

Aurora World Corp in Toys and Games (South Korea)

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Abstracts

Aurora World Corp closed a deal with Europe McDonald's Happy Meal for the Yoohoo and Friends character license in January 2013, wherein Yoohoo and Friends were to be handed out as a Happy Meal set gift at 6,000 outlets in 40 Europe countries until April 2013. Aurora was the first local manufacturer to enter in McDonald's deal. This news was spread through Aurora World Corp's press release and helped enhance the company's image. The company operates its own design centre for new character...

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