

# SMURF®



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www.smurf.com



## On TV in over 30 countries

Germany (SuperRTL), Austria (ORF), France (M6), Switzerland (TSR), Netherlands (Zappelin), Belgium (Ketnet), ...

## Good reasons to smurf :

- ✓ **Movie coming up!**  
Early 2011.
- ✓ **50<sup>th</sup> birthday in 2008**
- ✓ **Very broad target range**  
boys and girls, teenagers, young parents, collectors ...
- ✓ **31 comic books, 25 languages, new comic book every year**
- ✓ **Past promotions for leading brands & stores**  
(Mc Donald's, Ferrero, VW, Maestro, Panini, Delhaize, ...)
- ✓ **Official partner of UNICEF**  
In 2008 the Smurfs visited countless European cities, with a big creativity contest for Unicef



## FOOTWEAR

**TARGET GROUP**  
Boys and girls  
3 - 9 years  
**INTERNET**  
[www.smurfen.com](http://www.smurfen.com)  
[happysmurfdays.com](http://happysmurfdays.com)

