

# Masha and The Bear



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## ABOUT THE BRAND

With kindness and comedy in its heart, the show follows adventures of a little girl Masha and her friend, The Bear.

Their friendship is a metaphor of how a child explores the world around with the support of her adult friend which cares about her along this adventurous journey.

Masha is a mischievous and curious little girl who is friendly beyond description and treats everyone like she's known them for ages.

The cartoon became a hit for families around the globe, due to its smart ability to entertain and educate both children and adults on such timeless life values as real friendship, care, support, and freedom of creativity.



ORIGINAL SCORE  
AND CATCHY SONGS



OUTSTANDING  
3D CGI QUALITY



ALL AROUND  
APPEALING HUMOR



ALL EPISODES ARE  
COMPLETELY STANDALONE

## KEY FACTS

- ★ **#2 Top Favorite brand** in Europe & MEA (BTEntertainment, April 2020)
- ★ **73.000.000.000 total views** on YouTube (Apr. 2020)
- ★ **Top 10 rank amongst in-demand shows globally** (Parrot Analytics research data May 2020)
- ★ **1% of all YouTube views in the world** (During the Stay at Home period - February-April 2020-, Masha and the Bear content on YouTube gained 5.8 BLN views globally. A 48% increase compared to same period in 2019)
- ★ **Guinness Word Records** holder 2019 (the most watched cartoon on YouTube is episode "Recipe for disaster" with 3,358,652,620 views in 2019)
- ★ **YouTube** creator **award** winner (4x diamond, 14x gold, 22x silver)
- ★ **Theme parks:** branded areas in Italy and Turkey, Germany in discussion
- ★ Regularly **cinema tours** on more than 125 screens across German-speaking countries

# VALUES

extraordinary

enthusiastic

diversified

dynamic

childisch

artistic

fun

friendly

colorful

musical

touching

connecting



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# BRAND PERFORMANCE IN GERMANY\*

Brand Performance – I would add BTE, October 2019

Girls 3-6	37% purchase intention	74% awareness	41% like a lot
Boys 3-6	27% purchase intention	68% awareness	43% like a lot
Girls 7-9	40% purchase intention	77% awareness	35% like alot

## TARGET GROUPS\*

### Main target group

- ★ Girls
- ★ Boys
- ★ 3-6 years

### Secondary target group

- ★ Families
- ★ 0-2 years
- ★ 7-9 years



# Masha and The Bear

## CONSTANT CONTENT PRODUCTION

Regular seasons

Spin offs

Specials

2009

Season 1  
26 episodes  
#1-26

Masha's Tales  
26 eps.

2013

Season 2  
26 episodes  
#27-52

2015

Season 3  
26 episodes  
#53-78

Masha's Spooky Stories  
26 eps.

X-Mas Special

2019

Season 4  
13 episodes  
#79-91

FIFA Worldcup Special  
4 eps.

2020

4K ULTRAHD

Season 5  
26 episodes  
#92-117

4K ULTRAHD

Nursery Rhymes  
26 eps.

New X-Mas Special  
20 min.



## WORLDWIDE PRESENCE

- ★ US & Canada
- ★ Australia & Oceania
- ★ LATAM: Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Guatemala, Mexico, Paraguay, Uruguay, Honduras
- ★ Central America
- ★ **EUROPE: Benelux, CEE, France, GAS, Italy, Nordics, Spain, Portugal, UK & Ireland**
- ★ Russia, Kazakhstan, Belarus, Azerbaijan
- ★ MENA: Israel, Turkey, Africa



## ALL ABOUT CONTENT

- ★ Constant content production since 2009
- ★ **199 episodes and 2 winter specials**
- ★ **5 regular seasons**
- ★ **Season 4 with 13 episodes: Masha's Songs** – each episode is dedicated to one special country.
- ★ Spin offs:
  - ★ **Masha's Tales, 26 eps:** Masha is a big fan of fairy tales. She tells her unique versions of popular fairy tales in a way only she can
  - ★ **Masha's Spooky Stories, 26 eps:** Masha reveals: all horrors live only in our imagination. Masha teaches kids to get rid of any fears by playing and telling her stories. Masha explains the reason of common childhood fears and teaches how to deal with them.
  - ★ **Nursery Rhymes, 26 eps:** Masha performs favorite child songs.
  - ★ **Special Winter Content:** Masha steps in her warm clothes and continues her adventure in winter season
  - ★ **Football special 4 eps** in 2018



**KiKA**  
von ARD und ZDF



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## TV

- ★ S1-S3 **regularly re-runs on KiKa**  
Monday – Friday: 6.20  
Every Tuesday: 12.30 or 12.40 Marathon (4 eps)  
Sunday once per month hit parade: 19.00
- ★ S4 & 2 further spin off series:  
expected to release by **December, 2020**  
Monday - Friday: 6.20, 17.55
- ★ S5: **26 x 7min**, starting Q1/2021 from Monday to Friday: 17.55

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## SVOD, MUSIC & AUDIO PLAY

### SVOD:

- ★ S1-S3 & 2 further spin off series: Masha's Tales, Masha's Spooky Stories. S4 confirmed.
- ★ S1
- ★ 69 eps from DVD 1-11

**NETFLIX**

**amazon**  
**maxdome**



### Home Ent. : Music, DVD, Audio Play:

- ★ S1-S3 & 2 further spin off series  **SONY MUSIC**
- ★ Over 16 million audio streams in total across popular platforms such as

 **Spotify**  
 **Apple Music**  
 **Google play**  
 **amazon**



★ 2.690.000  
Subscribers German  
YouTube channel

\*Source: YouTube, based on April 2020 data; since 2011 (except for views monthly – calculated for 2020)  
\*\*Source: YouTube, data updated May 2020

- ★ **1% of all YouTube views in the world and 1 732 000 000 views from GAS** (During the Stay at Home period (February-April 2020), Masha and the Bear content on YouTube gained 5.8 BLN views globally. A 48% increase compared to same period in 2019.)\* Australia & Oceania
- ★ **73 000 000 000 views in total** (30% reached in 2019)
- ★ **950 000 000 views German YouTube channel** (in 2019)\*\*
- ★ **114 000 000 Subscribers** (53% joined in 2019)
- ★ **2 670 000 Subscribers of German YouTube channel\*\***
- ★ **+2 000 000 000 views monthly** (in April 2020, Animaccord reports views increase 51% and watch-time increase 100% versus the same period last year)
- ★ **758 views per second** (every 8th user of YouTube watches Animaccord's channels monthly)



Instagram

★ 218.000 followers



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facebook

★ 5.290.000 followers

LANGUAGES:

- ★ French
- ★ German
- ★ Italian
- ★ Arabic
- ★ Polish
- ★ Russian
- ★ English
- ★ Spanish
- ★ Portuguese
- ★ Ukrainian

**Masha und der Bär (DE - German, English, CH - German, AT - German, English)**  
Published by Julia Mary 191 · June 18

Wir wissen, wie lange ihr gewartet habt - endlich ist es soweit! Die 3. Staffel von Masha und der Bär wird endlich täglich um 18 Uhr bei Kika ausgestrahlt! Ab vor den Fernseher und macht euch bereit für wunderbare Abenteuer mit unserem Lieblingsduo! ❤️ 🇷🇺

See Translation

**33,458** People Reached    **1,469** Engagements    **766** Clicks    [Boost Again](#)

Recent Activity

Boosted on Jun 25  
Audience: Germany, 25 - 55  
By Valentina Esayan · Completed

[View Results](#)

Jochen Weigel, Diana Abu and 1.1K others    54 Comments · 99 Shares

# Masha and The Bear

## NEW ADVENTURES!



## WORLD'S FIRST LIVE SHOW BY ANIMACCORD



Amazing circus, illusion and dance acts  
Exclusive video sequence and life-like costumes

Beloved tunes and songs, performed by Masha  
Upcoming shows: 2021



## ENTERTAINMENT

- ★ The adventures in **CINEMA**: cinema tours on more than 125 screens across German-speaking countries (tbd. due to Covid-19)
- ★ **LIVE SHOWS** 2021 tbd.
- ★ **THEME PARKS:**  
  - ★ Lompardia **Italy** (Leolandia): 10,000 m2 branded zone since 2015, Roller coaster, Bear's house, Masha's house, Playground, Photo zone, Water splash zone, Mini show, Gift Shop, Kiosks
  - ★ Antalya, **Turkey** (Rixos): 8,000 m2 branded zone since 2020, Water ride, Masha's house, Bear's house, Playground, Family restaurant, Water splash zone, Photo zone, Circus show, Gift shop

ABSOLUTE BESTSELLER IN FRANCE, EASTERN EUROPE AND RUSSIA IS GOING TO GERMANY!

# ONLINE ACTIVITIES



## Youtube campaign



- ★ TVC release
- ★ Branded cover
- ★ Promo Post
- ★ Adwords

## Social Media campaign



- ★ Branded cover
- ★ Promo Post
- ★ Give aways

## Animation TVC

- ★ Unique 3D CGI
- ★ Made by award-winning Team

## Placement TVC

- ★ Beneficial Term

# COMPREHENSIVE APPROACH IN PROMO SUPPORT



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# OFFLINE ACTIVITIES

- ★ Cross Promotion
- ★ Parks
- ★ Playgrounds
- ★ AirlinesAdwords

Licensees

- ★ Cross Promotion
- ★ Sweepstakes
- ★ Give aways

Retailer

- ★ Augumented Reality

AR experience

- ★ Nationwide competition

Sweepstakes

# MARKETING & RETAIL KEY BEATS CALENDAR 2020



JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

## Seasonal

JAN: Daisies  
 FEB: Karneval/ Valentinsday  
 MAR: Spring  
 APR: Easter  
 MAY: Mothersday Fathersday  
 JUN: International Childrens day Summer  
 JUL: Daisies  
 AUG: Daisies  
 SEP: Back to School Autumn  
 OCT: Halloween  
 NOV: 27th Black Friday 30th Cyber Monday  
 DEC: Christmas



## Marketing Key Beat

Best spooky costume

Start new season & nursery Rhymes & Tales KiKa



## Retailer Key Beat

Own amazon shop in shop whole year round activations

Masha's Nursery Rhymes Back to Kindergarten

Halloween activation

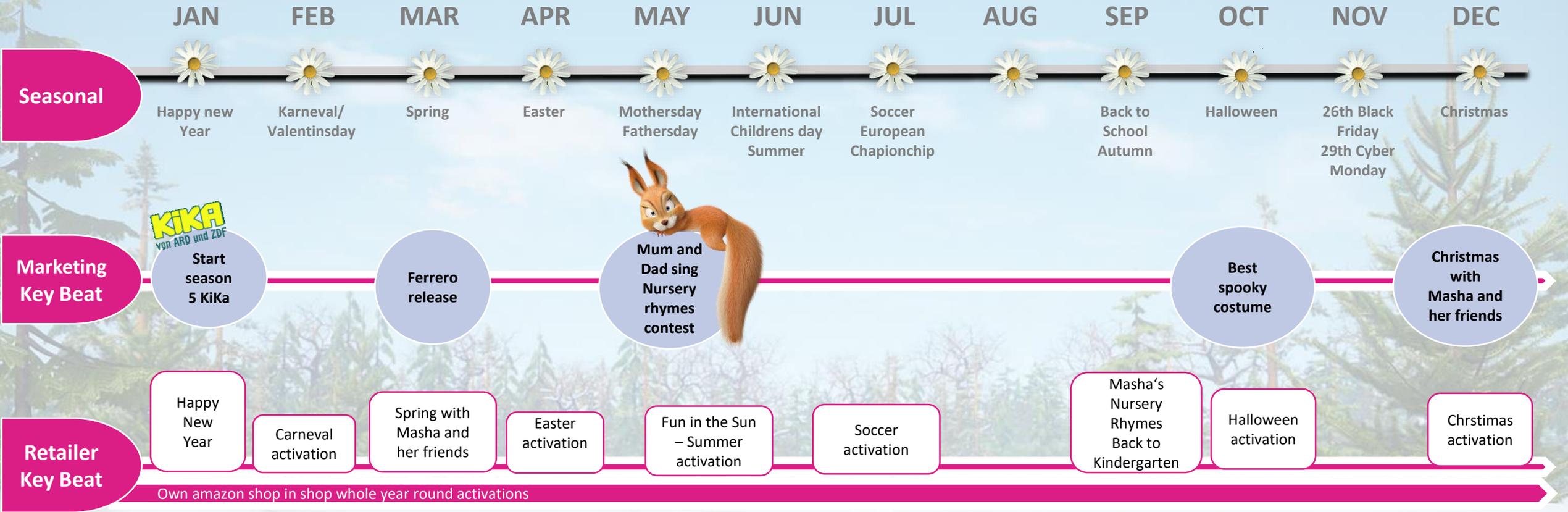
Chrstimas activation

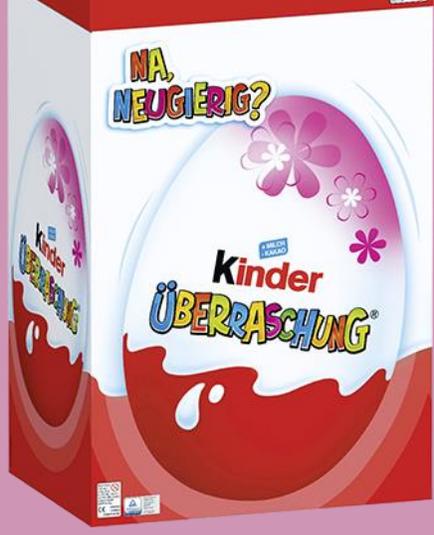


## Content



# MARKETING & RETAIL KEY BEATS CALENDAR 2021





LICENSEES



crocs™



FERRERO



ROYER



# LICENSEES

*Energizer*

**FUNIGLOBAL**  
WORLDWIDE FUN DELIVERY

**Bino**  
world of toys

**MIX**  
Markt

**GRABO**  
BALLOONS

PROCOS S.A.

**Zaini**  
1913

RETAIL



amazon

REWE



myToys  
Einfach alles für Ihr Kind



SPIELE MAX

real-



amazon

MASHA'S BRAND PAGE  
ON AMAZON

GERMANY  
Launched in November 2018

+2 000 000  
average monthly impressions

14%  
average monthly growth



myToys  
Einfach alles für Ihr Kind

Suchbegriff



PAYBACK



PAYBACK

Mein Konto

Wunschzettel

Warenkorb

Spielzeug

Mode

Baby

Freizeit & Sport

Lernen & Wohnen

Alter

Kindergeburtstag

Tipps & Trends

Angebote

Neukunden Bonus  
Gratis-Versand bei Erstbestellung



Home

Kategorien

Spielzeug & Spiele (15)

Audio, Video & Games (28)

Basteln & Malen (1)

Bücher (1)

Sport & Garten (1)

Mascha und der Bär (44 Artikel)



Spielzeug & Spiele



Multimedia



Mascha und der Bär

STARTSEITE SPIELWAREN T-SHIRT PUZZLE DVD SCHULANFANG MODE GESUNDHEIT & SCHÖNHEIT TISCHGESCHIRR PARTYARTIKEL



Simba 109309863 - Mascha und der Bär  
Spielset Krankenwagen 20 cm  
★★★★★ 544  
19,95 € ~~26,95 €~~ (33% Rabatt)

In den Warenkorb



Simba 109301678 - Mascha und der Bär -  
Mascha Puppe, 4 sort.  
★★★★★ 260  
7,99 € ~~8,29 €~~ (3% Rabatt)

In den Warenkorb



Mascha und der Bär Drama Queen  
★★★★★ 3  
17,99 €

Kaufoptionen anzeigen



Simba 109301632 - Mascha und der Bär  
Spielset Bärenhaus zum Aufklappen  
★★★★★ 1.006  
31,99 €

In den Warenkorb



Simba 109302059 - Mascha und der Bär -  
Mascha Puppe mit original Dreirad  
★★★★★ 402  
9,99 €

In den Warenkorb



Simba 109301032 - Mascha und der Bär  
Spielset Großes Bärenhaus/ mit 2 Etagen/...  
★★★★★ 485  
41,95 €

In den Warenkorb



Eichhorn 109304085 - Mascha und der Bär  
Steckpuzzle, Entdecker Puzzle mit 12...  
★★★★★ 4C  
10,99 €

In den Warenkorb



Mascha und der Bär Mascha T-shirt  
★★★★★ 2  
17,99 €

Kaufoptionen anzeigen



BESUCHE  
BÄR  
IN SEINEM  
HAUS!



RETAIL



amazon

REWE



myToys  
Einfach alles für Ihr Kind



SPIELE MAX

real-



Carrefour

SMYTHS

MIX Markt





■■ **BAVARIA SONOR**  
LICENSING

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