1] with every purchase of the book. One ticket is issued with each book and this is limited to 200 books.

20th Anniversary Celebrations in Asia in 2019

During the Hari Raya season, SpongeBob celebrated with fans in Paradigm Mall Johor Bahru in Malaysia with a gigantic inflatable which made it into the Malaysia Book of Records as the biggest inflatable cartoon character in the country. In the Philippines, Nickelodeon partnered with Secret Fresh – a collective of Filipino artists representing a variety of mediums, including graffiti, paintings and sculptures, art toys, street wear fashion, furniture and other innovations of classic and modern designs combined – who re-imagine SpongeBob and create limited-edition art, figurines and prints. Japan kicked off celebrations at Tokyo Summerland, one of the largest waterparks in Japan; while in China, Nickelodeon collaborated with internationally renowned artists whose unique creations were available for sale at an exhibition pop-up in Shenyang’s MIXC mall. Later in 2019, there will be publishing and merchandise collaborations with Faza Meonk (creator of Indonesia’s *Si Juki*).



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[1] Embarkation will be at the Fort Canning Jetty at Clarke Quay (next to Liang Court).

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Viacom International Media Networks (VIMN), a unit of Viacom Inc. (NASDAQ: VIAB, VIA), is comprised of many of the world's most popular multimedia entertainment brands, including MTV, MTV LIVE HD, Nickelodeon, Nick Jr., Comedy Central, Paramount Channel, and more. Viacom brands reach more than 3.4 billion cumulative subscribers in 180+ countries and territories via more than 200 locally programmed and operated TV channels and more than 550 digital media and mobile TV properties, in 40 languages. Keep up with VIMN news by visiting the VIMN PR Twitter feed at www.twitter.com/VIMN_PR. For more information about Viacom and its businesses, visit www.viacom.com, blog.viacom.com and the Viacom Twitter feed at www.twitter.com/Viacom.



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