

DIE SCHLÜMPFE

New movie
in Dec. 2024



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 2022

- ★ New 3D CGI TV series starting April 16th 2022
- ★ 23.9. Global Smurfs Day
- ★ September: Beach Clean Up

TARGET GROUP

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

CONTENT

KiKA
von ARD und ZDF

- ★ Awarded new 3D CGI series coming April 16th 2022: 52 episodes, 11 minutes per episode
- ★ Multiple SMURFS Feature Films upcoming.
20th December 2024: Original Animated Theatrical Musical
- ★ 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



13M



130k



50M views



HARIBO

FERRERO



JULES DESTROOPER

Schleich

Supreme



ZARA



erve

spreadshirt

ROMWE



SONY MUSIC

