

China's about to rediscover Peppa Pig

A **promotional** clip for a movie **featuring Peppa Pig** has gone viral, earning the brand—previously more popular among city-based children—new fans in rural Chinese regions. Shares in the production company behind the show, Entertainment One, **rallied** the most in about four months in London trading.

promotional 促销的；增进的

feature 以...为特征

Peppa Pig 小猪佩奇

rally 集合；恢复；重整

It's a remarkable change in **fortunes** for television's most famous **hog**. In May last year, Peppa Pig **morphed** into a symbol when its popularity on online platforms saw it associated with "shehui ren"—a **slang word** spurring grown-up fans to link the show to rap music, while some even got **tattoos** of the character.

fortunes 命运

hog 猪；贪婪者

morph 改变

slang word 俚语

tattoo 纹身

The movie **teaser** released Thursday, in the lead up to the Chinese New Year holiday, shows a rural man's attempt to discover what his city-raised granddaughter means when she says "Pei Qi"—"Peppa Pig" in Chinese. After a failed attempt to paint a farm pig red, he adapts an old **ventilation** fan to make it look like the character, pleasing the awaiting child.

teaser 戏弄者；预告片

ventilation 通风设备；空气流通

After stocks tied to Peppa soared in Asia overnight, sentiment around Entertainment One shares was given a further boost when U.K. toymaker Character Group Plc highlighted the brand's strength in a trading update. Entertainment One rose 5.2 percent on Friday, the most since Sept. 27.