

# THE SMURFS™

Building  
happiness  
since  
1958





# THE SMURFS™

SMURFS  
VALUES

Created in Belgium  
by *Peyo*



## EVERGREEN BRAND

Smurfing Worldwide: Global Awareness 95%

Smurfing local: The Smurfs are close friends.

The logo is translated in 42 languages



FRIENDSHIP  
FUN  
RESPECT

TEAM SPIRIT

FAITH IN  
THE FUTURE

TOLERANCE

CARE FOR NATURE



Caring for nature  
and caring for each other  
are very important values  
for the Smurfs. They are  
devoted and trusted partners  
to promote sustainability

The Smurfs are  
the proud ambassadors  
of the United Nations





A large illustration of Smurfette, the blonde-haired Smurf, wearing her signature white dress and hat, pointing her finger towards the text.

**1<sup>ST</sup>**  
**TARGET:**  
**KIDS**  
**GIRLS & BOYS**  
**4 TO 10**

**KIDS**  
**MERCHANDISING**  
**SWEET SPOT :**  
**4 TO 7**

# Why kids love the Smurfs ?

Unique blue characters  
with a variety of personalities :

“He’s just like me”

“Smurfs make  
me happy”

“They look so happy  
and bubbly”

“Smurfette!”

“They live in  
mushroom houses and  
care for nature”

The new Smurfs TV series will introduce a new  
generation of kids to the legacy of the Smurfs.



“I’d like to go on an  
adventure with the Smurfs  
one day. That would be so  
much fun!”





**2<sup>ND</sup>  
TARGET:  
NOSTALGIA  
TRANS-  
GENERATIONAL**

## Our best Smurf memories

Dedicated  
Smurfs fashion  
style guides

Beloved cultural  
and pop icons  
all around the globe

Original vintage  
Smurfs designs from  
the 60's until today

A tried & true,  
blue phenomenon

The Smurfs are unique  
characters. They bring  
joy to the whole family





# WELCOME TO THE SMURF PLANET

360° APPROACH



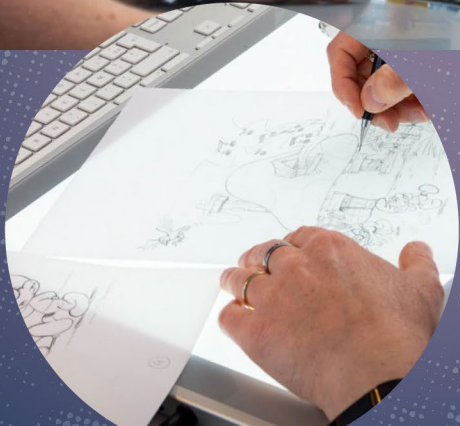


# STUDIO

“Thousands of designs available in the online Smurf style guides library”



“Our agile studio can create tailor-made designs on demand”



# MARKETING & COMMUNICATION

95%  
Global brand awareness



+100K  
followers



15 M  
fans

200 M

people involved  
#EU Beach CleanUp



40+  
channels

Monthly **B2B**  
Newsletter



17  
Ambassadors of the  
Sustainable Goals  
of the United Nations

2 official  
websites  
smurf.com  
smurfbusiness.com

2 Hot-Air  
Balloons



Proud partner of  
unicef



&



1 Airplane,  
the Aerosmurf



# MERCHANDISING & PROMOTIONS

**100M**  
Schleich  
figurines  
sold

HARDLINES :

**Jazwares** = MASTER TOY  
(PLUSH, FIGURES, PLAYSETS, VEHICLES )

VIDEO GAMES & DIGITAL  
SOFTLINES  
FMCG  
PROMOTIONS & LOYALTY PROGRAMS

**12**  
McDonald's  
Happy Meal  
campaigns

**1** Smurf Haribo gummy  
eaten every second  
around the world

**40+**  
successful  
loyalty  
programs

Supreme  
x Smurfs  
items sold out  
in **4** minutes

**300M**  
Kinder Surprise  
eggs sold

**700**  
active  
licensees

**175M**  
downloads of  
digital games

# FAMILY ENTERTAINMENT

**1** Smurf Experience  
Immersive and interactive exhibition  
touring worldwide

**3** Theme  
parks  
Dubai, Moscow, Shanghai

Live on Stage  
Shows

Smurf Art  
exhibitions

Shopping mall  
events

Escape  
Rooms

Guinness World Record  
**5.000** participants  
dressed as Smurfs in **11** countries

Smurfs hotels  
& cruises

Meet & Greet  
costumes





# PUBLISHING

**120+**  
Publishers

**50 M**  
books  
sold  
worldwide

**90+**  
territories

**300** titles  
available

+ New original comic strip  
adventures every year

# AUDIOVISUAL & MUSIC

## MOVIES

**\$1.2 B**  
worldwide

**3** animated  
movies

**SONY  
PICTURES™**  
© 2000 SONY PICTURES ENTERTAINMENT INC.

## TELEVISION

**2** Emmy  
Awards

Broadcast  
in **100+**  
territories

**2D**  
animated  
TV series

Dubbed  
in **40+**  
languages

**272**  
episodes

## MUSIC

Gold & platinum  
music albums

Working with  
all major record  
labels

Available on  
**digital** platforms

Brand new  
**3D-CGI**  
animated  
series



# THE NEW TV SERIES

# THE SMURFS



NEW ORIGINAL  
ADVENTURES  
WITH PURE  
SMURFS DNA

TARGET  
AUDIENCE:  
BOYS & GIRLS  
AGED 5 TO 10



\* 52 % of 4-14 Y.O. in the time slot 1

“The new  
Smurfs TV  
series  
will introduce a  
new generation  
of kids to the  
legacy of the  
Smurfs”

## WORLDWIDE BROADCASTING FROM 04 2021



3D CGI

BRAND NEW HIGH VOLTAGE  
ORIGINAL STORIES

MORE COMPLEX CHARACTERS

SNAPPIER DIALOGUES

FAST PACED

NEW TOUCH  
OF BLUE



# THE NEW TV SERIES

## FAMOUS HEROES



**Papa smurf**  
Dynamic leader



**Smurfette**  
A girl with attitude



**Brainy**  
Giving lectures



**Hefty**  
Naturally  
extra strong



**Grouchy**  
Wakes up on the  
wrong side of the bed



**Firemen**  
Clumsy & Dimwitted to  
the rescue



**Handy**  
Original thinker



**Jokey**  
Just kidding

## GIRL SMURFS



**Lily**  
Act first,  
think second



**Storm**  
Don't mess  
with her



**Blossom**  
The cheerleader



**Willow**  
Wise and brave

## VILLAINS



**Gargamel**  
Notorious  
Smurfs hater



**Azrael**  
Gargamel's sole  
companion wants to  
catch them all

AND MANY MORE ...



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