



THE SMURFS™

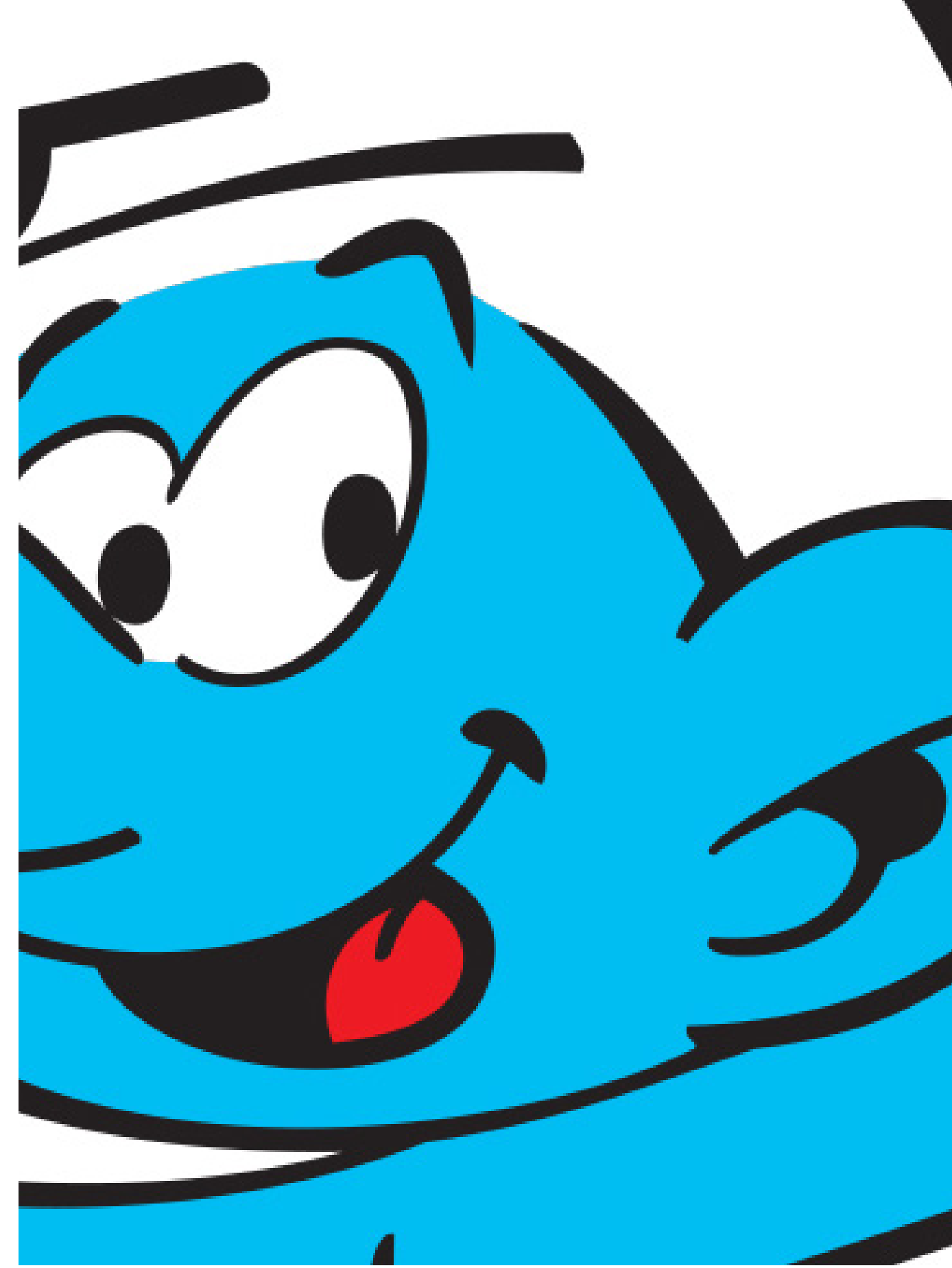
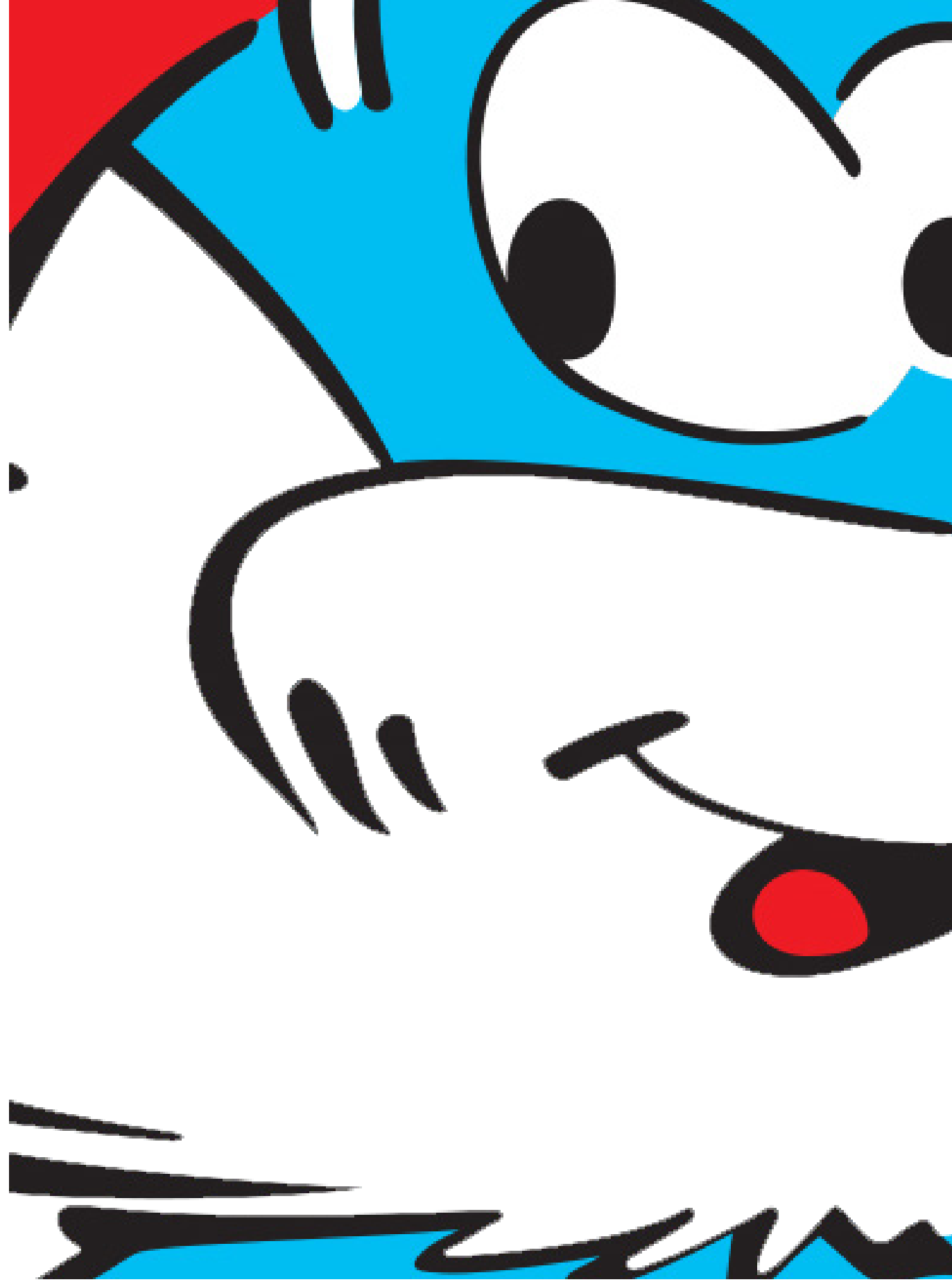
Family Entertainment



SMURFS

WHY THE SMURFS?

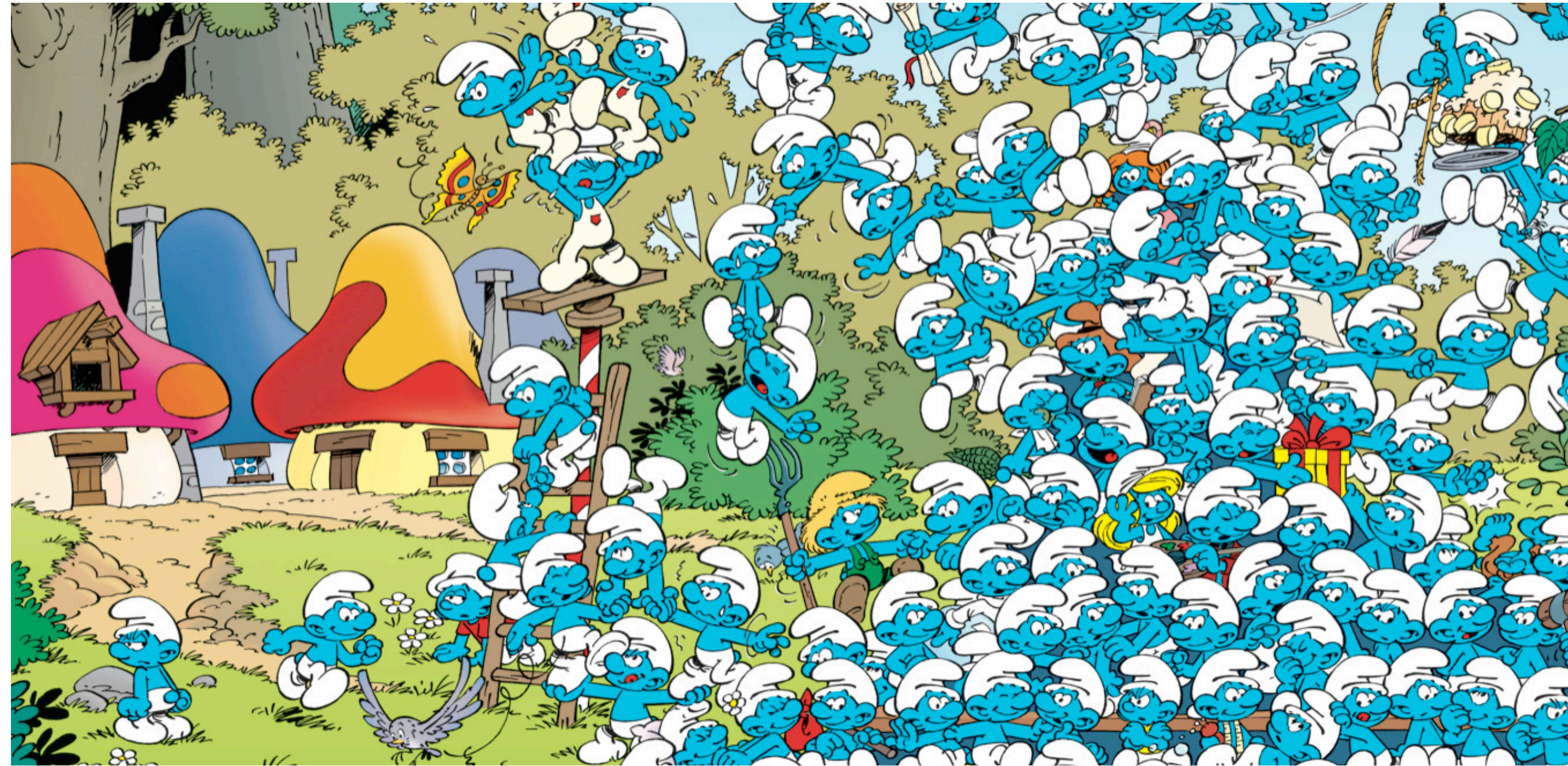
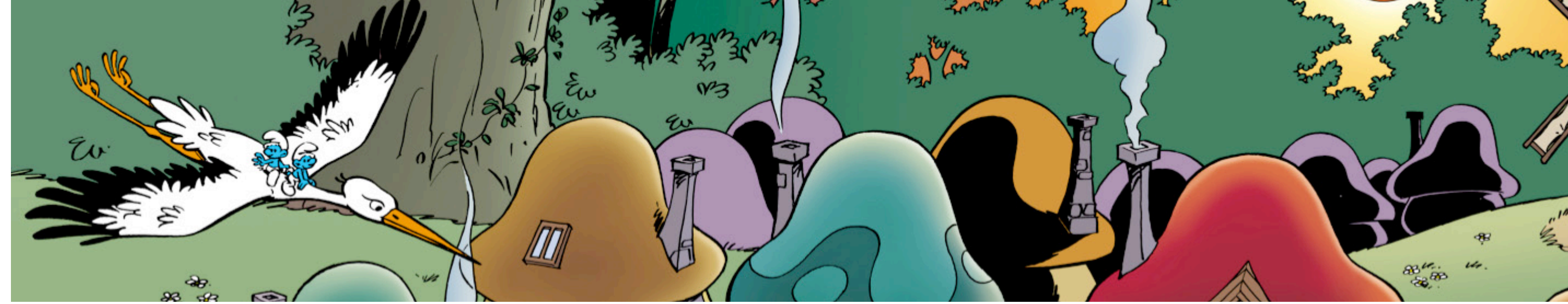
**THE
SMURFS™**



BUILDING HAPPINESS SINCE 1958

THE SMURFS™

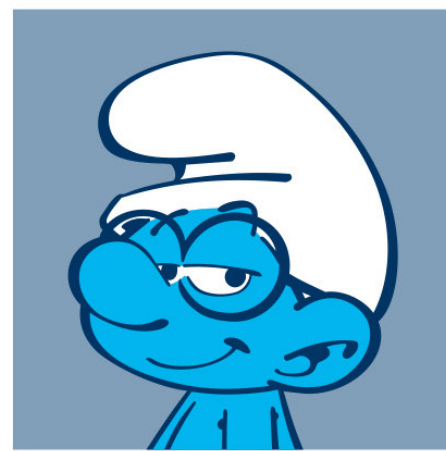
ART WORK



A 3D rendered Smurf character, likely Brainius, is shown from the chest up. He has a large, white, conical hat and wears large, black-rimmed glasses. His arms are crossed over his chest, and he has a slight, knowing smile. The character is blue with a large nose and pointed ears. The background is plain white.



THE
SMURFS™

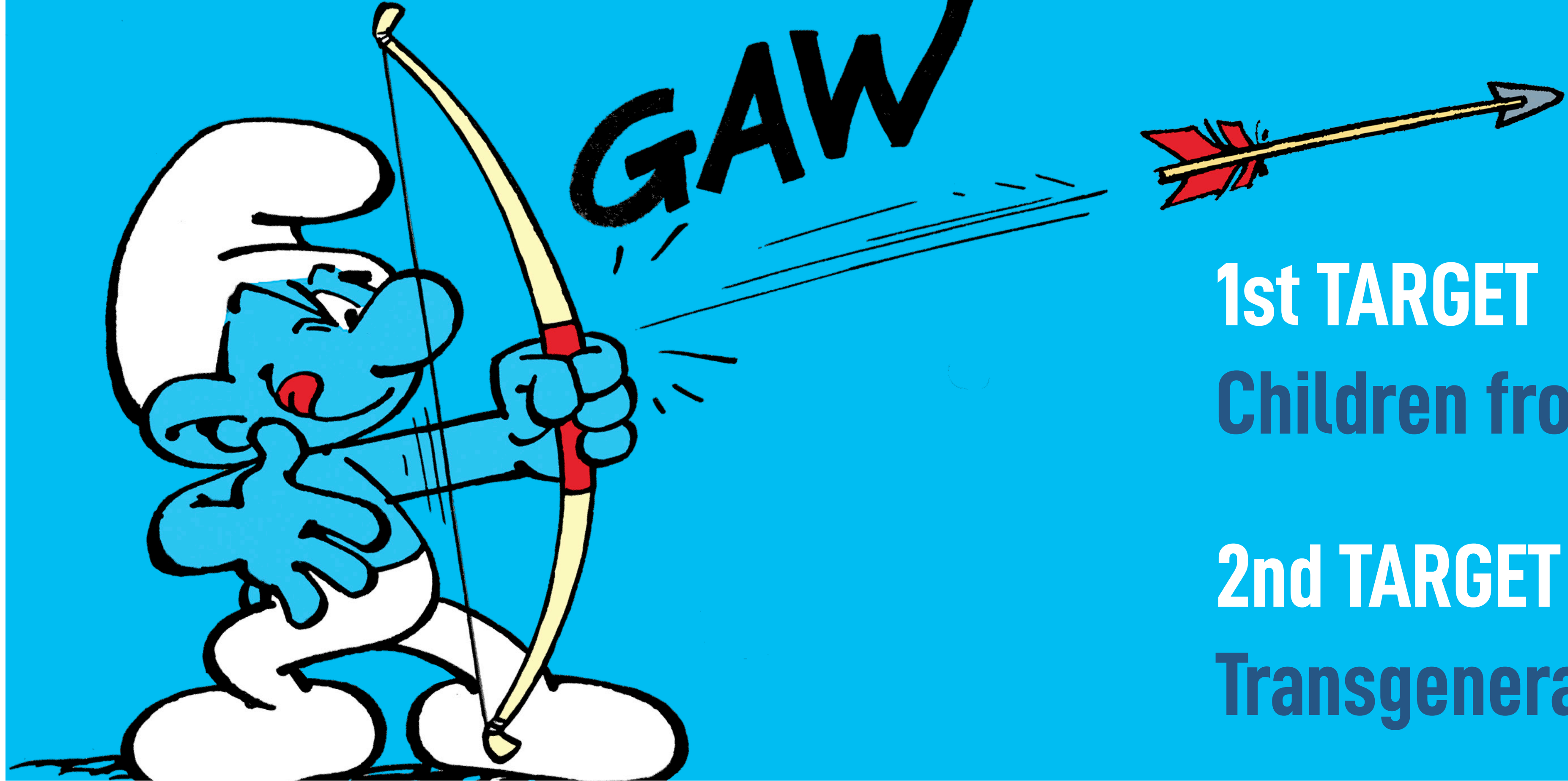


imp s

BELGIAN FAMILY-OWNED COMPANY

Rapidity
Flexibility
Pro activity





1st TARGET

Children from 4 > 8

2nd TARGET

Transgenerational

EVERYONE KNOWS THE SMURFS

THE SMURFS



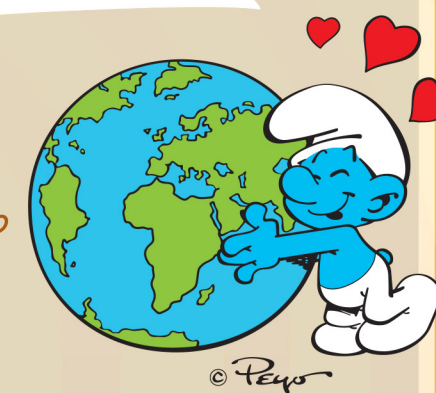
EDUCATIONAL ASPECTS



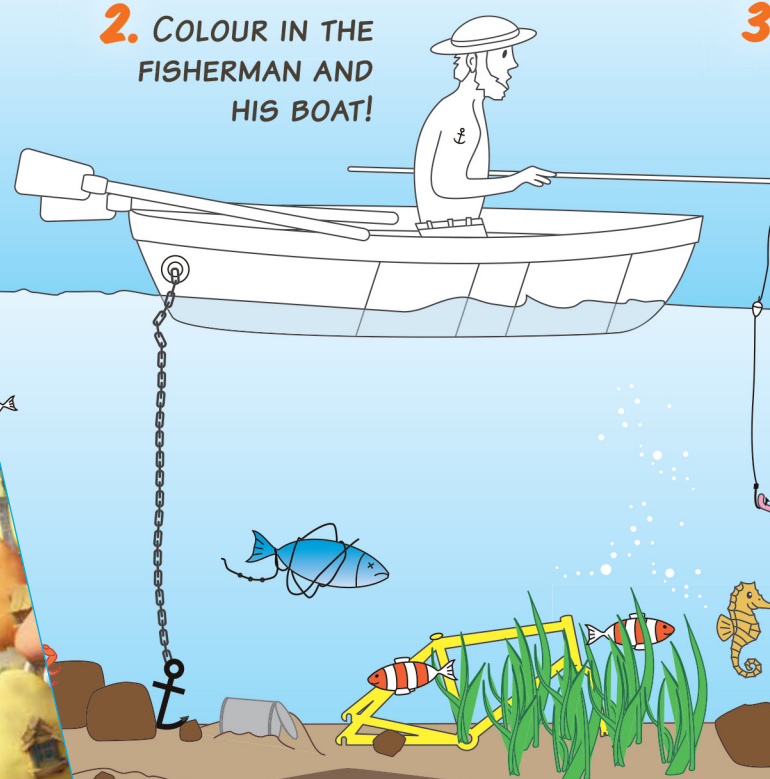
QUIZ ARE YOU A GOOD ECO-SMURF?

CIRCLE THE CORRECT ANSWER:

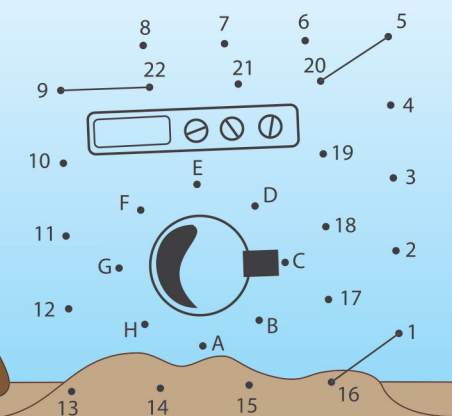
1. HOW DOES LITTER END UP IN THE OCEAN?
A) BY MAGIC
B) IT FOLLOWS A WATER COURSE OR TRAVELS WITH THE WIND
C) IT SCOOTERS DOWN THE MOUNTAINS
2. WHAT IS AQUATIC/MARINE LITTER?
A) PACKAGING THAT YOU THROW IN THE BIN
B) A SWIMMING FISH
C) AN OBJECT LEFT IN THE NATURAL ENVIRONMENT THAT ENDS UP IN THE WATER COURSES
3. WHAT IS THE LIFESPAN OF A PLASTIC BAG IN THE NATURAL ENVIRONMENT?
A) ABOUT 450 YEARS
B) LESS THAN 10 SECONDS
C) 52 DAYS, 5 HOURS AND 18 MINUTES
4. HOW MANY OUT OF 10 PIECES OF LITTER IN OUR BINS COULD BE RECYCLED?
A) 42 B) 8 C) LESS THAN 1



2. COLOUR IN THE FISHERMAN AND HIS BOAT!



3. CONNECT THE DOTS FROM 1 TO 22 AND FROM A TO H TO FIND OUT WHAT IS HIDING ON THE SEABED!
WHAT DID YOU FIND?



THE SMURFS™

VALUES

Friendship

Fun

Respect

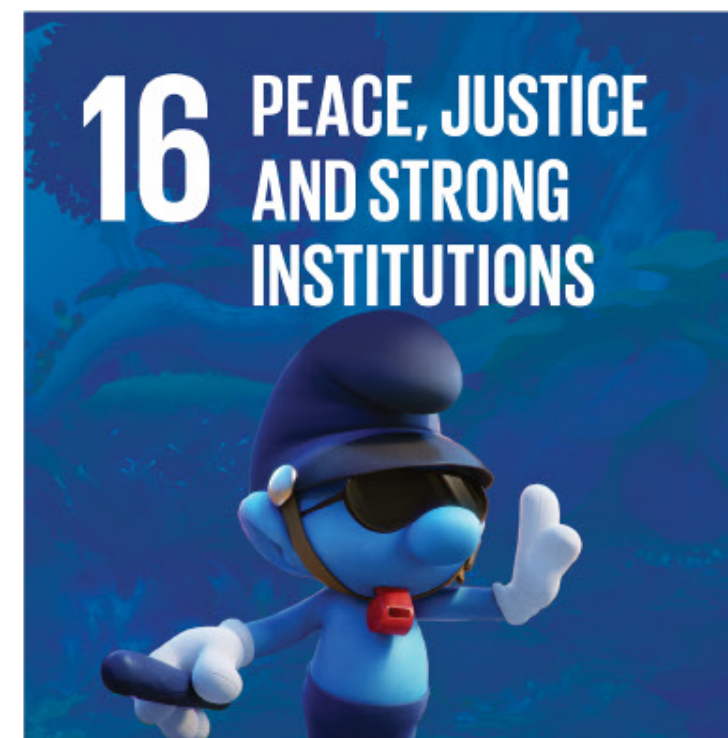
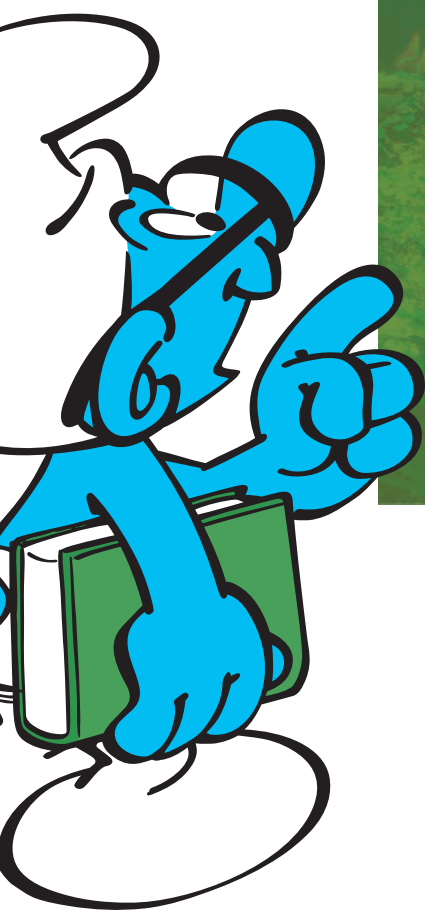
Tolerance

Nature



Faith in the Future

SMURFS™



UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS AMBASSADORS

Why the Smurfs and the United Nations?



The United Nations & the Smurfs share the same values

Tolerance, respect, nature, faith in the future, friendship ...

The smurfs are a great message carrier for the Sustainable Development Goals

- Appeal to every generation (children & adults)
- Popularize messages for everyone
- Worldwide reach

Everybody loves the Smurfs

They spread emotion, happiness & love everywhere

SMURFSTM





Examples of Concrete Actions



World Wide Beach Cleanup Day



Charity Campaigns



Universal Yoga Day



WWF



Associations for people with a disability



Breast Cancer Prevention

SMURFS™

SMURFSTM

THE SMURFSTM

A New Touch of Blue

5 · 104 × 52 X 11' × 3D CGI



Peyo
PRODUCTIONS

DUPUIS
AUDIOVISUEL

TF1

ketnet

OUF
tivi

KIKA
von ARD und ZDF



SWTAR

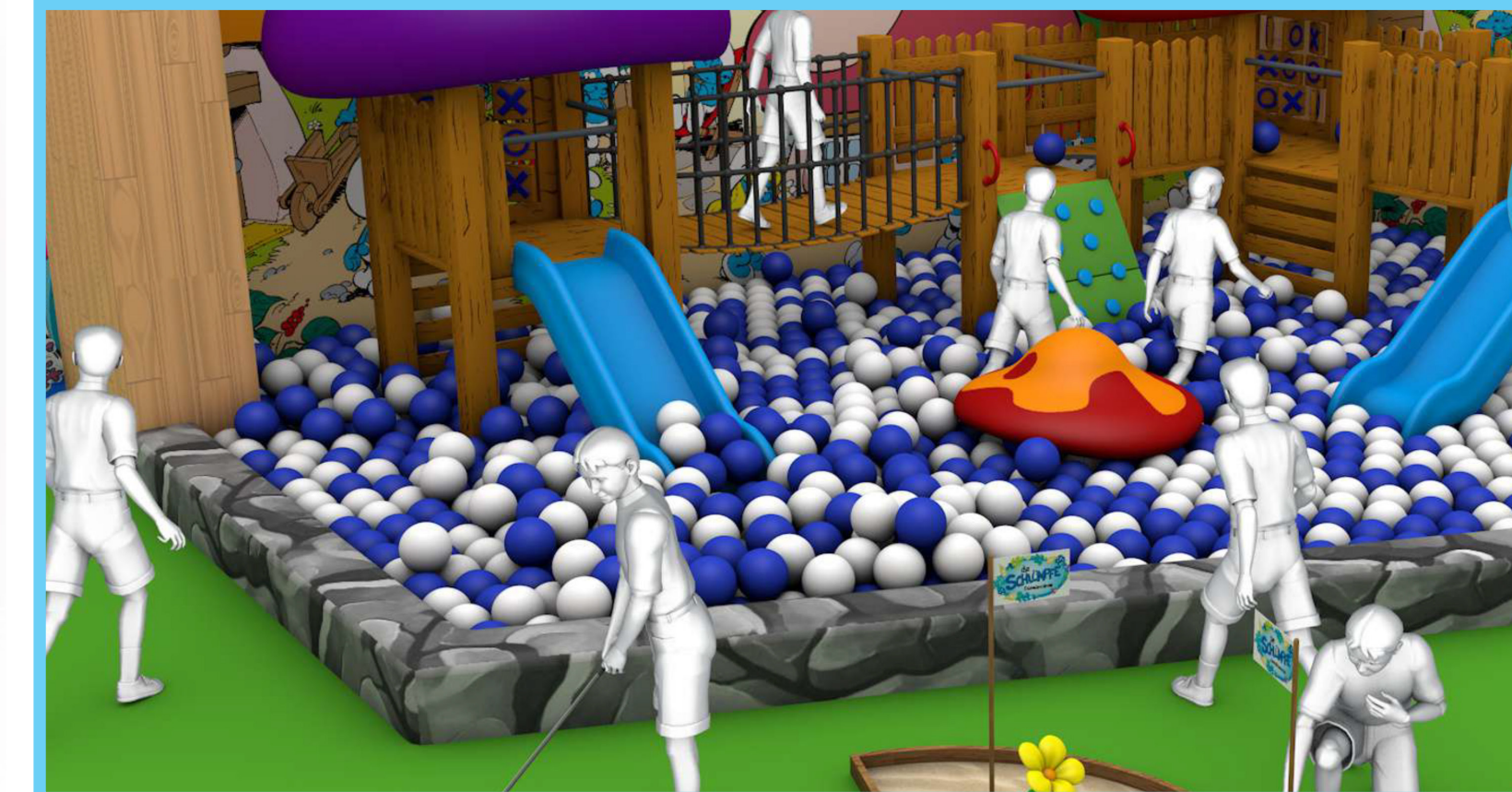
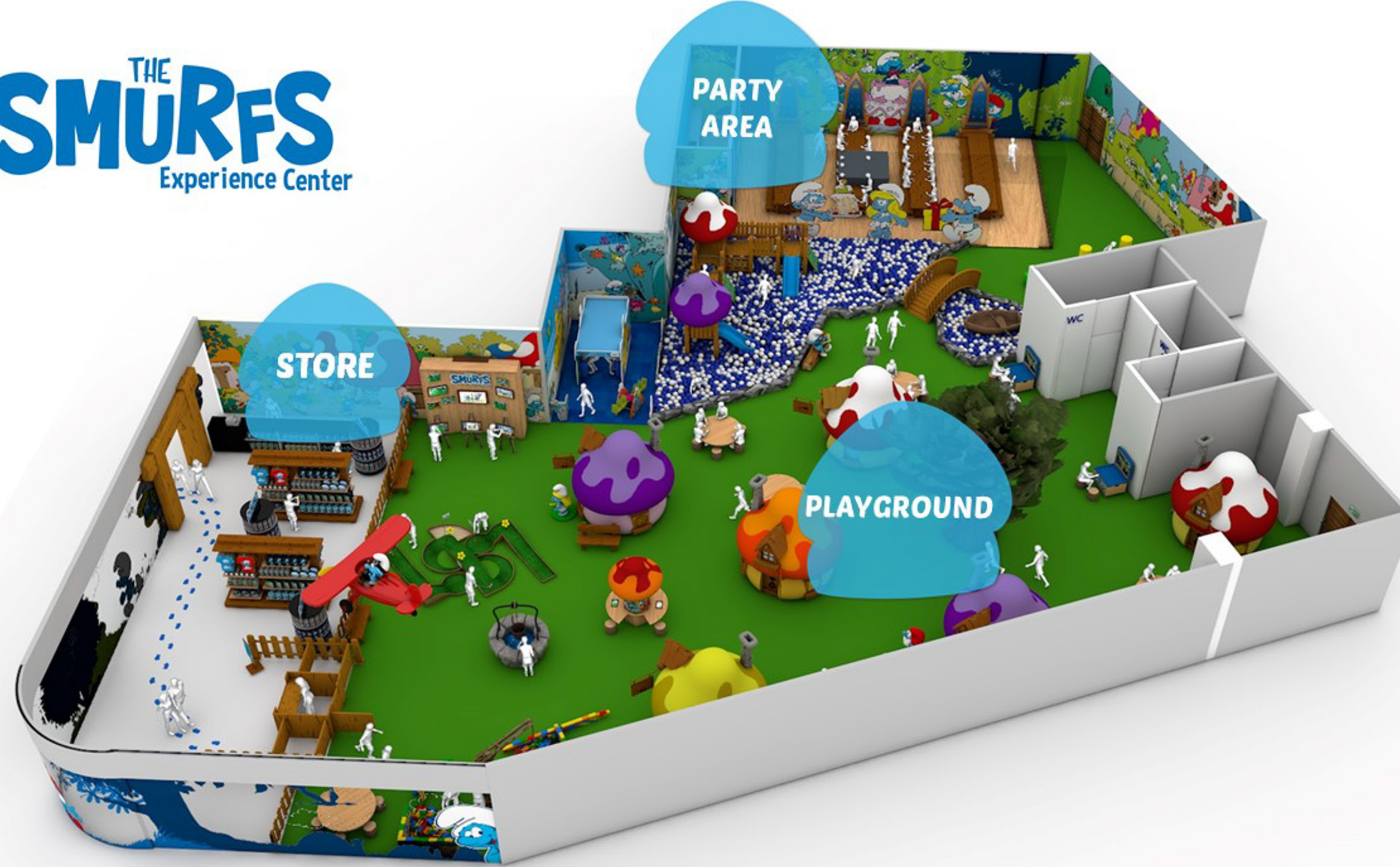
LIVE THE EXPERIENCE

THE SMURFS™

Live the Experience
Shopping Mall Events



THE SMURFS
Experience Center



Live the Experience Family Entertainment Centers

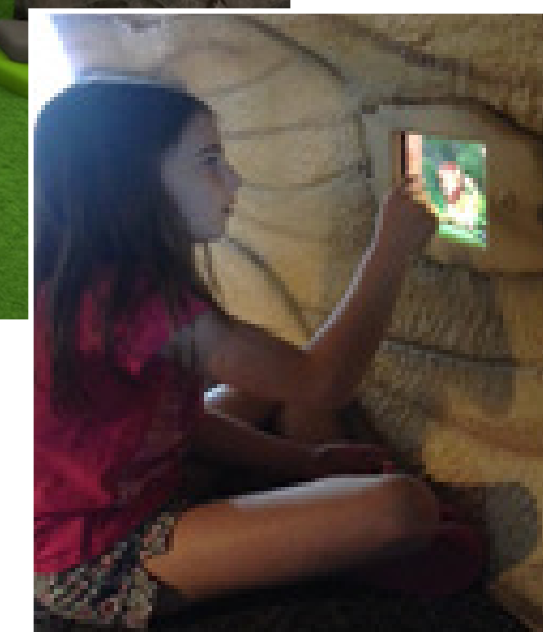


Live the Experience Family Entertainment Centers

THE SMURFS™



Live the Experience Escape Rooms



SMURFS™



Live the Experience
Patrimonial Exhibitions

THE SMURFS™

Live the Experience Interactive Exhibition



Live the Experience

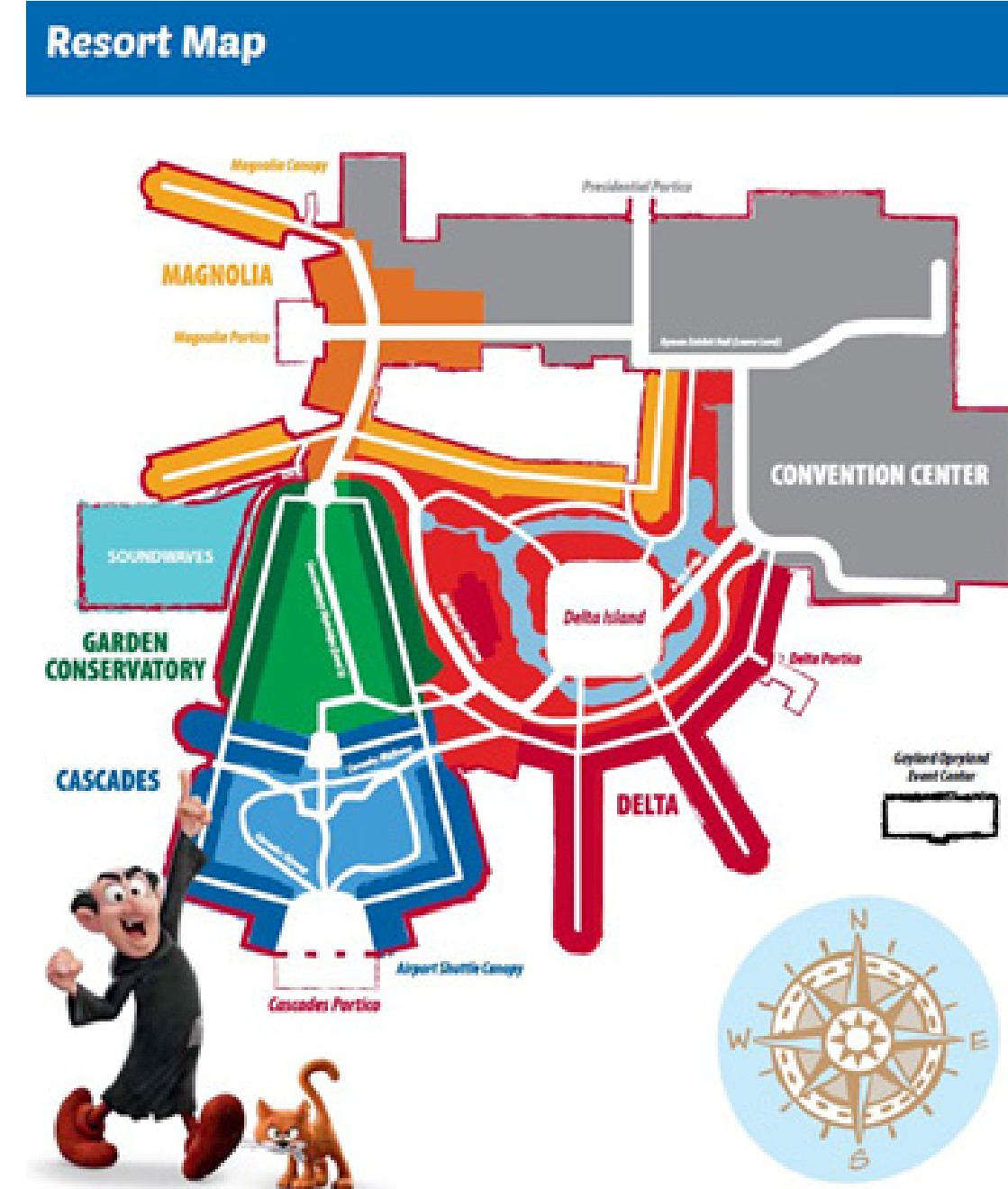
Mini Shows & Live Show



THE SMURFS™



Live the Experience Hotel Rooms & Cruises



SUMMERFEST
AT GAYLORD OPRYLAND®
FEATURING
THE SMURFS

Endless Entertainment
all Summer Long!

May 24 - September 2, 2019

- SoundWaves
- Breakfast with The Smurfs
- Delta Riverboat Cruises
- Junior Chef's Camp
- Gaylord Opryland Hotel & Garden Tour
- Splash Party presented by bubly™
- Family Movies featuring The Smurfs
- Build-A-Bear Workshop®
- and more!

GaylordOpryland.com/SummerFest

PRESENTED BY AQUAFINA

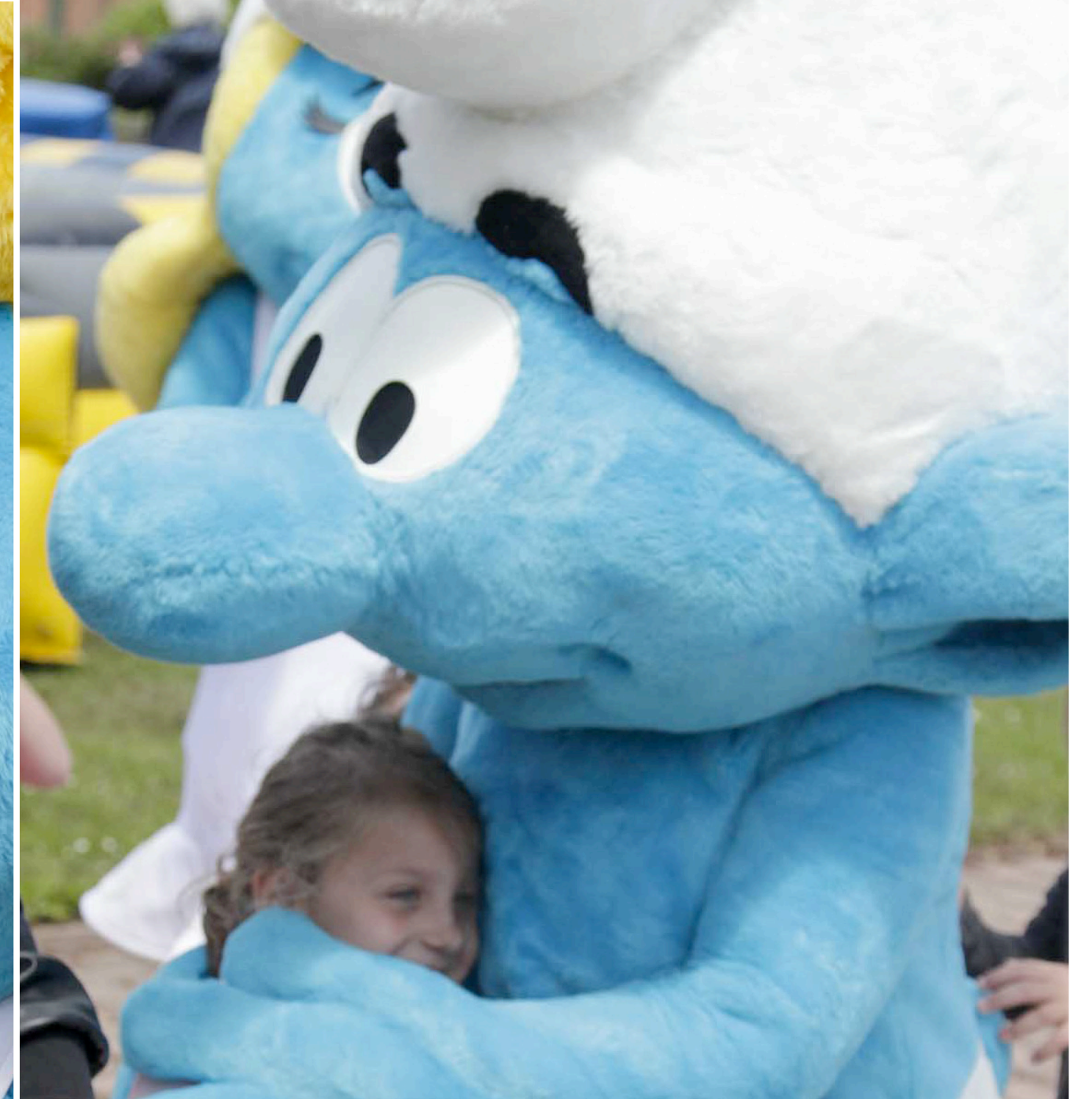
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SWANK

EMOTION

THE SMURFS™

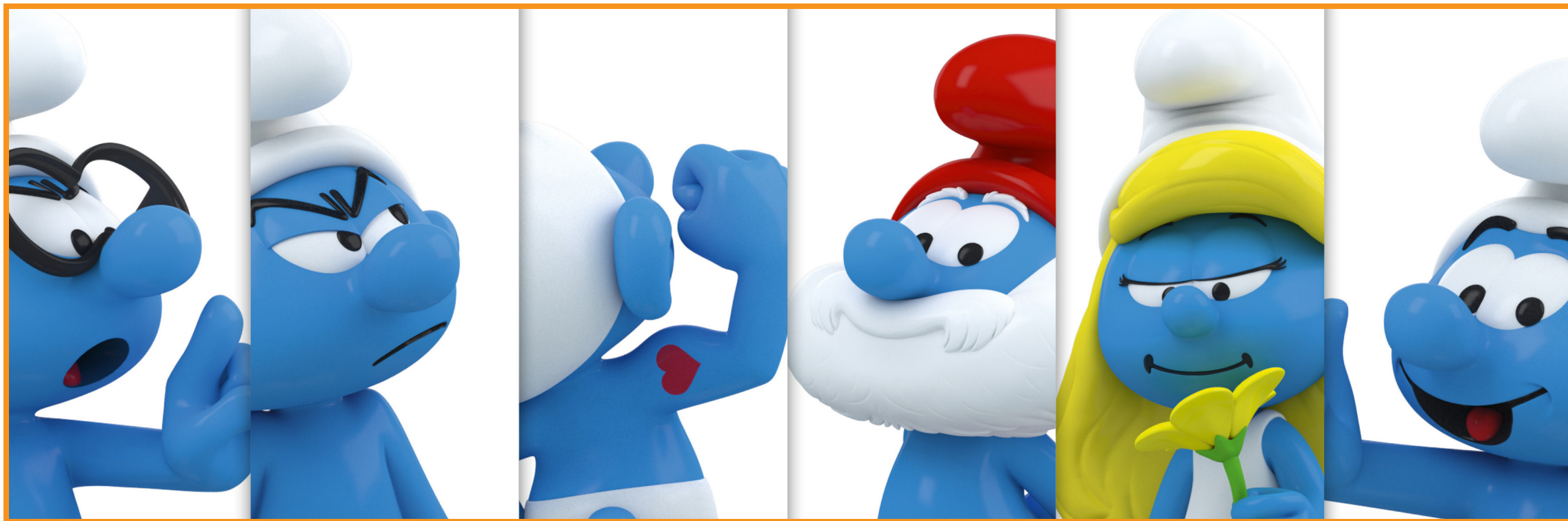


Smurf Costumes



Statues & Figurines

SMURFS



3D Models



THE



Photobooth, Desks & Shops



A NEW CONCEPT OF LEISURE FOR YOUR M

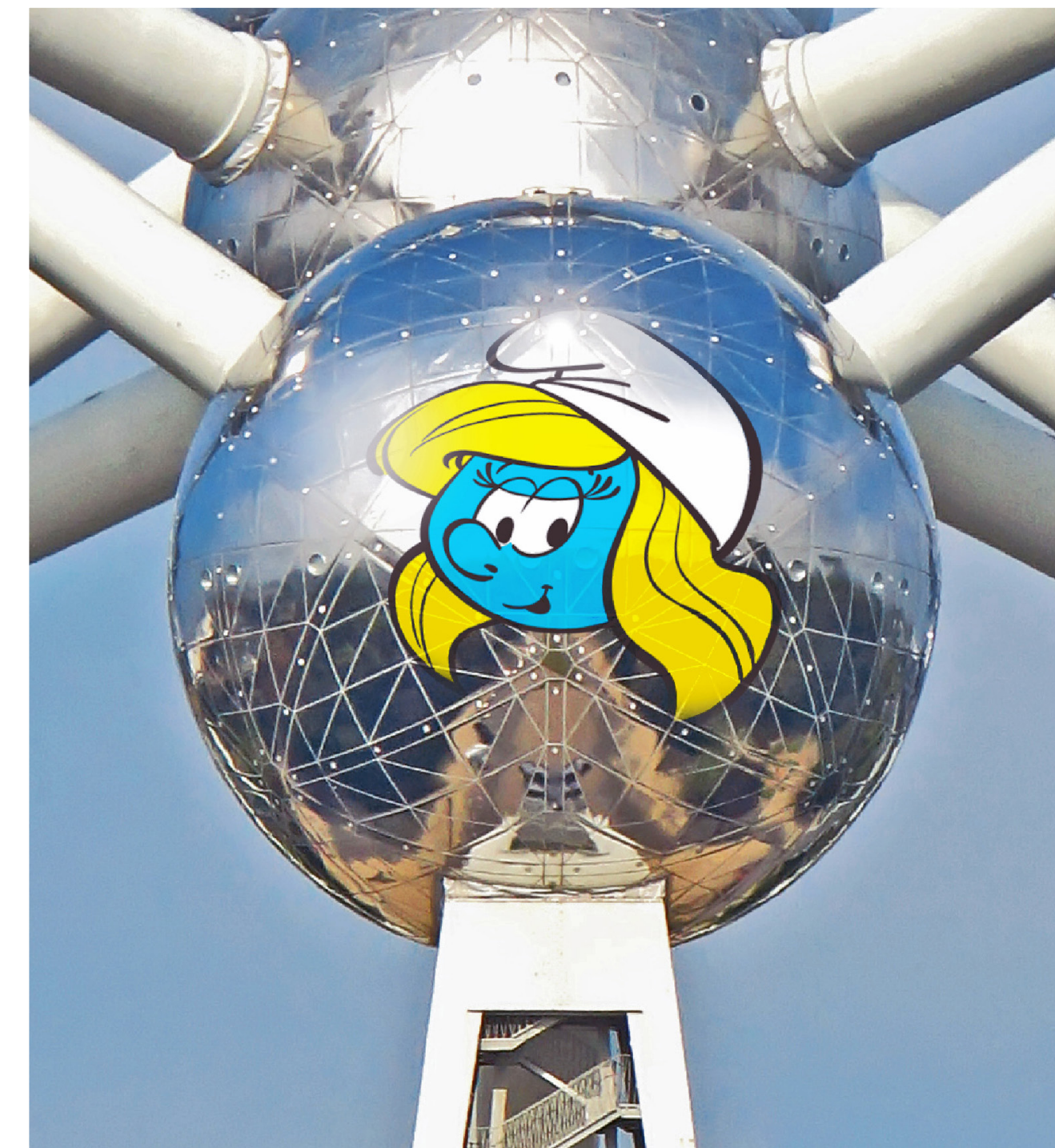
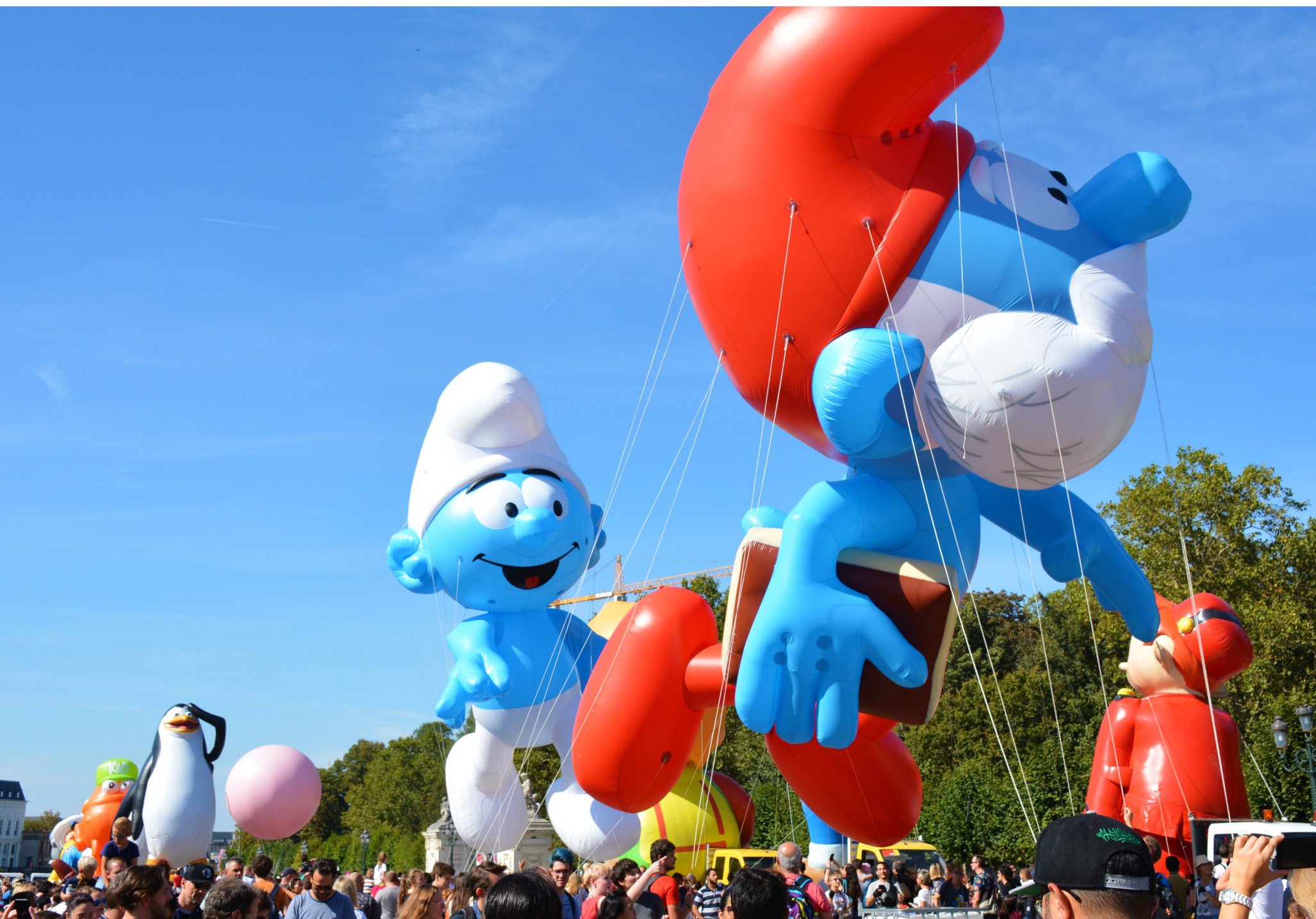
die SCHLÜMPFE Erlebniszentrum

FAMILY ZONE CLUB

- All users must be made part of this wonderful club. This will grant them access to special offers
- Will allow us to communicate the novelties every 3 months
- We will be able to congratulate birthdays, holidays...

Kids Club

Birthday Areas



Notoriety & Visibility

THE SMURFS™



Global Smurf Days



THANK



THANK YOU