

Moonpig presses play on gaming offer

Creating the Home of Gaming with launch of bespoke card and gifting ranges



Moonpig, the UK's leading online greeting card and gifting platform has announced today their move into the gaming space with the intention of becoming the '[Home of Gaming](#)' for birthdays.

Whether it's a little person who spends hours watching Ali-A on YouTube or a big person who loves to reminisce on their Sonic-on-the-Mega-Drive days, everyone's got a gamer in their life. Moonpig's new offer is designed for friends and family to level up when faced with the challenge of a gamer's birthday.

The range is built on licensing partnerships with flagship brands such as Nintendo, Pokemon, Sonic the Hedgehog, SEGA, Warhammer and Marvel Gameverse just to name a few, but Moonpig is still actively recruiting gaming brands to fulfill their vision of becoming the ultimate gifting companion.

The gaming range is available on the Moonpig, spanning card designs as well as a curated gifting range: <https://www.moonpig.com/uk/personalised-cards/gaming/>

*"Gaming represents a huge opportunity for us at Moonpig and with incredible household brands - like Nintendo - on board, we've only just begun the journey to become the ultimate destination for birthday presents for every gaming fan. Our ambition is to have a brilliant range of cards that fans can't find anywhere else and offer matching gifts for the perfect bundle. - said **David Rimmer, Commercial Director at Moonpig.***

Victoria Connor, Licensing Executive at Moonpig said: *"We know how passionate people are about gaming and we're looking forward to extending the licensed range for cards as well as gifting with more gaming favourite brands"*

The first elements of the gaming range launched in September with a licensed partnership with

[Nintendo](#). The bespoke cards were designed by Moonpig's in-house team, creating a diverse, personalisable range that is not available anywhere else, featuring Super Mario, Animal Crossing and Zelda among others. The range was an instant hit on the site which prompted Moonpig to extend the gaming offer further.

Nelson Calvinho, Head of Marketing for Nintendo UK says: *"Nintendo prides itself on bringing people together through its games and putting smiles on people's faces. We hope that this new range of cards from Moonpig, featuring many familiar characters from the world of Nintendo, will put a smile on the face of anyone receiving them."*

The next stage of the gaming campaign launched in April this year, featuring bespoke site looks as well as a number of competitions and giveaways on social media, giving participants the opportunity to win prizes, including a number of personalised Nintendo Switch Lite consoles and even a personalised Xbox Series S in partnership with gaming sensation Ali A.

