

China’s about to rediscover Peppa Pig

<p>Notes &amp; Cues:</p>	<p>Article:</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p>
<p>Summary:</p>	