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RARE APPOINTS TINDERBOX AS GLOBAL LICENSING AGENCY FOR SEA OF THIEVES AND ICONIC HERITAGE TITLES

Tinderbox, the digital division of global brand extension agency Beanstalk, has been appointed by Rare as the global licensing agent for their highly anticipated new game “Sea of Thieves” and for iconic titles from the history of the gaming studio.

Rare, a British video game developer and subsidiary of Microsoft Studios, celebrated over 30 years of gaming heritage with the launch of “Rare Replay” in August 2015. Among the 30 games produced by the company to celebrate their 30th anniversary were favourites, “Battletoads”, “Banjo-Kazooie”, “Conker”, “Perfect Dark” and “Viva Piñata”. Tinderbox is working with Rare to extend these key franchises into multiple product categories such as apparel, toys, collectibles, publishing and gift products.

“Sea of Thieves”, the much anticipated new game from Rare, will be available on Xbox One and Windows 10. The game will immerse you and your friends in a fantastical shared world where you will have the freedom to be the pirates you want to be, bringing the unique Rare aesthetic to an epic multiplayer pirate adventure. Tinderbox has been tasked to support the release by establishing a global licensing programme across multiple categories, including apparel, accessories, toys, collectibles, publishing, gift and novelty.

Tinderbox, a division of Beanstalk, is dedicated to working with digital brands to realize their potential in the world of consumer products, and is led by a dedicated team specializing in digital properties. The division was formed to address the market need for a brand licensing agency expert at extending digital properties – from leading video games to social networks and all categories of apps including games, entertainment, and lifestyle.