

THE SMURFS™

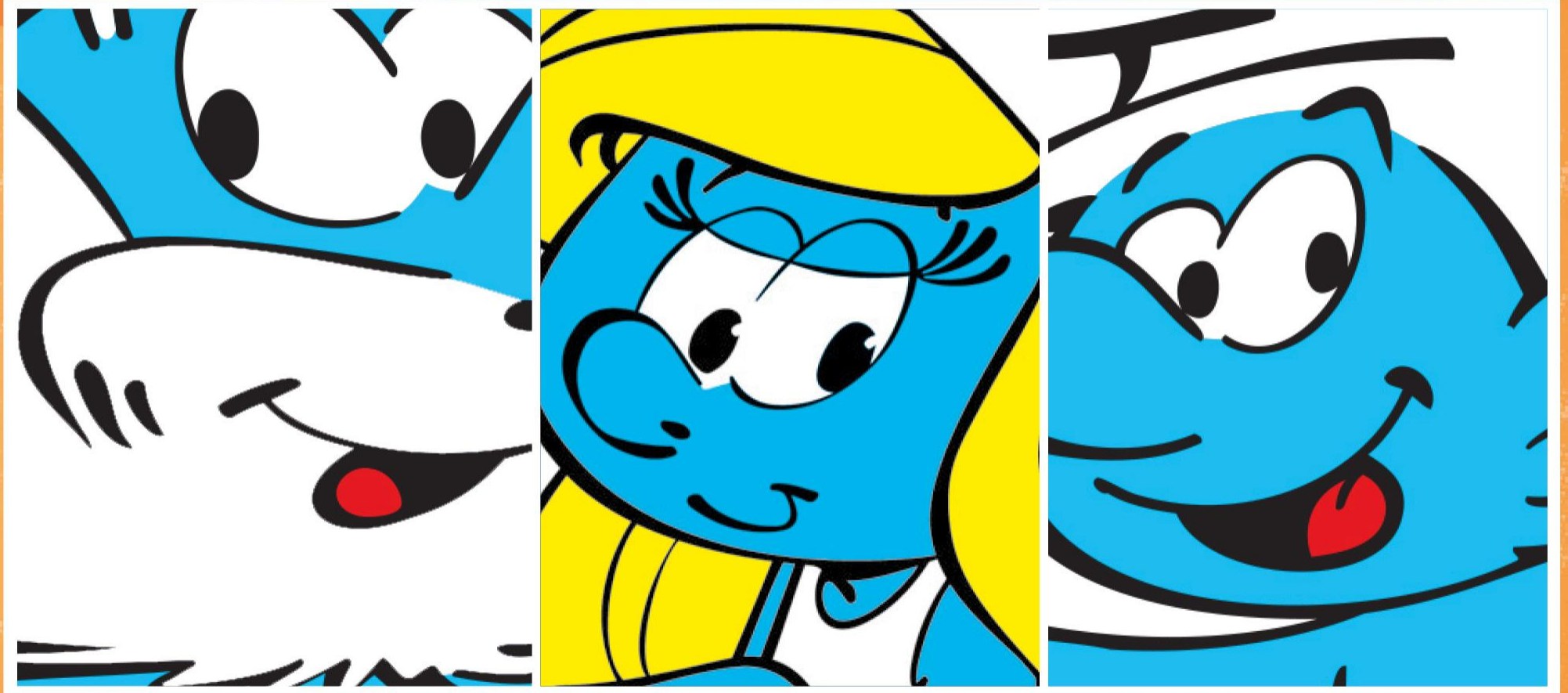


FAMILY
ENTERTAINMENT

**WHY
THE SMURFS ?**

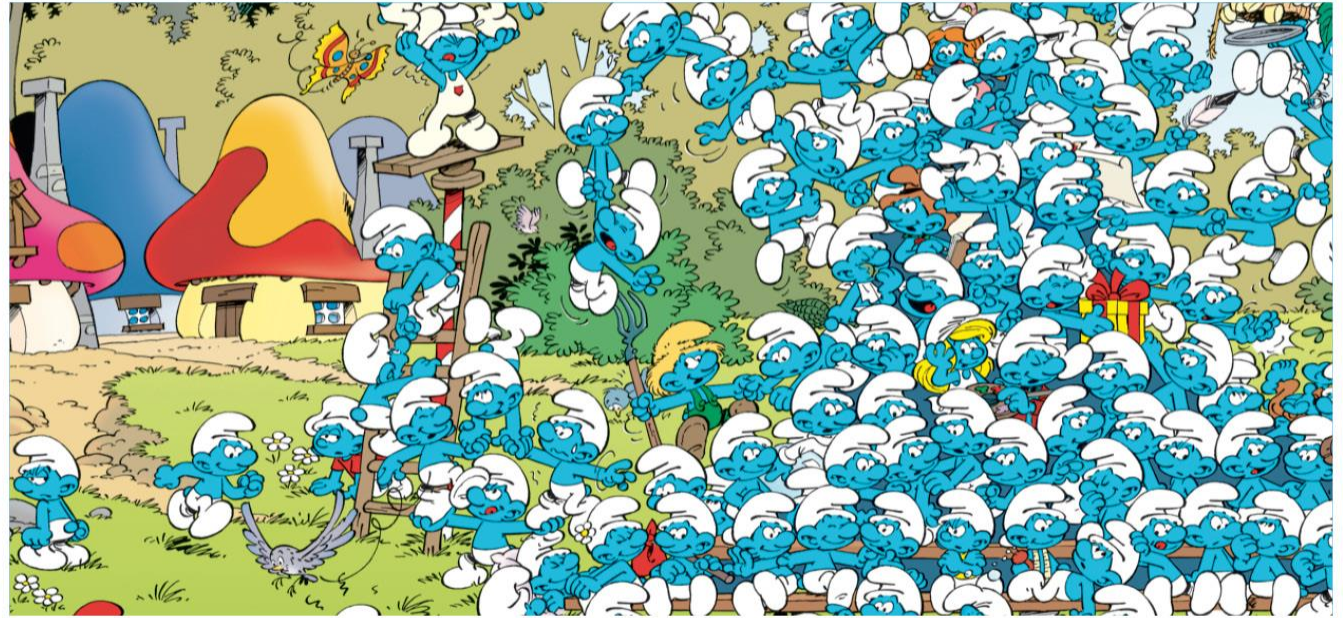
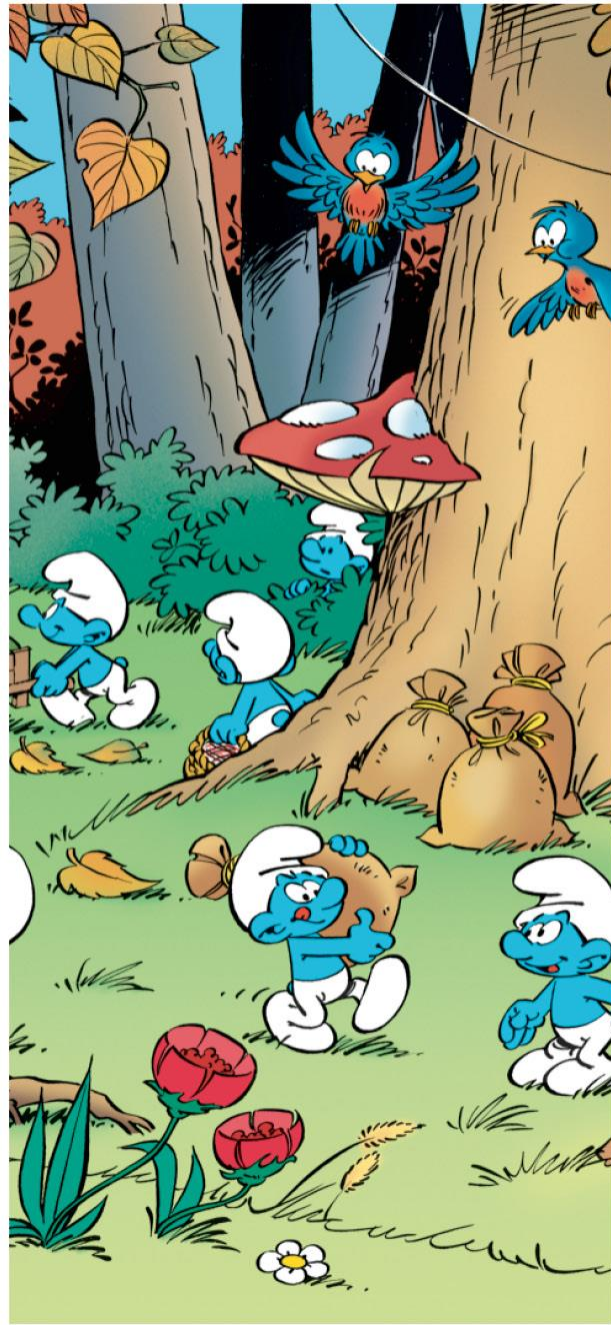


THE
SMURFS



BUILDING HAPPINESS SINCE 1958

THE SMURFS



THE SMURFS™



95%
Global brand
awareness

A GLOBAL BRAND RECOGNITION





Retail



TM

Retail

A SMURF PLANET

THE
SMURFS™

lafig
Smurfs
T
imps

**BELGIAN FAMILY
OWNED COMPANY**

**PASSION
AGILITY
FLEXIBILITY
PROACTIVITY**



THE
SMURFS™

1ST TARGET
CHILDREN FROM 5 TO 10

2ND TARGET
TRANSGENERATIONAL / NOSTALGIA



FAMILIES !

EVERYONE KNOWS THE SMURFS



THE SMURFS

FUN

FRIENDSHIP

RESPECT

TOLERANCE

NATURE

FAITH IN THE FUTURE



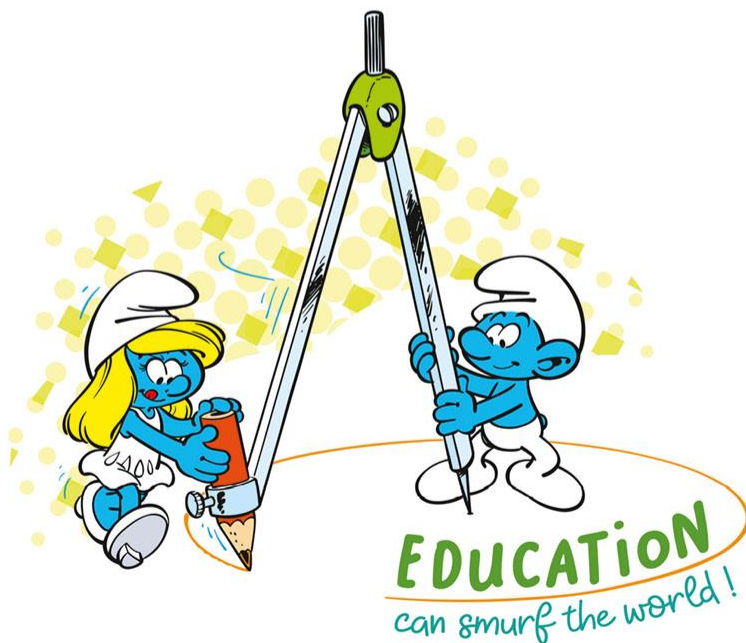


UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS AMBASSADORS



RECYCLING FAMILY

#EUBeachCleanup



WHY THE SMURFS AND THE UNITED NATIONS?

WE SHARE THE SAME VALUES

TOLERANCE, RESPECT, NATURE, FAITH IN THE FUTURE, FRIENDSHIP ...

THE SMURFS ARE A GREAT MESSAGE CARRIER FOR THE SUSTAINABLE DEVELOPMENT GOALS

1. APPEAL TO EVERY GENERATION, CHILDREN & ADULTS
2. POPULARIZE MESSAGES FOR EVERYONE
3. WORLDWIDE REACH

EVERYBODY LOVES THE SMURFS

THEY SPREAD EMOTION, HAPPINESS & LOVE EVERYWHERE





SMURFS™

CONCRETE ACTIONS



WORLDWIDE BEACH CLEANUP DAY



UNIVERSAL YOGA DAY



WILD LIVE PROTECTION



ASSOCIATIONS FOR PEOPLE WITH A DISABILITY

SI VOUS FAITES
LE DÉPISTAGE,
FAITES-LE
SCHTROUMPFEMENT*



ASSURANCE DE QUALITÉ - ENTRE 50 ET 69 ANS - GRATUIT

*Tous les professionnels de l'écran-papier, écran-arg (écran-arg) et écran-arg (écran-arg)

thinkpink

BREAST CANCER PREVENTION



CHARITY CAMPAIGNS



BRAND NEW TV SERIES

THE SMURFS™

52 x 11 minutes

PURE
SMURF DNA
FROM
COMIC
BOOKS :

3D CGI

Target age
5-10 Y



FALL 2021

LIVE THE EXPERIENCE



PERMANENT SPACES

THEME PARKS

FAMILY ENTERTAINMENT CENTERS

ESCAPE ROOMS

HOTEL ROOMS & CRUISES

KIDS CLUB BIRTHDAY AREAS

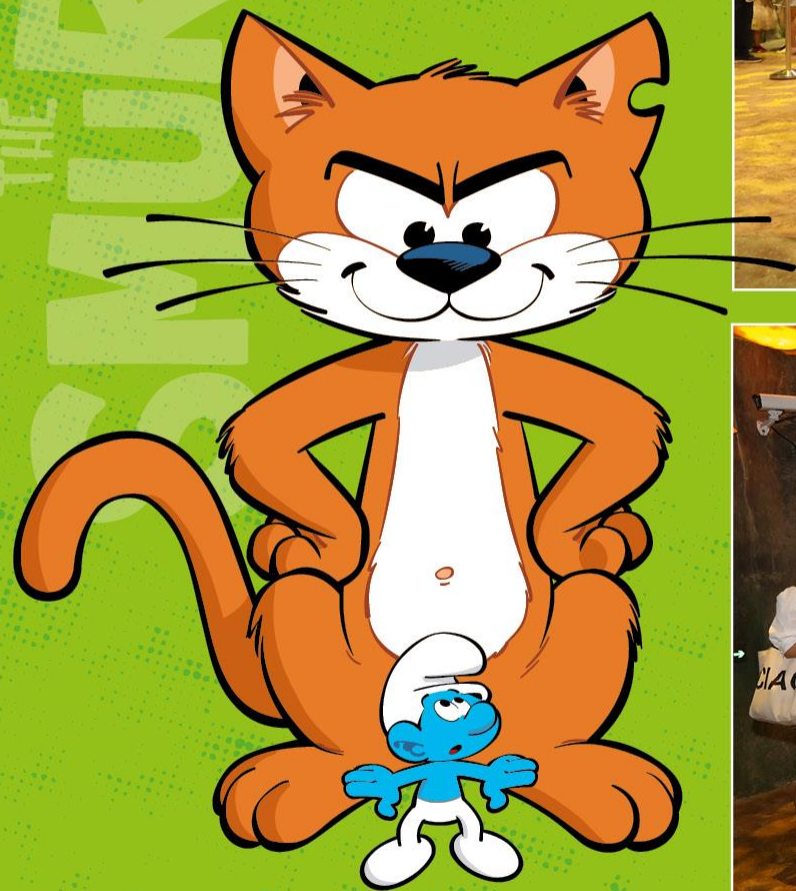


THE
SMURFS™



THEME PARKS

THE
STORIES



SHANGAI DREAM CITY



THE SMURFS



MOSCOW DREAM ISLAND

THE SMURFS



DUBAI MOTIONGATE



THE SMURFS™



FAMILY ENTERTAINMENT CENTERS

THE SMURFS



ESCAPE ROOMS



LOS PITUFOS Escape Room

La Poción de Papá Pitufo

¿Estás preparado para entrar a la Aldea Pitufa y **ayudar a Papá Pitufo** a completar su **Poción Mágica** antes de que termine el tiempo?

Encuentra las **pistas**, resuelve los **misterios** y busca los ingredientes trabajando en **equipo** con tus amigos. Una **aventura Pitufástica** que, además, será una experiencia en familia **inolvidable**.



6-20 jugadores

45 min

+5 años



HOTELS & CRUISES



KIDS CLUB BIRTHDAY AREAS

A NEW CONCEPT OF LEISURE FOR YOUR MALL

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...



TEMPORARY EVENTS

SHOPPING MALL EVENTS

DEPARTMENT STORES

EXHIBITIONS

LIVE SHOWS

THE SMURFS™



FULL SMURF DECORATION



STATUES & FIGURINES



PHOTOBOOTH



SHOPPING MALL EVENTS



PLAYING AREAS



POP UP STORES

SMURF APPEAL
THE PLACE TO SMURF !

THE SMURFS™



SMURFS X CHRISTMAS

THE SMURFS™



MALL SHOWS



MEET & GREET



ANIMATIONS & COSTUMES



天空之旅入口

THE SMURFS
蓝精灵太空主题·全球首展

新风作浪
That's New 9.19 北湖江北大街 馆前启幕



**TREASURE HUNTS
& GAMES**



MALL EXHIBITIONS

SHOPPING MALL EVENTS

EVERYBODY SMURFS
GETTING EVERYONE INVOLVED !

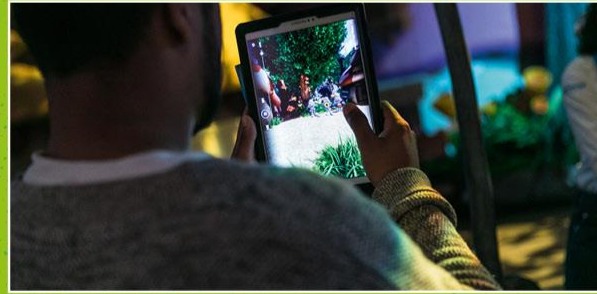
THE
SMURFS



DEPARTMENT STORES

ORIGINAL DESIGNS & DEDICATED PRODUCTS

THE
SMURFS™



TOURING INTERACTIVE & MULTIMEDIA EXHIBITIONS



PATRIMONIAL EXHIBITIONS & ART EXHIBITIONS



LIVE SHOWS



BIG LIVE SHOWS



MINI SHOWS

**VISIBILITY, BRAND ENGAGEMENT &
MARKETING TOOLS FOR YOU**



SMURF PRODUCTS & PARTNERSHIPS



SDG
PRODUCTS



FMCG



PUBLISHING



HARDLINES



SOFTLINES



VIDEO
GAMES



PROMOTIONS/
LOYALTY PROGRAMS

GLOBAL SMURF DAYS



2 BALOONS



1 AEROSMURF PLANE



**MONTHLY
NEWSLETTER**



PRESS KIT



51

**YOUTUBE
CHANNELS**



14M

**FANS ON
FACEBOOK**



100 K

**FANS ON
INSTAGRAM**



**2 OFFICIAL
WEBSITES**

**SMURF.COM
SMURFBUSINESS.COM**



THANK YOU !