



## **TOYS “R”US® Global CMO Kim Miller Olko to Deliver Opening Keynote at MIPJUNIOR**

Chief Marketing Officer and President, Toys“R”Us Studios to Share Iconic Brand’s 360° Strategy from Retail to Content

Emmy Award Winner and Influential Storyteller to Also Speak at First International Edition of BrandStorytelling Summit



**Paris, 28 July 2025** – [MIPJUNIOR](#) (11-12 October), the world’s leading Kids conference and networking market, today announced that **Kim Miller Olko, Global CMO of Toys“R”Us and President Toys“R”Us Studios**, the entertainment production arm of the global toy brand, will give this year’s Opening MIPJUNIOR Keynote.

A four-time Emmy Award winner and influential brand storyteller, Miller Olko will give the opening keynote on midday on **Saturday 11<sup>th</sup> October**, drawing on insights from a 20+ year career as a transformational media leader and diving into the strategy behind the evolution of the iconic Toys“R”Us brand and content

strategy - from embracing AI, early testing on YouTube and TikTok, to initiatives that explore the intersection of mental health and play.

Staged in its traditional slot on the weekend before MIPCOM CANNES (13-16 October), 2025 sees a newly reformatted MIPJUNIOR aimed at bridging the gap between attention, creator and experience economies.

A transformation-led programme will feature thought leaders, innovative business models and fresh content in the Palais des Festivals' Debussy Theatre, alongside a new adjacent networking venue dedicated to fostering collaboration across all areas of the Kids ecosystem including producers, platforms, distributors, creators, funding partners and global players in toy and gaming sectors. Further details of the MIPJUNIOR programme, features and registration details can be found [here](#).

The Creator Economy will be the major theme for MIPCOM CANNES in 2025, with the MIPJUNIOR initiatives part of a series designed to open new opportunities and partnerships between digital creators, television producers, platforms, distributors and brands across both markets. Miller Olko will also feature as a speaker at the first ever international edition of *BrandStorytelling* - the market-leading brand-funded programming summit staged successfully over the last decade at the Sundance Film Festival – which will run across Monday and Tuesday (13-14 October) at this year's MIPCOM CANNES.

*“Toys ‘R’ Us is boldly reimagining an iconic brand for a new generation,” said Lucy Smith, Director of MIPJUNIOR and MIPCOM CANNES. “With Kim at the helm—a globally renowned storyteller, visionary marketer, and architect of their forward-looking strategy—they’re not just evolving, they’re setting a new benchmark. MIPJUNIOR exists to spotlight exactly this kind of trailblazing thinking—ideas that ignite creativity, foster unexpected partnerships, and meet kids wherever they’re discovering content today. This session is unmissable for anyone shaping the future of kids’ entertainment.”*

Before joining Toys“R”Us in 2021, Miller Olko served as a senior executive at Martha Stewart Living Omnimedia where she successfully engaged audiences through global brand partnerships and nationwide live experiences as well as award-winning television, including the acclaimed Martha and Snoop’s Potluck Dinner Party which she executive produced. Across her career, she has worked with a multitude of well-known brands, A-list celebrities and studios including Paramount, Warner Brothers, PBS and CBS.

*“At Toys“R”Us Studios, we’re co-producing with partners to develop content that resonates with kids and adults alike— always grounded in the power and joy of play,” said Kim Miller Olko. “The global strength of the Toys“R”Us brand gives us the freedom to innovate, experiment, and create meaningful content from one of the most beloved and recognizable names in the world—bringing that storytelling to life in our stores, online, across social channels and the big screen.”*

The global meet point for the Kids industry, MIPJUNIOR is set to welcome c.900 delegates from over 60 countries in 2025. MIPCOM CANNES is the world’s biggest and most impactful television and streaming content market, attracting over 10,500 delegates from more than 100 countries last year and whose week-long programme helps define the TV industry year.

### **Further Information**

MIPCOM CANNES - Patrick Keegan [patrick@pk-consults.com](mailto:patrick@pk-consults.com)

Toys“R”Us - Jaime Cassavechia [jaime@ejmediagroup.com](mailto:jaime@ejmediagroup.com)

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\*Organised by Safi, a subsidiary of RX France and Ateliers d'Art de France

### **About TOYS“R”US**

Toys“R”Us® is the global leader in the toy category celebrating the joys of childhood and play with kids of all ages for more than 70 years. Geoffrey the Giraffe™, the beloved mascot of Toys“R”Us®, is adored by millions of kids and their families around the world.

Today, the brand generates more than USD\$2 billion in global retail sales annually through 1,500+ stores and e-commerce businesses in 35 countries. Toys“R”Us® is owned by WHP Global, a leading brand management firm with a portfolio of consumer brands that generate over USD\$7 billion in retail sales. For more information visit: [toysrus.com](https://toysrus.com) and follow @toysrus on social.

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