

For Immediate Release



May 28, 2024

A quiz battle between the LICCA doll family and the Fujioka family!
Licca House “Wannyan Sharehouse” to be launched on Saturday, June 29, 2024
—Collaboration video to be available on Tuesday, May 28—
You must see Hiroshi Fujioka’s version of “LICCA!” the commercial audio trademark!

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima; headquarters: Katsushika-ku, Tokyo) will launch Licca House “Wannyan Sharehouse” (SRP: JPY 5,940/tax included), where various animals live together as friends, from Saturday, June 29, 2024 at toy stores, toy sections of mass retailers, etc. in Japan, online stores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp/), etc.

In addition, the collaboration video “The LICCA Doll Family vs. the Fujioka Family Wannyan Sharehouse Quiz Battle!” with the Fujioka family, whose members are known as dog lovers, will be available from Tuesday, May 28, 2024 on the LICCA official YouTube channel (youtu.be/pJUMT15TnUI).



While Hiroshi Fujioka has a wild image, the decision to engage the services of the Fujioka family as the guest contestants in the video was based on his impressive love of animals as a dog lover who lives together with “Kunitora,” a Kai Ken dog, as a member of his family.

In the collaboration video, the LICCA doll family competes against the Fujioka family, led by Hiroshi Fujioka, in a quiz showdown. Hiroshi Fujioka, together with Ai Tensho (his eldest daughter), Amane Tensho (his second

daughter) and Mai Fujioka (his third daughter), take on the challenge of a quiz competition with the LICCA doll family regarding the “Wannyan Sharehouse” and the Fujioka family’s beloved dog. The video provides a glimpse of the family’s bonds, such as through Hiroshi Fujioka’s unique answers and the family’s exchanges that show the great fondness they have for their beloved dog. We hope that you will enjoy watching the friendly competition between these cheerful, animal-loving families.

■ YouTube Video Overview

Title: The LICCA Doll Family vs. the Fujioka Family Wannyan Sharehouse Quiz Battle!

Performers: Hiroshi Fujioka, Ai Tensho, Amane Tensho and Mai Fujioka

Video Platform: LICCA Official YouTube Channel (youtu.be/pJUMT15TnUI)



■ Episode During Filming

The Fujioka family’s friendly relationships brought out laughter, and the filming of the video proceeded smoothly. The staff was captivated by the contrast between the wild Hiroshi Fujioka and the cute LICCA doll. During the filming of Hiroshi Fujioka’s version of the commercial audio trademark “LICCA!” (note: this was a special appearance only for this video), Ai, Amane, Mai and everyone in the whole studio showed a lot of excitement. Hiroshi Fujioka even made a request, stating that he wanted a “Hiroshi gorilla” to be added as one of the pets of the Wannyan Sharehouse. Between takes, there was also a time that Hiroshi Fujioka provided the staff with hot “Fujioka coffee” and freshly baked obanyaki cakes (thick pancakes with a sweet filling) as a special treat, allowing everyone to take a breather. It was a wonderful filming location where the family’s bonds were evident, such as when the daughters excitedly talked about the times when they played with the LICCA dolls, and in the scenes they were filming, Hiroshi Fujioka spontaneously remarked, “That is so cute.”



Regular version



Hiroshi Fujioka’s version

Note: This version featured a special appearance only for this video.
For actual TV commercials, only the regular version is used.

■ Interview (Honorific Titles Omitted)

Q: What were your thoughts when you received the offer to appear in the video?

Hiroshi Fujioka: “I was quite surprised that I could appear together with the LICCA doll family. I hope that together we can convey the importance of family, personal relationships and family communication. I would like to convey the comforting brightness and warmth of a wonderful family.”

• Comments to all the fans who watch this commercial

Mai Fujioka: “We will do our best to convey to everyone the charm, fun and goodness of the LICCA doll, which is loved

both now and in the past! I hope everyone gets this message!”

Hiroshi Fujioka: “I’m a little embarrassed. I’m the only one who’s different, aren’t I? The LICCA old man.” (laughs)

Ai Tensho: “I think it is interesting that there is such a contrast.”

Amane Tensho and Mai Fujioka: “Right! Because there is that contrast.”

Hiroshi Fujioka: “But just the presence of the dolls makes me feel warm, and they really convey the wonderfulness and importance of family.”

Ai Tensho: “I think that because we have a similar love of animals, I am really excited for this quiz-type format because I don’t think we can lose.”

Hiroshi Fujioka: “Having just three members is also the same.”*

Ai Tensho: “Three sisters, pitted against each other!”

* LICCA has five brothers and sisters, the twins MIKI and MAKI and the infant triplets KAKO, GEN and MIKU, but in this collaboration video three sisters appear, LICCA and the twins MIKI and MAKI.

■ Licca House “Wannyan Sharehouse” Product Information

The “Wannyan Sharehouse” is a Licca House where dogs, cats, rabbits and various other animals live together as friends. In addition to five rooms, including a flower room with floral patterns on the wallpaper, there is also a slide that leads outdoors, a swing and other items on which the animals can freely play. When combined with the “Wannyan Pet-Sitter Licca” and the “Licca Wannyan Backpack & Multiple Pet Set,” which are sold separately, the brush, comb and other items can be used to take care of the animals.



There are five rooms in which the animals can play, including the “Star Room” that has a hamster running wheel and the “Flower Room” that has wallpaper with floral patterns.

This product features eight gimmicks, such as a slide, an elevator and a GACHA vending machine for dispensing treats.



Product Name:	Licca House “Wannyan Sharehouse”
SRP:	JPY 5,940 (tax included)
Launch Date in Japan:	Saturday, June 29, 2024
Recommended Age:	3 years and up
Copyright:	© TOMY
Product Website:	licca.takaratomy.co.jp/products/house/petsharehouse/
Product Video:	youtu.be/Z1JyIbSfo5A

■ About LICCA doll

LICCA doll, born in 1967, enables one to enjoy “pretend play” and “dress-up play” using items such as dresses and houses. Having a defined profile including age, family and friends from her initial release has been one of LICCA doll’s characteristics. LICCA doll has developed constantly incorporating the latest trends, and been loved across several generations of mothers and daughters.

▼ Profile

Born on May 3. Her eight-person family consists of her father, mother, twin sisters and baby triplets. Her interests are

fashion, travel and posting on social media. She is a fashion-conscious, gentle and cheerful girl.

[Official Website] licca.takaratomy.co.jp/

[Official SNS @bonjour_licca]

twitter.com/bonjour_licca [instagram.com/bonjour_licca](https://www.instagram.com/bonjour_licca)

[Official YouTube Channel] “LICCA Official Channel” www.youtube.com/@Licca-chan_official

■ Fujioka Family Profile

Father: Hiroshi Fujioka (center)

Eldest daughter: Ai Tensho (left)

Eldest son: Maito Fujioka (right)

Second daughter: Amane Tensho (center right)

Third daughter: Mai Fujioka (center left)



Each member is active as an actor, actress and model, and they also work as a family, including appearances together on TV variety shows. They live together with “Kunitora,” a Kai Ken dog, and are known as dog lovers.

For press inquiries, please contact:

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For product inquiries from consumers, please contact:

TOMY Customer Service (Japanese only) Tel: 0570-041031 (Navi-Dial)