



2010 : the best year ever for Bob !

- New CGI animated series
- All year 2011 broadcast on **Super RTL** from Mon-Fri at 8.30am
- 60 mn special "The Legend of the Golden Hammer" in March 2011
- 93% awareness among parents
- 46 licensees in Germany



Bob at the Toggo Tour 2010



Retail Promotions at

