# Peppa Pig’s baby sister announcement breaks global audience records with PrettyGreen’s viral PR campaign



When it was announced on *Good Morning Britain* that the beloved children's character Peppa Pig had welcomed a new baby sister, fans around the globe erupted with joy. This much-anticipated reveal marked the culmination of an expertly crafted public relations campaign, designed to elevate Peppa Pig’s profile and engage audiences worldwide.

The efforts behind this successful campaign have been attributed to the PR agency PrettyGreen, led by Managing Director Sarah Henderson. With nearly twenty years in public relations and a background managing high-profile brands like Nando's and Disney, Henderson's team orchestrated a series of strategic moves that captivated the public. They reached an astonishing audience of 1.4 billion during this campaign alone, demonstrating how powerful modern PR can be when it marries creativity with cultural resonance.

The campaign drew inspiration from celebrity pregnancy reveals, harnessing the excitement of such announcements to create a viral moment. For example, Mummy Pig's pregnancy was first disclosed during a live interview on *Good Morning Britain*, where she hilariously stumbled over her news while being interrupted by her cartoon daughter, Peppa. This light-hearted moment echoed the playful spirit of the show, allowing audiences to feel a personal connection to the characters.

In February, a dazzling gender reveal event at London’s Battersea Power Station showcased a similar flair for drama. During this event, the iconic power station's chimneys were illuminated in pink to celebrate Peppa Pig’s impending new sister, drawing significant media coverage and public attention. The event also featured character appearances and fundraising efforts in partnership with NCT, a charity for parents and pregnancy support.

The recent announcement of Peppa Pig’s baby sister, named Evie, was similarly theatrical. Not only was the news revealed live on TV once more, but it was also punctuated by a town crier who proclaimed the arrival of the new character, merging a royal-inspired announcement style with the show's playful branding. This touch resonated particularly well with audiences, evoking a sense of festivity akin to royal birth announcements, further embedding Peppa Pig within the cultural zeitgeist.

The brand's resurgence in popularity can also be viewed through its new release, *Peppa Meets the Baby*, a cinema experience featuring ten new episodes that will launch across more than 2,600 cinemas globally. This film, which aims to engage families in the lead-up to Evie’s story, underscores Peppa Pig's ongoing evolution and its expansion beyond traditional television.

Behind this publicity success lies not just a clever marketing strategy but a deep understanding of what connects with audiences, particularly young families. As Henderson noted, leaning into internet culture and humour was pivotal in transforming Peppa’s family expansion into a viral phenomenon. The campaign's integration into social media conversations amplified its reach, with substantial spikes in searches and engagement across platforms like Google and TikTok.

Peppa Pig's journey from a simple cartoon to a multi-billion-pound franchise is a testament to the show's creators, Neville Astley and Mark Baker. They have struck a balance between simplicity in storytelling and relatability, ensuring that the characters remain endearing to both children and adults alike. This delicate approach ensures that the piglet's adventures will continue to resonate for years to come, proving that Peppa Pig is not just a passing fad but a lasting figure in popular culture.

As the joyful announcements continue to unfold, it’s clear that the excitement surrounding Peppa Pig, her family, and their narratives offers a much-needed dose of happiness in today’s world. The campaign has cemented Peppa Pig's status as a key player in the fabric of children's entertainment, reminding us of the power of stories that transcend generations.

### Reference Map

1. Paragraphs 1-3: (1)
2. Paragraphs 4-5: (1), (2), (4)
3. Paragraphs 6-7: (1), (5), (6)
4. Paragraphs 8-9: (1), (3), (4)
5. Paragraphs 10-11: (1), (7)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.dailymail.co.uk/news/article-14734879/peppa-pig-evie-birth-viral-creator.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://newsroom.hasbro.com/news-releases/news-release-details/peppa-pigs-peppa-meets-baby-cinema-experience-splashing-theaters> - Hasbro announced the 'Peppa Meets the Baby Cinema Experience,' set to debut on May 30, 2025, in over 2,600 cinemas across 14 countries. This special event will feature 10 new episodes, six new songs, and music videos, allowing fans to join Peppa Pig and her family as they prepare for the arrival of a new baby. Tickets became available on April 9, 2025, at peppapigcinemaexperience.com.
3. <https://newsroom.hasbro.com/news-releases/news-release-details/peppa-pig-going-be-big-sisteragain-hasbro-reveals-mummy-pig> - On February 27, 2025, Hasbro revealed that Mummy Pig is expecting another piglet, marking a significant development in the Peppa Pig franchise. The announcement was made through an exclusive interview on the 'Not Gonna Lie' podcast with Kylie Kelce, aligning with Kelce's own anticipation of a new arrival. The new Season 10 episode, 'The Big Announcement,' premiered on March 31, 2025, on Nickelodeon, showcasing Mummy and Daddy Pig sharing the exciting news with Peppa and George.
4. <https://www.prii.ie/resource/peppa-pigs-family-expanding.html> - In a heartwarming announcement on ITV's Good Morning Britain, Mummy Pig revealed she is expecting another piglet, a sister for Peppa. This news, part of a campaign by PrettyGreen for Hasbro, was celebrated with a TV interview on prime time breakfast TV and playful maternity photoshoots. The campaign has garnered widespread praise on social and mainstream media, with PR professionals highlighting it as a great example of creative earned media that captivates and entertains in the tough Consumer market sector.
5. <https://www.pacecomms.co.uk/blog/a-baby-announcement-bigger-than-beyonces> - Mummy Pig's pregnancy announcement has taken the world by storm, with coverage from major news publications and a flurry of social media activity. The campaign, orchestrated by PrettyGreen, has been praised for its meticulous planning, from the live television announcement to the baby scan photo and the 'Expect Pig Changes' billboards. The news has gone global and was even perfectly announced in the US on a popular podcast hosted by Kylie Kelce, who herself is expecting her fourth child.
6. <https://merchantwise.com/news/peppa-pigs-family-is-growing-and-australia-is-celebrating/> - Peppa Pig fans in Australia are celebrating the announcement that Mummy Pig is expecting a new piglet. The news was revealed on Good Morning Britain on February 27, 2025, where Mummy Pig appeared live from Peppatown to deliver the joyful news. Since then, a global PR campaign has sent the internet into a spin, racking up more than hundreds of millions of impressions worldwide. The big news is set to unfold in a brand-new episode titled PEPPA PIG: The Big Announcement, premiering in Australia on ABC iview from 6am on April 7, with a broadcast slot on ABC Kids at 7:55am on April 22.
7. <https://licensing.biz/hasbro-reveals-peppa-pigs-mummy-pig-is-expecting-a-girl/> - Hasbro has announced that Mummy Pig is expecting a girl, marking a first-ever for the brand. The gender reveal was depicted in an exclusive episode of Peppa Pig Tales on Walmart's website. Hasbro also hosted a party at the Peppa Pig store inside London's Battersea Power Station, featuring character appearances, themed activities, and specially decorated cupcakes. The Battersea Power Station chimneys were lit up pink to reveal that Mummy and Daddy Pig are expecting a baby girl—a little sister for Peppa, four, and George, two.