

DIE SCHLÜMPFE™



ABOUT THE BRAND

Building happiness since 1958

- ★ 95% brand awareness
- ★ Evergreen brand
- ★ 700 active licensees worldwide
- ★ \$1B annual retail sales
- ★ 40+ successful loyalty programs
- ★ 1 Smurf Haribo gummy eaten every minute around the world
- ★ 3 Theme parks, 2 hot air balloons
- ★ Guinness World Record: 5.000 participants dressed as Smurfs in 11 countries
- ★ United Nations Ambassador


KEYBEATS 2021/22

- ★ Beach Clean-up in September 2021
- ★ Next Focus: Quality Education
- ★ Start new 3D CGI TV series in Q1 2022

TARGET GROUP

- ★ 1st target: children from 5-10
- ★ 2nd target: nostalgia/transgenerational

CONTENT

- ★ New 3D CGI series coming in Q2 2022:  52 episodes, 11 minutes per episode
- ★ 3 animated movies so far
- ★ +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 digital platforms
- ★ Gold & platinum music albums
- ★ Audiobook, Audioplay, I-book, E-Book
- ★ Digital games: 175M downloads
- ★ +40 YouTube channels



13M



116k



50M views



HARIBO

FERRERO

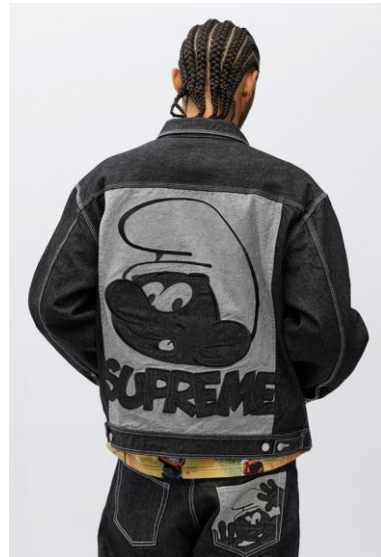


Schleich

Supreme



ZARA



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