?Mind Candy’s Moshi Monsters returns for younger generation

Thursday 3 November, 2016

Moshi Monsters Egg Hunt allows any kid to own a unique Moshling named after them

03/11/16 – Mind Candy’s global kids’ phenomenon Moshi Monsters is back to enchant a new, younger generation! This time it’s all about hatching eggs and discovering your own personalised Moshling character in an app and bespoke storybook.

Since 2007, millions of kids in 150 countries have visited the multi-award winning world of Moshi Monsters – which spans games, magazines, toys, music and even a movie.

As the brand approaches its 10th anniversary, with 100 million monsters now adopted, Mind Candy is revisiting its most popular brand with ambitious plans to reinvigorate Moshi Monsters across interconnected apps, games, books and other media.

The first new products are live now, expanding Moshi’s vast existing IP, where over 350 recognised monster types each have their own back stories. Further announcements and releases for the relaunch will follow in 2017. A new animation show is in development, and Mind Candy is in talks with potential partners to make an entire series which will link into apps and personalised books.

Moshi Monsters Egg Hunt app

Now available on Apple App Store and Google Play, **Moshi Monsters Egg Hunt** kicks off this new series of ingeniously intertwined products. Aimed at a younger audience of 4- to 7-year-olds, this charmingly simple app sees kids finding and hatching a different Moshling egg every day. They can then play with their newly hatched Moshlings as their monsterific collections grow. Moshi Monsters Egg Hunt promises a fun, safe environment that will remain 100% free, but Moshi fans can take the adventure further with a magical storybook starring their very own unique Moshling character.

Moshi Monsters Egg Hunt Personalised Book

Available now at moshimonsters.com, **Moshi Monsters Egg Hunt** offers a personalised storybook in which kids join renowned Moshling collector Buster Bumblechops on a beautifully illustrated, fun-filled egg hunt.

Featuring the reader’s name throughout, this enchanting journey across the world of Moshi culminates with the discovery of a very special egg containing a uniquely customised Moshling named in their honour. “Who’s in the egg? Only YOU can find out!” Kids can then bring their book’s personalised Moshling to life in the Moshi Monsters Egg Hunt app. They can also collect their friends’ unique Moshlings. Each stunning book includes five custom trading cards and a poster featuring the unique Moshling.

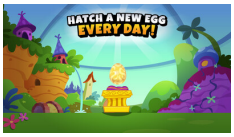
Containing secret codes and hidden characters to help unlock further in-app fun, the Moshi Monsters Egg Hunt storybook is set to captivate kids and parents alike.

Download **Moshi Monsters Egg Hunt** now FREE from the Apple App Store or Google Play. Visit moshimonsters.com to create your personalised **Moshi Monsters Egg Hunt book**.

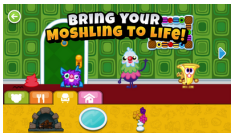
ENDS

Media:















Related Sectors:

Business & Finance :: Children & Teenagers :: Leisure & Hobbies :: Media & Marketing ::

Related Keywords:

Mind Candy :: Moshi Monsters :: App :: Game :: Book :: Kids :: Children :: Moshi :: Moshling ::

Scan Me:

Company Contact:

Mind Candy

T. 07799334994
E. PR@mindcandy.com
W. https://www.mindcandy.com

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.mindcandy.pressat.co.uk