



Monchhichi®

The logo features the word "Monchhichi" in a bold, red, bubbly font with a white outline. Above the letters "i" and "c" are two stylized birds in yellow and orange. A red bird is integrated into the end of the word, appearing to fly out of the letter "i". A registered trademark symbol (®) is located at the bottom right of the word.



FRANCHISE HISTORY

the japanese pop culture icons



a unique 'huggable' nature



40 years of success



70's vintage doll



80's animation



modern doll



CGI animation

worldwide retail presence



fans of all ages



anneke_d_p OMG!! They're so cute!



liesl_and_friends Oh, how time flies...



goodnicefrank slowly building up my collection...



tybaltthebear Mine is all torn up, it followed me everywhere!



mass market brand partnership

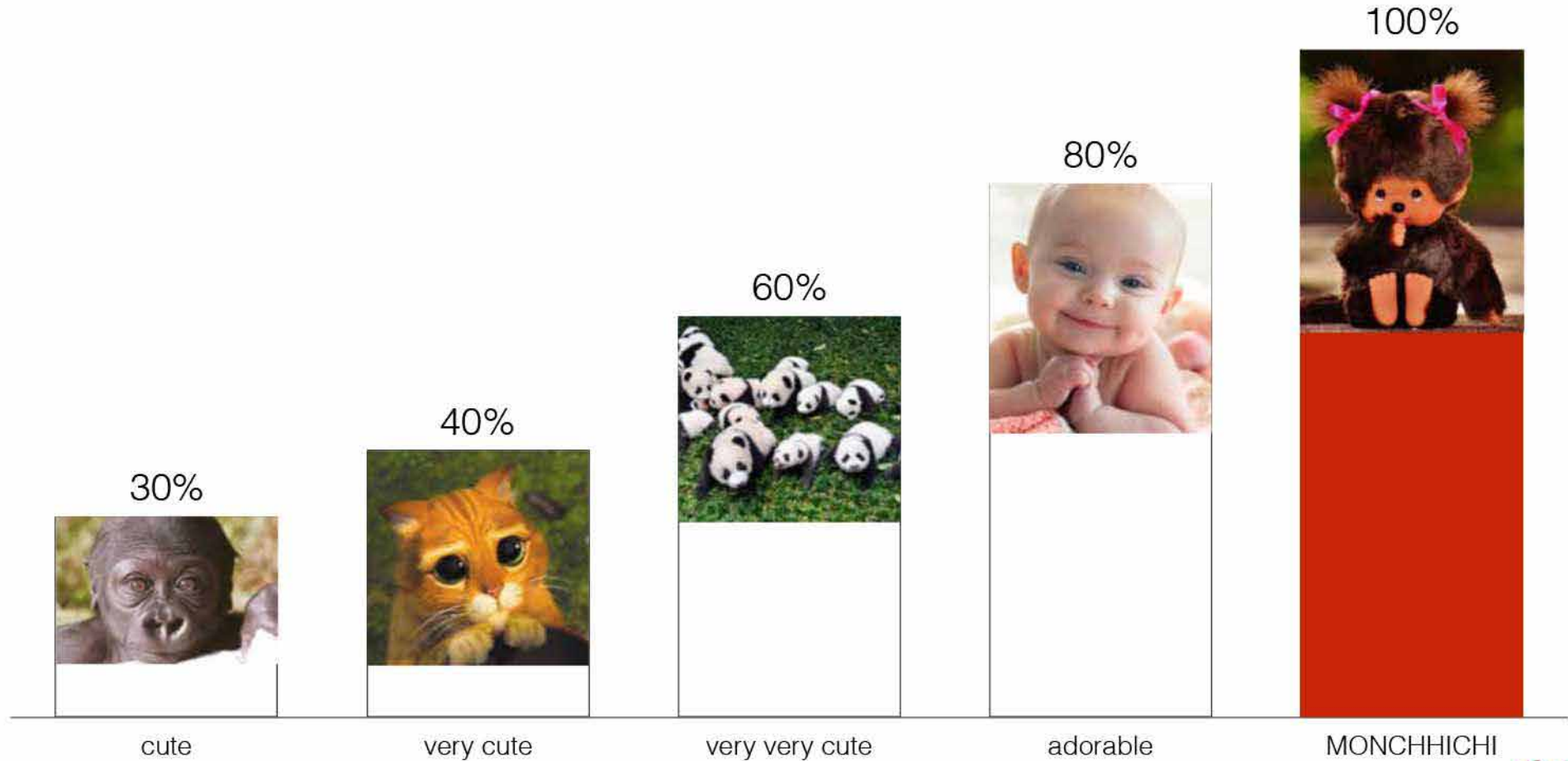


*promotions done on Classic Monchhichi character

mcdonalds premiums



Monchhichi's = major cuteness effect!



* from a very serious and objective internal survey

pop, cute and cult!



- 3 generations of fans since '74
- over 100 million Monchhichi sold
- worldwide awareness
- cult range of toys

award winning team

owner



Carrying the brand legacy for 40 years

producer



Producers of top rated show Alvin!!! & the Chipmunks, the #1 show in the U.S. + 50 territories

distributor



Top 10 awarded distributor/investor in kids content (Alvin, Little Prince, Playmobil, Iron Man, Miraculous, Jungle Bunch)

master toy



Award-winning top 10 toy company in the world

promo



massive content commitment





series

targets: 4-7 yo

format: Season 1 - 52 x 11'
Season 2 - 52 x 11'

style: HD CGI

budget: \$10M / season

motion picture

style: live action / animation

release date: 2020

storyline

The Monchhichi's are a community of brave and equally cute friends.

Their mission in life is to act as 'sleep custodians';
creating dreams for children across the world.

However, their task is not always easy.
They must tread carefully for there are some
who wish to have more dreams for themselves.

With gut and willpower, the Monchhichi always triumph in the end
through creativity, teamwork and of course; a little help from some friends.



what we love



- concept inspired by the brand's DNA
- a character that creates unique bonds with children
- 3 generations of fans
- updated CGI Look

your new best friends



your new best friends





Kauri is the Dream Tree's in-house builder, the brawn of the bunch. He's a cool-headed musician and daydreamer who rarely gets rattled or stressed. Despite his strength, he can still get into lots of trouble. He is very brave and would never hesitate to step forward, to protect his friends.



Our determined leader of the Shock Trio! She's very sporty and a very loyal friend. She loves jumping and swinging between vines, and is great at picking the Glowing Fruit. She also loves pulling pranks and always enjoys a good laugh. But what she loves the most is action!



Despite being the smallest Monchhichi, Willow is a skilled handyman and brilliant inventor. He will find a solution to almost every problem, and always find a way to counter his opponents, even though he is not a very skilled fighter. He also loves studying insects, stones and exotic plants. He can lose his temper very quickly, but Willow is always there to offer a helping hand.

episode themes



friendship



exploration



community



imagination

leading broadcasters

 <p>FRANCE</p>	 <p>ITALY</p>	 <p>ITALY</p>	 <p>PORTUGAL</p>	 <p>NETHERLANDS</p>
 <p>BELGIUM</p>	 <p>BELGIUM</p>	 <p>SPAIN</p>	 <p>FINLAND</p>	 <p>NORWAY</p>
 <p>RUSSIA</p>	 <p>EASTERN EUROPE</p>	 <p>CANADA</p>	 <p>LATAM</p>	 <p>NORDICS</p>
 <p>POLAND</p>	 <p>THAILAND</p>	 <p>MIDDLE EAST</p>	 <p>NEW ZEALAND</p>	 <p>SOUTH AFRICA</p>

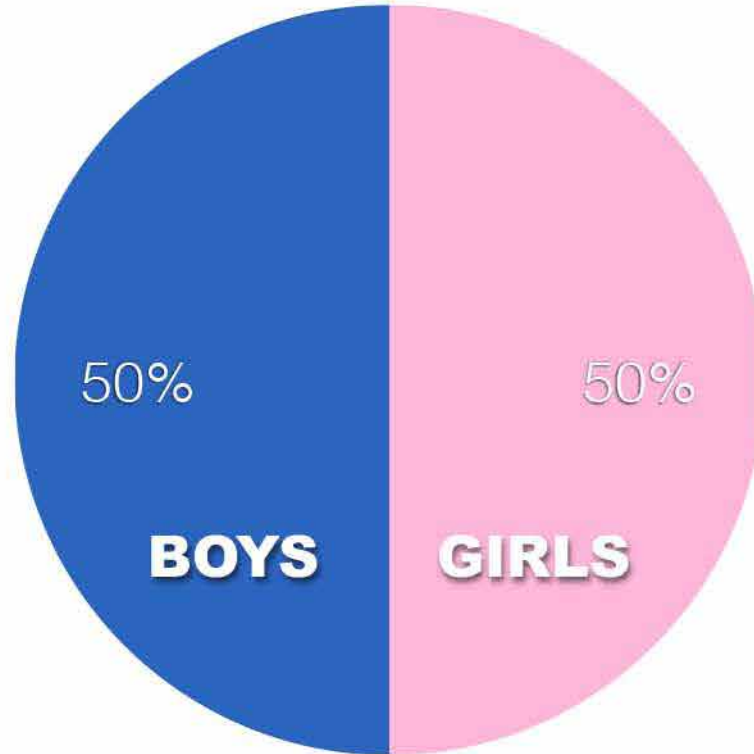
already massive hit in territories launched



France

- averaging 30% market share on the channel, a full 5 points higher than the channel's average.
- achieved an incredible 47% market share in December 2017
- the channel attributes its' +10% lead from its competitors to the show

gender neutral show appealing to both boys and girls



master toy line

Silverlit®



playsets



playsets



playsets



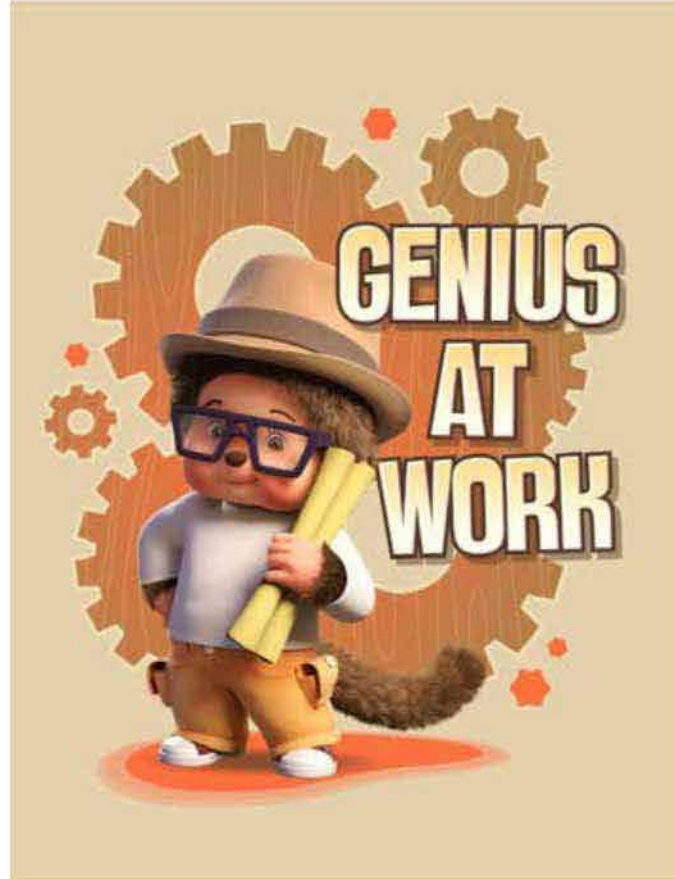
playsets



playsets



fun and unique style guide









That Monchhichi Life





SCREENING ROOM

screening room



checked off every box of licensing success



multi-generational



large content commitment



leading broadcasters on board

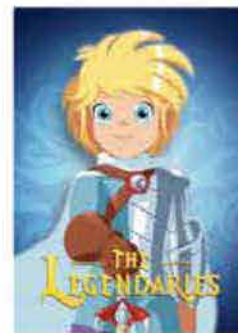


pre-existing retail success



master toy on board







Thank You