



DIE SCHLÜMPFE™

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ABOUT

The Smurfs are small blue gnomes who are three apples high, always happy and only sometimes mischievous. They live together in a village of mushroom houses.

They have the particularity of being almost identical. The Smurfs might be hard to tell apart at first. However, each Smurf is a distinct individual with his or her own personality - their names say it all!

Papa Smurf for example, who is the Smurf chief, has a big white beard and wears red clothes. Or Jokey, who walks around with his exploding gifts. But their physical resemblance is not the only thing that all the Smurfs have in common. They are also loyal, fraternal and altruistic.

They would never ever let one of their own down and will always do their utmost to help out a fellow Smurf, whether in their everyday life or when faced with mortal danger. Their motto sums up their attitude perfectly: "All for Smurf and Smurf for all!"



KEY FACTS

- ★ Evergreen brand building happiness since **1958**
- ★ **New 3D CGI TV series** coming **April 2022**: 52 eps., 11"/eps. on **KIKA**
- ★ **700 active licensees** worldwide
- ★ **\$1B** annual **retail sales**
- ★ **+40** successful **loyalty programs**
- ★ **3 animated movies**, \$1.2B worldwide
- ★ **+120 publishers** and **+90 territories**, **50M books sold** worldwide, **300 titles** available
- ★ **2D animated TV series**: +100 broadcasting territories, **272 episodes**, +40 languages, 2 Emmy Awards, available on VoD platforms
- ★ **+40 YouTube channels**
- ★ Gold & platinum music albums
- ★ Audiobook, audioplay, iBook, eBook
- ★ Digital games: **175M downloads**
- ★ **UN Ambassador** of the "17 Sustainable Development Goals" of the United Nations
- ★ Constantly new **style guides**

VALUES

Fun

Friendship

Respect

Tolerance

Nature

Faith in future



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BRAND AWARENESS



A GLOBAL BRAND RECOGNITION

TARGET GROUP

1st target group:
Kids from 5 > 10 years

2nd target group:
Nostalgia / Transgenerational



BRAND NEW TV SERIES

[Watch Trailer here!](#)

DIE SCHLÜMPFE

- ★ New 3D CGI TV series
- ★ Coming April 2022
- ★ In Germany aired on **KiKA** exclusively
- ★ 52 episodes
- ★ 11 minutes / episodes
- ★ Target Group: 5-10 years
- ★ Joy for the entire family!



BRAND NEW TV SERIES
GAS LAUNCH



NEW 3D					Classic 2D
Territory	Pay TV	Launch date	Free TV	Launch date	Channels
Germany			KiKA	April 2022	
Austria	nickelodeon	Q1 2023			
Switzerland (DE)	nickelodeon	Q1 2023	KiKA	Q1 2022	
Switzerland (FR)	nickelodeon	Q2 2022	RTS	9.4.2021	RTS
Switzerland (IT)		Q4 2021	Rai YoYoHD	Q2 2022	cartoonito



BRAND NEW TV SERIES
ADRIA LAUNCH



NEW 3D					Classic 2D
Territory	Pay TV	Launch date	Free TV	Launch date	
Albania	nickelodeon	October 4th			
Bosnia	nickelodeon	October 4th			
Croatia	nickelodeon	October 4th		Q2 2022	
Kosovo	nickelodeon	October 4th			
Montenegro	nickelodeon	October 4th			
Serbia	nickelodeon	October 4th			
Slovenia	nickelodeon	October 4th			



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VoD

DIE SCHLÜMPFE™

NEW 3D

NETFLIX

Worldwide

Q2 2023

You Tube

Worldwide*

Maximum 5 episodes per season at any one time, refresh rights every 30 days

* Q2 2022 for all territories except for :

- USA : Q2 2023
- UK, Argentina, Greece & Iceland : Q4 2022
- Germany : Q3 2022
- France : not available

CLASSIC 2D

NETFLIX

Worldwide

You Tube

Worldwide

youku 优酷

China

... and many other local platforms





ALL ABOUT CONTENT

2D animated TV series:

- ★ 272 episodes
- ★ Broadcast in over 100 territories
- ★ Dubbed in over 40 languages
- ★ 2 Emmy Awards
- ★ Available on VoD platforms:

- Seasons 1-9
- Season 1
- Seasons 1-4
- Seasons 1-4
- Seasons 1-4



3 animated movies:

- ★ The Smurfs 1 (2011)
- ★ The Smurfs 2 (2013)
- ★ Smurfs: The Lost Village (2017)
- ★ \$1.2B worldwide



BOOKS, MUSIC, AUDIO PLAYS

Books:

- ★ +120 publishers
- ★ +90 territories
- ★ 50M books sold worldwide
- ★ 300 titles available



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Music:

- ★ Gold & platinum music albums
- ★ Working with all major record labels
- ★ Available on digital platforms

Magazine:



- ★ 3-4 editions per year
- ★ 2020 editions: circulation approx. 40.000 copies each
- ★ March 2021: 40.000 copies (Extra: Smurfs figure)



Audiobook, radio play, iBook, eBook

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3 SUCCESSFUL MOVIES

The Smurfs (2011)

- ★ DOMESTIC (25.3%)
\$142.614.158
- ★ INTERNATIONAL (74.7%)
\$421.135.165
- ★ WORLDWIDE
\$563.749.323

The Smurfs 2 (2013)

- ★ DOMESTIC (20.4%)
\$71.017.784
- ★ INTERNATIONAL (79.6%)
\$276.527.576
- ★ WORLDWIDE
\$347.545.360

Smurfs: The Lost Village (2017)

- ★ DOMESTIC (22.8%)
\$45.020.282
- ★ INTERNATIONAL (77.2%)
\$152.163.264
- ★ WORLDWIDE
\$197.183.546



- ★ GAS numbers June: 2021*:
Die Schlümpfe - Auf Deutsch:
 - ✦ 804.543 views
 - ✦ 11.008.778 minutes watch-time:
 - 8.892.264 min. Germany
 - 1.047.831 min. Austria
 - 579.564 min. Switzerland



*YouTube Report: June 2021



ŠTRUMPF OVI ADRIA

- ★ Adria numbers for June: 2021*:
- ★ Štrumpfovi – Croatian*
 - 589.795 views
 - 8.023.118 min. watch-time
- ★ Štrumpfovi – Serbian*
 - 917.339 views
 - 9.306.734 min. watch-time
- ★ Smrkci – Slovenian*
 - 76.512 views
 - 1.197.908 min. watch-time



Top Performing Channels

By Viewership

Channel	Views	Watch Time (Hours)	Subscribers
القناة الرسمية (السمافر) The Smurfs	192,001,471 +153.2%	32,768,071.9 +191.8%	387,081 +78.7%
Los Pitufos • Español	45,096,770 +42.5%	10,359,910.4 +69.2%	98,717 +29.9%
Şirinler • Türkçe	36,082,300 +44.4%	6,172,444.1 +68.1%	59,982 +7.7%
Os Smurfs • Brasil	20,876,440 +101.9%	4,910,168.8 +188.5%	65,456 +29.2%
Smerfy • Po Polsku	18,390,795 +37.4%	4,106,495.2 +57.6%	20,826 +3.0%
Štrumpfovi • Srpski	16,669,405 +167.7%	3,739,840.1 +224.4%	23,665 +81.4%
Šmoulové • Čeština	16,648,182 +114.2%	4,381,946.0 +215.2%	10,437 +8.7%
The Smurfs • Official Channel!	16,225,258 +61.8%	2,710,582.6 +79.8%	35,465 +58.7%
Hupikék Törpikék • Magyar	15,963,163 +96.8%	4,931,679.1 +150.4%	14,018 +34.3%
Les Schtroumpfs • Français	13,513,072 +37.3%	2,651,946.0 +82.6%	20,844 -6.8%



facebook

13.000.000 followers

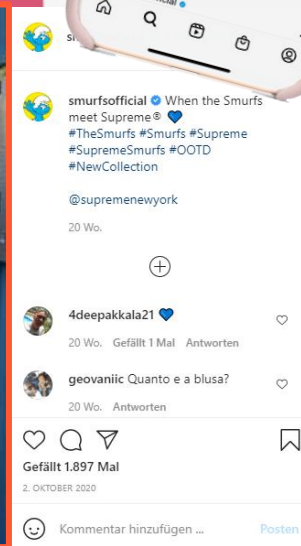


Instagram

107.000 followers



37.000 subscribers





SMURFTASTIC



ENTERTAINMENT

- ★ 3 Theme Parks:
 - Dream City Shanghai
 - Dream Island Russia
 - Motion Gate Dubai
- ★ Shopping Mall Events
- ★ Live Shows
- ★ The Smurfs Experience:
 - > 1.500 m² Smurfs universe
 - A smurfy experience for the entire family
 - Oberhausen, Germany



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MARKETING TOOLS

Press

- ★ Press Kit
- ★ Press release
- ★ Corporate presentations
- ★ Monthly newsletters

Sustainable Development Goals

- ★ UN Ambassadors
- ★ Unicef Partner
- ★ Concrete climate-actions
- ★ Promotion of the 17 SDG's

Digital / Social Media

- ★ Platforms, contests
- ★ YouTube prerolls
- ★ Influencers for brands
- ★ Google adds

Events

- ★ Shopping mall events
- ★ Bouncy castle
- ★ Smurfs figurines 20 cm
- ★ Photobooths



Cos-tumes

- ★ Meet & Greet
- ★ Costumes renting

Games

- ★ Snapchat filters
- ★ HTML5 & free games
- ★ Activity sheets
- ★ Colouring sheets

Pro-motion

- ★ POS
- ★ Displays



Events

- ★ 2 Hot air balloons
- ★ 1 AeroSmurf Plane



ACTIVITIES

- ★ The United Nations Sustainable Development Goals Ambassador
 - Visibility for the Sustainable Development Goals. Global Beach Cleaning Day 2020 (Goal # 14 Life below water)
 - Partnership with the European Union & the United Nations
 - 160 million participants
 - +2000 beaches cleaned
 - Communicated worldwide
- ★ Concrete actions 2020:
 - 2020 UN Ocean Conference (#5 Climate change), International Yoga Day (Goal #3 Well-being)
 - IAAF Diamond League (Goal #3 Well-being / Goal #10 Reduced inequalities), Smurf Experience (Goal #4 Quality education), Expo 2020 Dubai - ONU Pavilion
- ★ All product samples are given to charities



CALENDAR 2021/22



Seasonal

APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
Easter	Mother's day/ Father's day	Int. Children's day/ Summer	Soccer European Championship		Back to School	Halloween	26. Black Friday 29. Cyber Monday	Christmas	Happy New Year	Carnival/ Valentine's Day	Spring

Marketing

- New Styleguide Packaging New TV series
- New Styleguide Emotions
- 12.9. 40th anniversary of classic series
- 18th Sep. 2021 Beach Clean Up (Sustainable Development Goals)
- Start 3D CGI TV-series 25th October in Adria Region (nickelodeon)
- New Styleguide Healthy Food
- Start 3D CGI TV-series Apr. 2022 (Kika von ARD und ZDF)



Licensing



Content



CALENDAR 2022



Seasonal

APR

Easter

MAI

Mother's day/
Father's day

JUN

Int. Children's day/
Summer

JUL

AUG

SEP

Back to School

OCT

Halloween

NOV

25. Black Friday
28. Cyber Monday

DEC

Christmas

JAN

Happy New Year

FEB

Carnival/
Valentine's Day

MAR

Spring

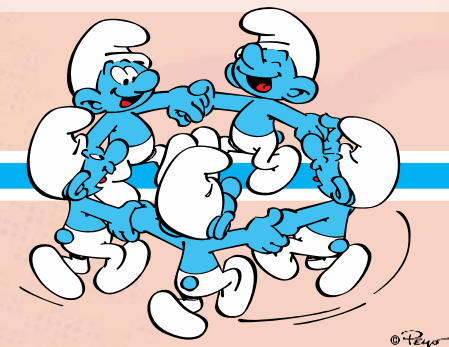
Marketing



23.9. Global Smurfs Day

EU Beach Clean Up

SUSTAINABLE DEVELOPMENT GOALS



Licensing

Jazwares

SONY MUSIC



Schleich

HARIBO



UNITED COLORS OF BENETTON.

JULES DESTROOPER

erve

Content

KIKA von ARD und ZDF

amazon

NETFLIX

maxdome

YouTube

SONY MUSIC

Apple Music

Microsoft





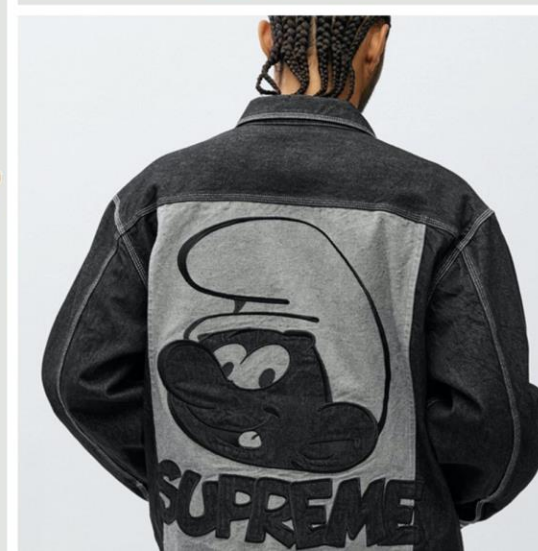
LICENSEES/
SHOWCASES

HARIBO

FERRERO



JULES DESTROYER



Supreme

Schleich

ZARA

erve

SONY MUSIC

RETAIL SHOWCASE



LIDL Suchbegriff / Artikelnr. eingeben LOS

Onlineshop Filial-Angebote Lidl Plus Lidl Inspiration Reisen Weine Fotos Rezepte Connect

Aktuelle Angebote Lidl Marken Baumarkt Möbel & Einrichtung Haushalt & Küche Hobby & Freizeit Kinderwelt Mode Sport

Onlineshop > Mode > Kindermode > Kleinkinder Mädchenkleidung (2-6 Jahre) > Kleinkinder Mädchen Nacht- & Unterwäsche > Kleinkinder Shorty Mädchen

Kleinkinder Shorty Mädchen, mit Baumwolle

Erhältlich in: Weiß, Lila & Blau

Mit Bio-Baumwolle

Umweltfreundliche Produktion

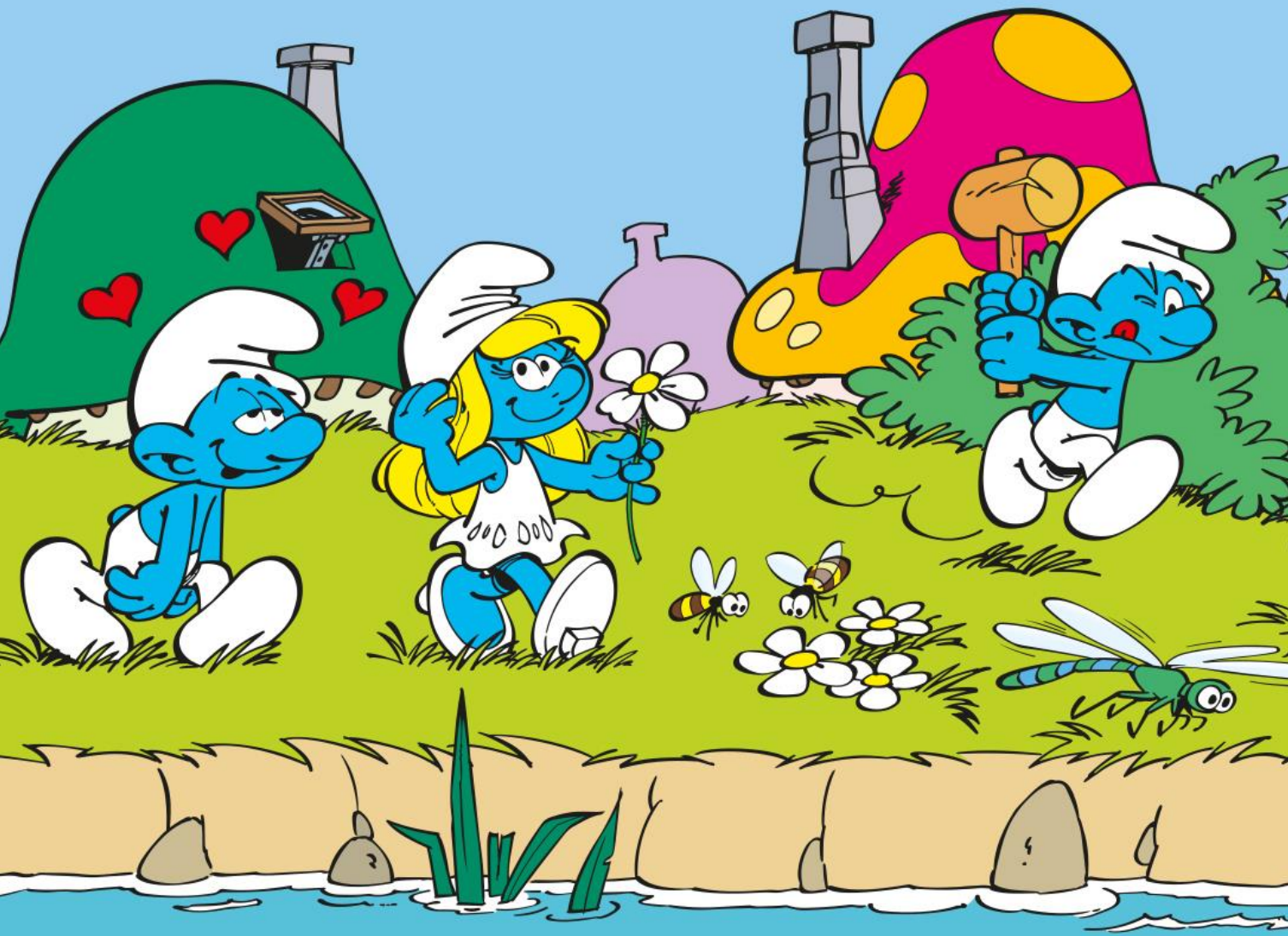
Weitere Produktdetails

NUR ONLINE

Lieferung: **Sofort lieferbar!** In 3 Arbeitstagen bei Ihnen

✓ 90 Tage **kostenloser** Rückversand





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