



THE
SMURFS™

THE SMURFS™

VALORI

Amicizia

Divertimento

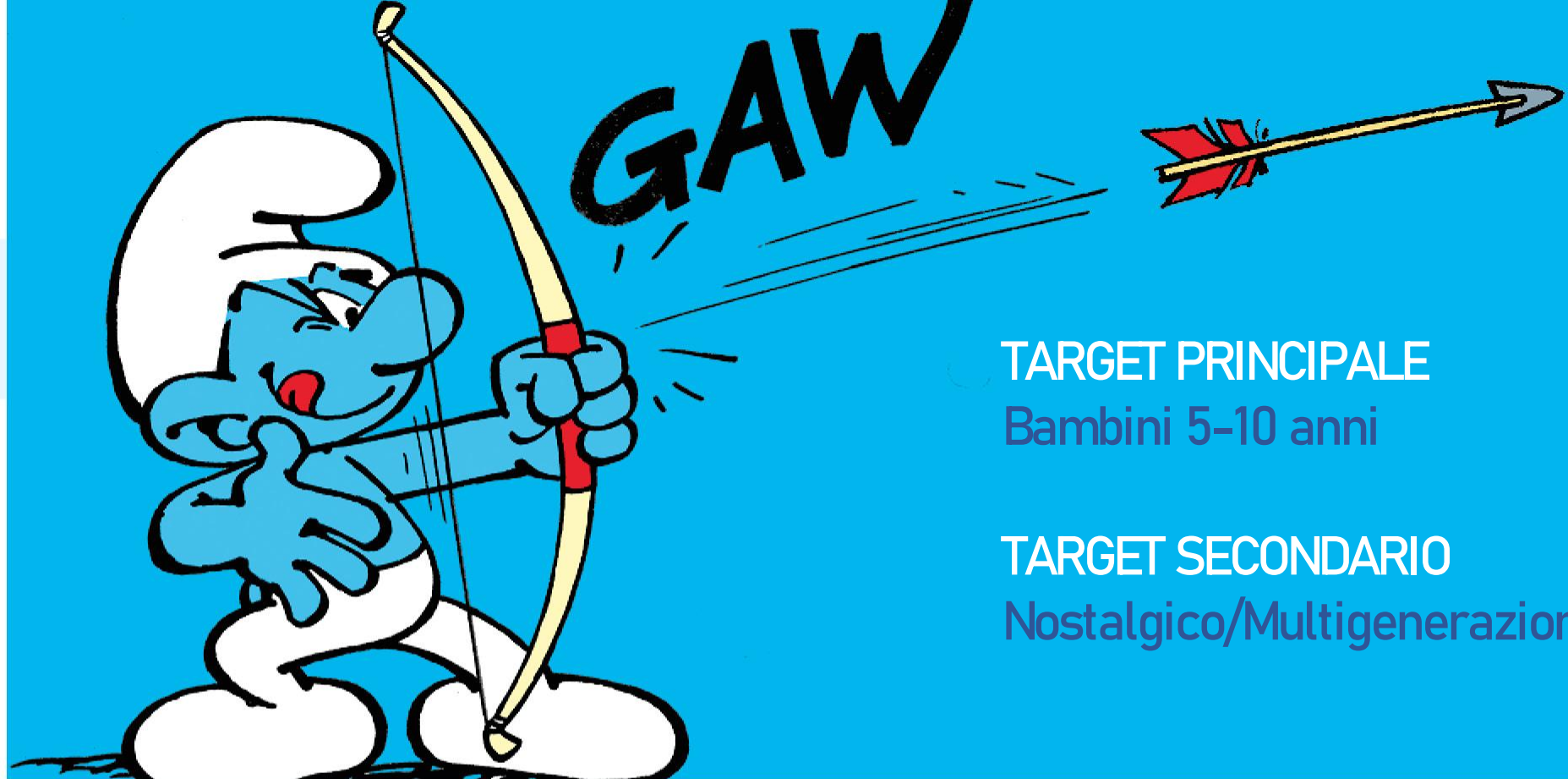
Rispetto



Tolleranza

Natura

Ottimismo



TARGET PRINCIPALE

Bambini 5-10 anni

TARGET SECONDARIO

Nostalgico/Multigenerazionale

TARGETS

THE
SMURVES



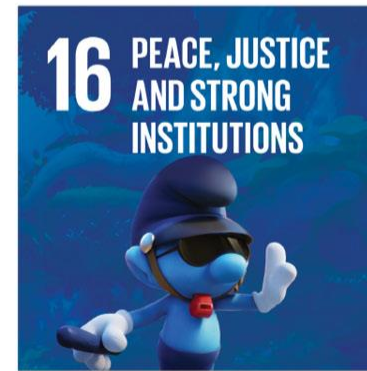
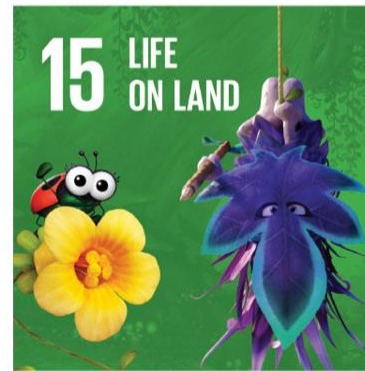
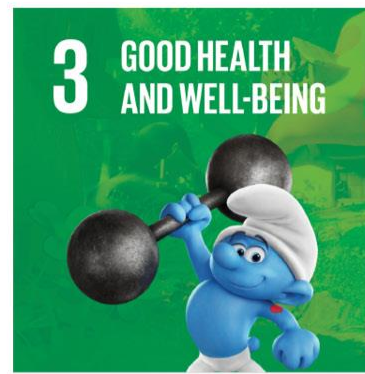


SMURFS

THINK BLUE THINK SMURFS

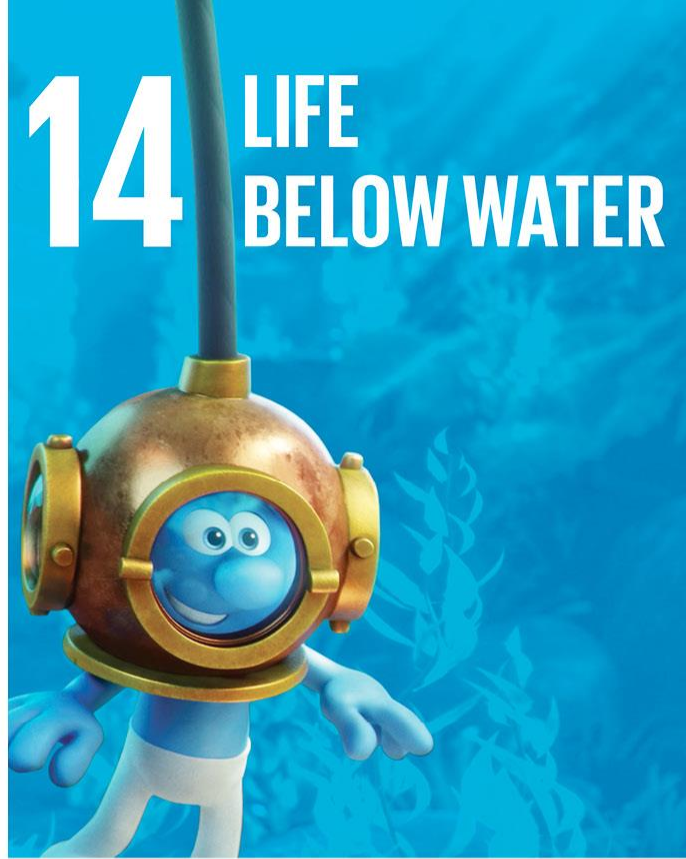
AMBASCIATORI DEGLI OBIETTIVI DI SVILUPPO SOSTENTIBILE

SMURFS™



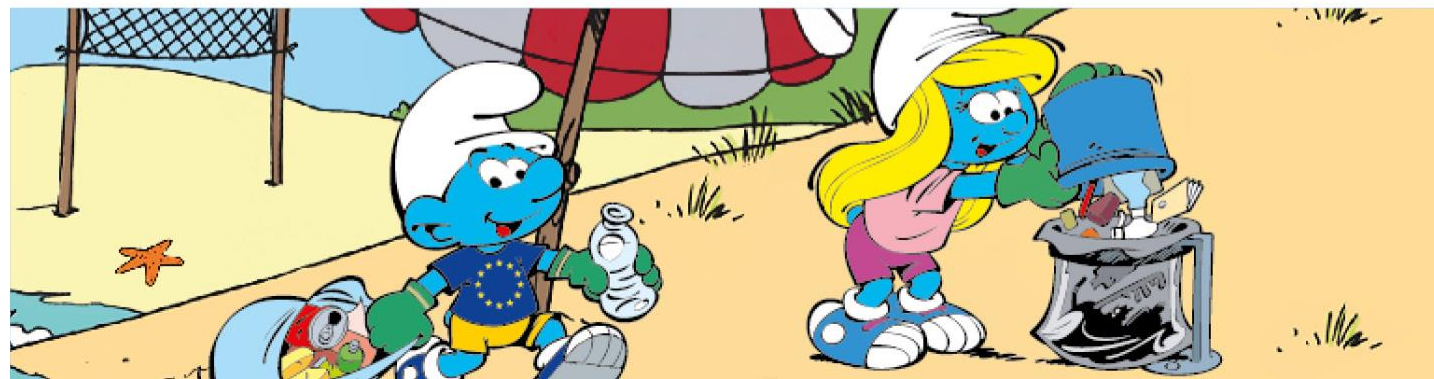
I PUFFI SONO STATI NOMINATI AMBASCIATORI DEGLI OBIETTIVI DI SVILUPPO SOSTENTIBILE

THE SMURFS™



14 LIFE
BELOW WATER

PRIMO OBIETTIVO



SMURFS™



+ 2000 spiagge pulite



160 Milioni
di persone coinvolte



THE SMURFS™

13 CLIMATE ACTION



SECONDO OBIETTIVO

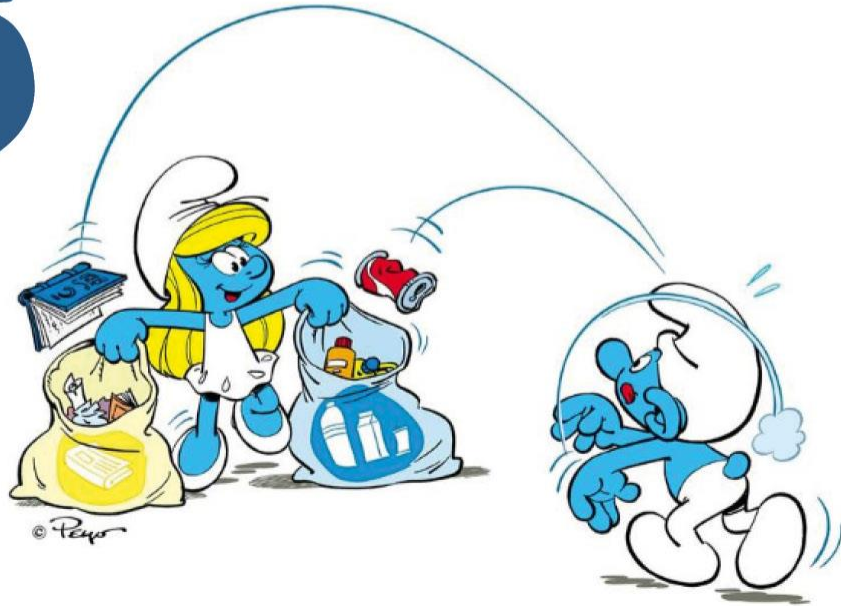


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UNITED NATIONS

#EUBeachCleanup



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4 QUALITY EDUCATION



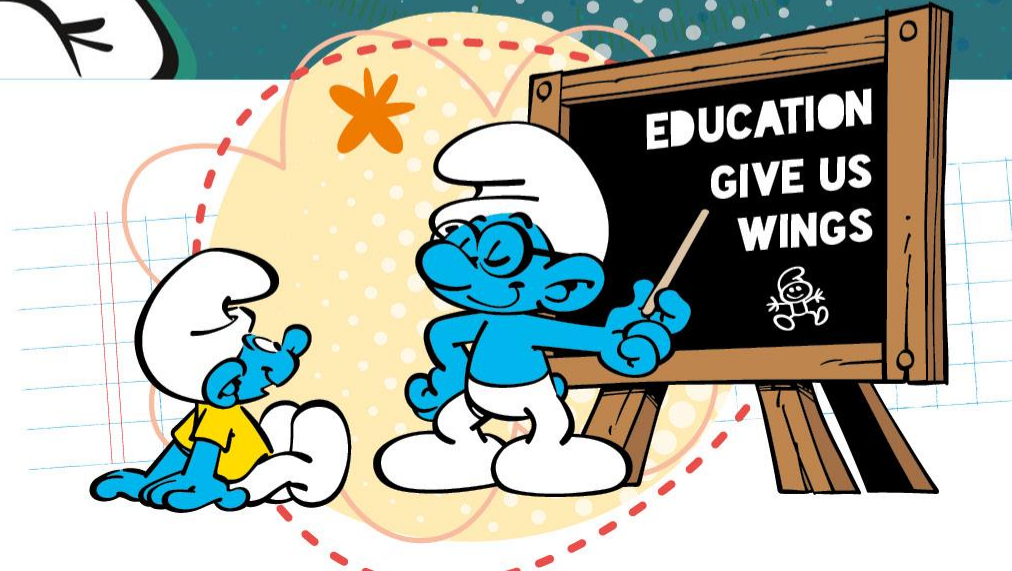
LEARNING FOR LIFE



PROSSIMO OBIETTIVO



Quality EDUCATION





SMURFERS

NUOVA SERIE
TELEVISIVA

THE SMURFS™

TVOD
AVOD
Q2/2022

SVOD
Q2/2023

NUOVA SERIE TELEVISIVA

- 52 episodi x 11 minuti
- 3D CGI
- Target: 5-10 anni



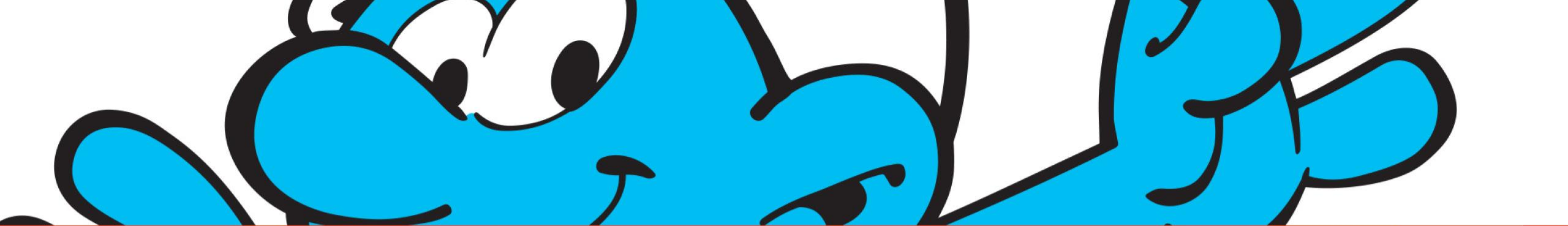
PRESTO IN ONDA :

- Nick: Premiere dall'8 Ottobre tutti i Venerdì alle 20.
Poi programmazione Lun-Ven

nickelodeon™

- RAI YOYO: Marzo 2022





SYMPOSIUM

PIANO
LICENSING

SMURFS™

Jazwares

Master Toy

Lancio: Autunno 2022



PLUSH



PLAYSETS



FIGURES



VEHICLES



NOVELTY

LICENZIATARI ATTIVI



PUBLISHING:

- Edizioni Raffi
- Tridimensional

FASHION & ACCESSORI:

- Pull&Bear
- Benetton
- Tezenis – SS2022

TOYS & GAMES

- Clementoni: educational, puzzles, giochi da tavolo
- Ciao: costumi Halloween e carnevale
- IGT: capsule toys

FOOD:

- Balocco: Uovo Pasqua
- Walcor: Calza Epifania '22-'23
- Delser: biscotti
- Ferrero: ovetti con sorpresa (promo BTS '21)
- Zaini: ovetti, giftware (dal BTS 2022)
- Modacor (cake decoration)
- Haribo: caramelle gommose

EVENTI:

- SoLuna

Edizioni
RAFFI

UNITED COLORS
OF BENETTON.

PULL&BEAR

FERRERO

BALOCCO

Clementoni

Zaini
1913

TEZENIS

HARIBO

kinder.
a little, a lot

Walcor

Delser
1891

CIAO
Srl
20th anniversary

SoLuna
creati



SMURFS

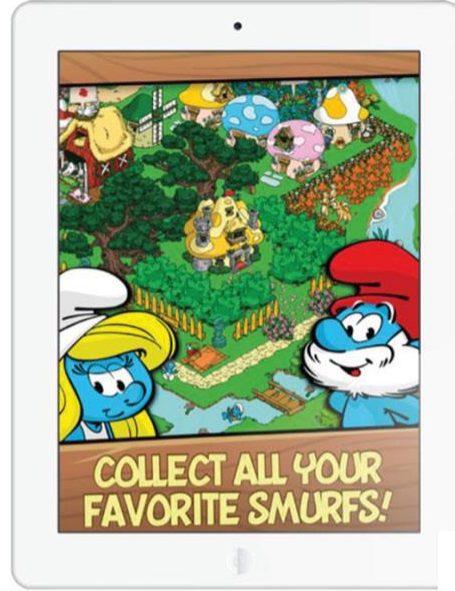
VIDEO GAMES

THE SMURFS™

MOBILE



Smurf's Village



Smurf Bubble Shooter

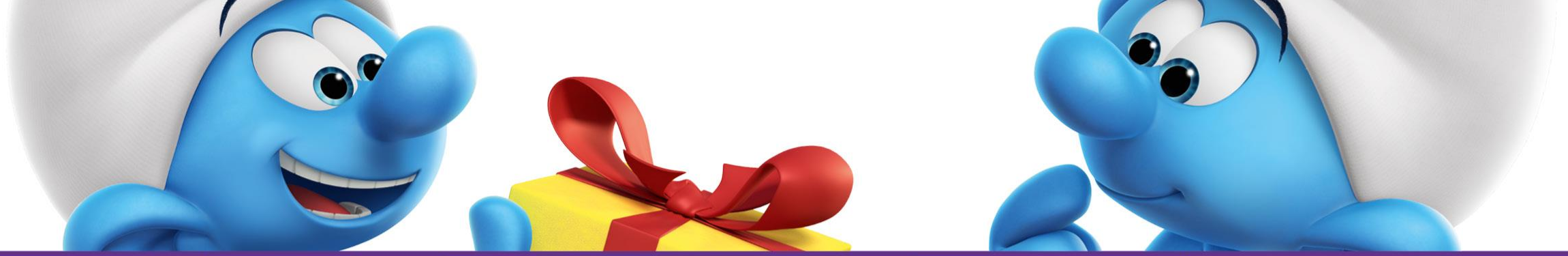


THE SMURFS™

CONSOLES

Smurf Adventure Game





SMURFS

MARKETING

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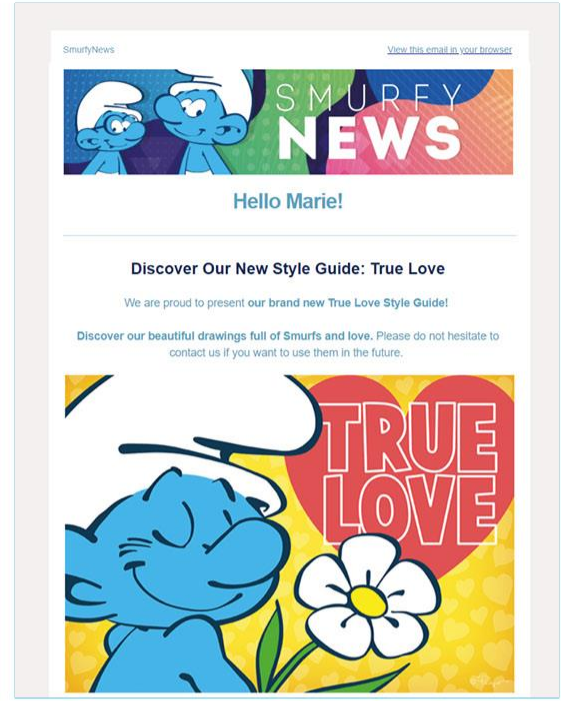
95%
Global brand
awareness



2 Mongolfiere



1 Aereo



Newsletter mensile



Press Kit



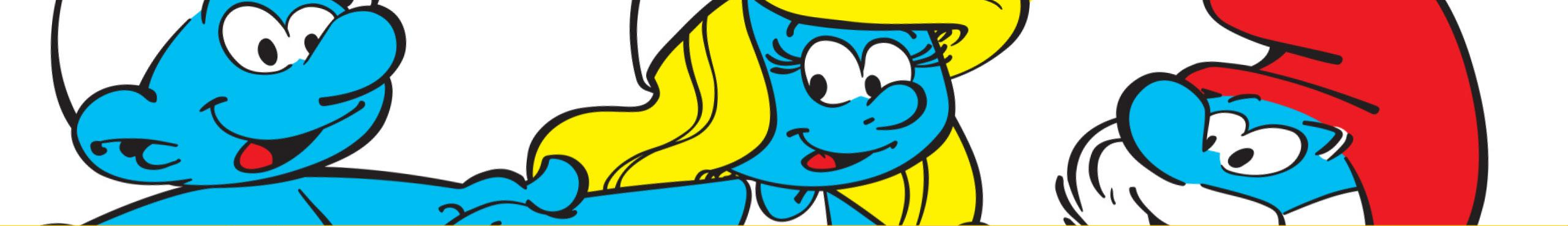
Fan: 14 milioni



100.000 followers



41 Canali



SMURFERS

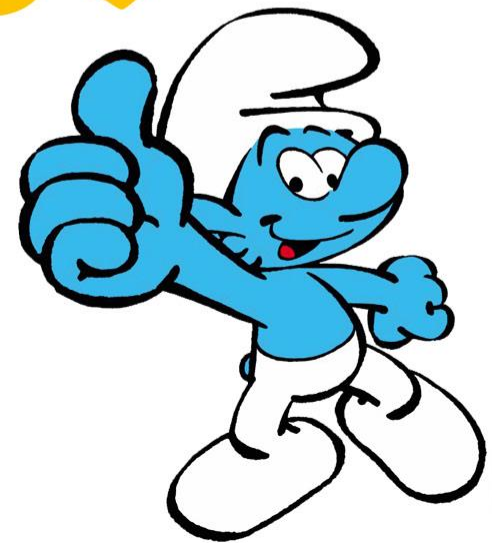
STYLE GUIDES

SMUKTS™



TRUE
Love
simulations

SMURFS™



© P&W

SMUKTS™



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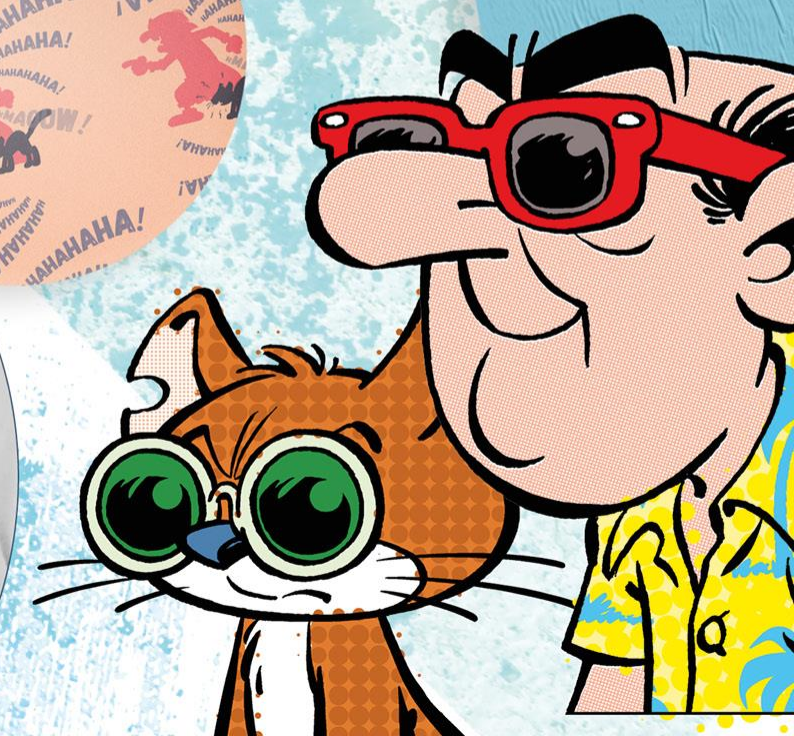
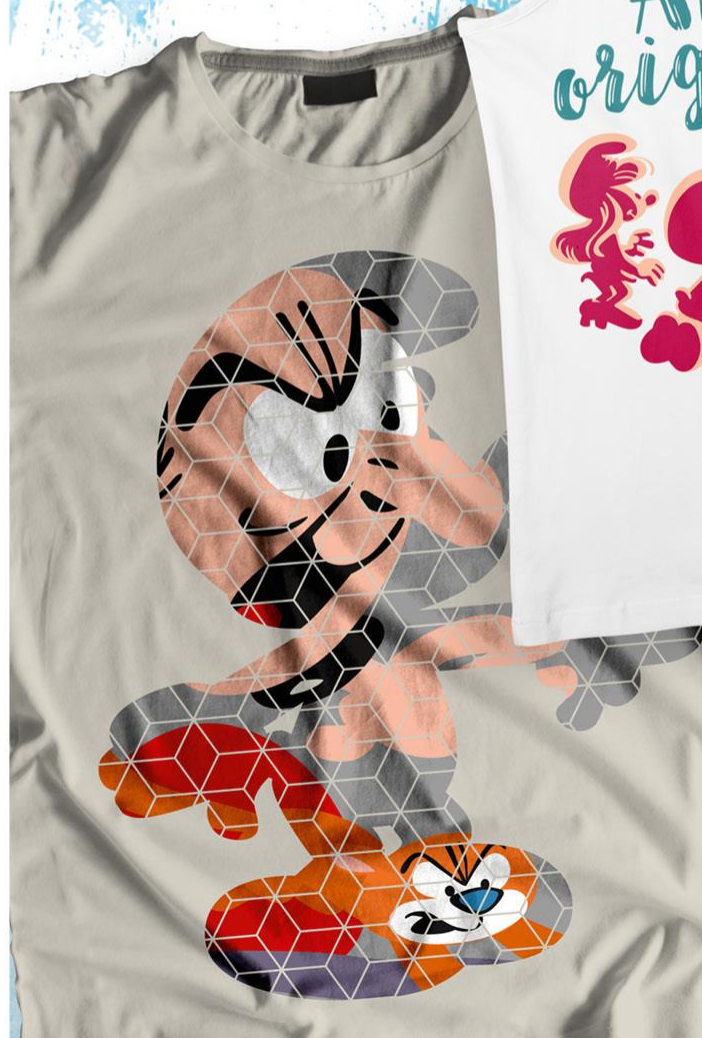


THE FRIGHT CLUB



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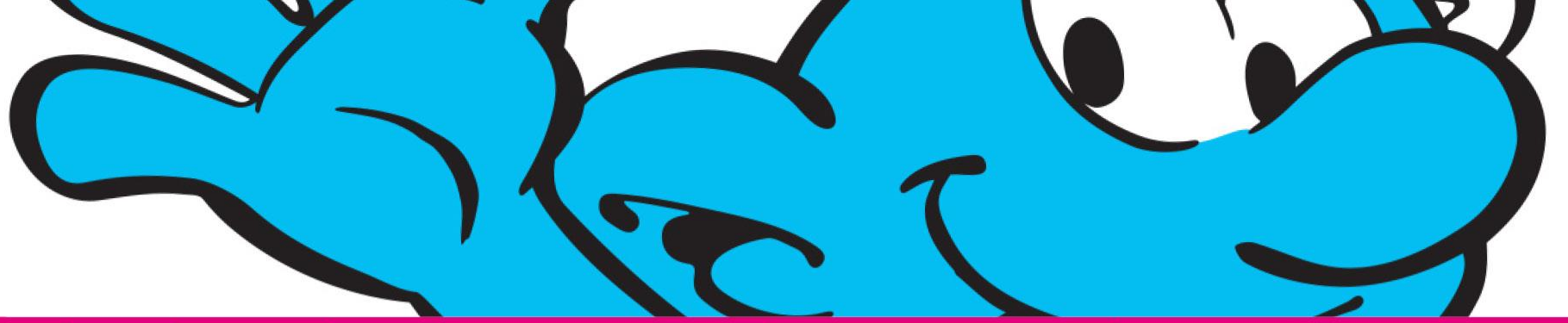
BLUE PRINT



SMURFS™



BATTLE
FOR THE
BALL 2021



WORKER



THANK YOU