



ZAG  
HEROES  
**GHOSTFORCE**

ZAG

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# ABOUT ZAG STUDIOS



Zag is a prolific independent entertainment studio specializing in world-class storytelling through animation, with a portfolio of content that's beautifully unique. Zag's releases include the mega hit show "**Miraculous: Tales of Ladybug and Cat Noir**" and the new hit series "**Ghostforce**" released in Sept 2021. The studio is set to release a Miraculous animated feature film next year and is working on new shows and properties.

With offices and dedicated teams in Paris, London, Frankfurt, Barcelona, Los Angeles, Miami, Minneapolis, Tel Aviv, Mexico City, São Paulo, Buenos Aires, Dubai and Shenzhen. Zag's compelling content reaches kids and families all over the world, from our best-in-class distribution partners such as Disney, TF1, Gloop, Televisa, Pop, Super! DeAgostini, ABC, Netflix, and many others.



# COMEDY



# ADVENTURE



# ACTION



60 x 11' EPISODES  
1 X 22' HALLOWEEN SPECIAL Q3 2022  
1 X 22 HOLIDAY SPECIAL – Q4 2022 & 2023  
1 X 44 ORIGIN STORY – Q4 2024

**Liv, Andy, and Mike are three teens who form the ultra-secret Ghostforce, a squad of superheroes with ghostly powers! With the help of the mysterious Glowboo and an arsenal of high-tech invented by their mentor, Ms. Jones, our heroes battle and capture the ghosts that haunt New York City... before racing back to school for their next class!**

# TARGET

KIDS & FAMILIES



ZAG  
HEROES  
**GHOSTFORCE**



Extended Storylines



Collectability



Iconic Bad Guys



**KEYS FOR  
SUCESS**

Great Costumes



Dual-Identity



# LAUNCH RESULTS



FRANCE



Launched in Aug, 27, 2021  
on Saturday Morning block

**+53%** market share  
in its time slot

On the top 5



Back-to-Back episodes  
on Sunday prime time  
9:15am



GERMANY

GF launched Sept 20, 2021

**#1** Top New Launch on  
Disney Channel (3-13 y/o)

Best rated episode  
reached **53%**

Market share, kids 6-9

Prime time slot 19:45



BRAZIL



On the top 3 shows

**30%** above channel  
average

COLOMBIA

3rd country with the greatest  
contribution of LATAM



MEXICO



On the top 5 shows

**55%** above channel  
average during  
launch.  
**+25%** average

ARGENTINA + CHILE

Above the channel average in their  
premieres

# ADDITIONAL ACTIVITIES

GF Continues its global rollout

JAPAN



TURKEY

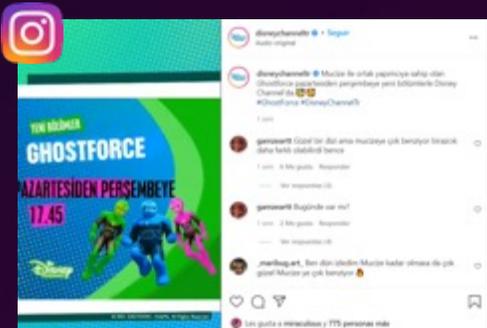
November 15th 2021

**+63% above channel rating average**

**Top 10 during launch week**



Lightbox



Core OOH - Citylight Network Usage



Modyo TV - Underground Digital Screen Network Usage



Malls Digital Screen Network Usage

Central and Eastern Europe



Poland, Romania, Czech Republic, Hungary, Bulgaria



# ADDITIONAL ACTIVITIES

360° YEARLY MKT CAMPAIGN IN 2022

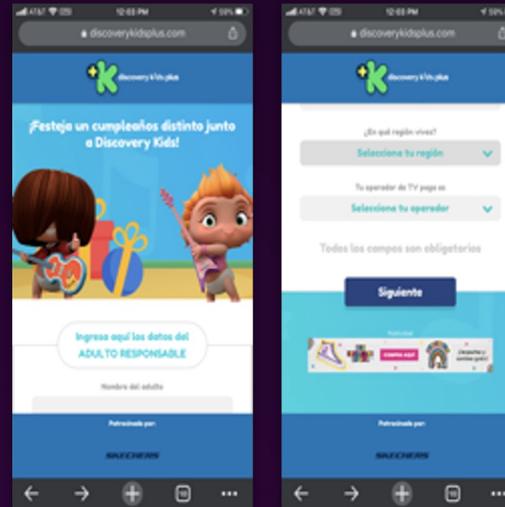
TV



Landing Page



Registration



Social Media



Newsletter

In 2022 in LATAM GF was part of the yearly 360 campaign called Feliz Cumpleaños along with other important characters within the Discovery Kids network. This campaign has more the 1 million users



# SOCIAL NETWORK SUPPORT



During and after GF launch Discovery Kids has supported the show on all their social networks





## SEASON 2 – IN PRODUCTION

- Show program going from 11" to 22" episode per Broadcasters request
- From the Miraculous team of writers, Sebastian Thibaudeau - Head Writer
- Deeper dive into character back stories
- Select ghosts to play more prominent role (Bananice, Trashotic, Mastaar, Batata, Requinox, Artiflame, Glouglox, Raijin, Jelyjack, Mascarade)



Oct  
2023



ZAG  
HEROES  
**GH**  **STFORCE**



DEC  
2023



ZAG  
HEROES

# GHOSTFORCE

## PANIKOKADO





**DRAGOYLE**

**ANDY is FURY**  
**DEXTERITY**



OCTOCAT

LIV IS MYST  
LIGHTNING SPEED



GROMAX

MIKE is **KRUSH**  
**STRENGTH**

# GHOSTFORCE FOUNDER

Half-woman, half ghost, Ms. Jones is a 35-years-old founder of the Ghostforce. This laboratory-based scientist has dedicated her career to the study of ghosts and through her research has learned to master ghostly energy.



GLUPS

**Ms. JONES**  
A WACKY  
PROFESSOR

Thanks to its know-how, it has even created a fourth member, an Artificial Intelligence powered by phantom energy: Glowboo!

**GLOWBOO**  
ARTIFICIAL  
INTELLIGENCE



# BACKGROUNDS





# THE GHOSTS



# ICONIC ELEMENTS



BOO CAPSULES



WEAPONES



VEHICLES



# GHOST LINE UP



**BANANCE**  
LEVEL 6



**GLOUGLOUX**  
LEVEL 8



**ZIPZAP**  
LEVEL 4



**TRASHOTIC**  
LEVEL 4



**JINJOKE**  
LEVEL 4



**MIKROO**  
LEVEL 2



**RAIJIN**  
LEVEL 6



**PHARAOH**  
LEVEL 7



**MIZUO**  
LEVEL 7



**NINJAKI**  
LEVEL 4



**GMAGICARD**  
LEVEL 5



**KRIK-KROK**  
LEVEL 4



**SHARKOAK**  
LEVEL 7



**ARANGUM**  
LEVEL 5



**XINYFNO**  
LEVEL 9



**ARTIFLAME**  
LEVEL 4



**META&LIX**  
LEVEL 7



**SPOROFUNGUS**  
LEVEL 4



**SCAREGROW**  
LEVEL 9



**DUNKY-BOSS**  
LEVEL 9



**MASCARADE**  
LEVEL 7



**CHADRON**  
LEVEL 9



**JELLYSTERY**  
LEVEL 4



**PREHISTORIBBLE**  
LEVEL 7



**PIRANIAK**  
LEVEL 7



**BURGHORROR**  
LEVEL 5



**AGIA**  
LEVEL 7



**VOCHADS**  
LEVEL 5



**CYCLOPEE**  
LEVEL 5



**BUBBLE-BRUSH**  
LEVEL 4



# GHOST LINE UP



**CRITANGLE**  
LEVEL 4



**MASTAAB**  
LEVEL 7



**GRAFFURIUS**  
LEVEL 5



**SOMNIBOU**  
LEVEL 7



**GUMGLUE**  
LEVEL 5



**LEVISFER**  
LEVEL 8



**TROUBLESTRETCH**  
LEVEL 7



**PANICLICK**  
LEVEL 4



**COOKIEFLAME**  
LEVEL 6



**HYPNOLION**  
LEVEL 7



**KATASTROPHE**  
LEVEL 7



**CHRONOKLOK**  
LEVEL 5



**SCORPOD**  
LEVEL 6



**TURBOKORN**  
LEVEL 4



**SANDYROK**  
LEVEL 7



**KABOOM**  
LEVEL 7



**BATATA**  
LEVEL 4



**DINOZDS**  
LEVEL 4



**JELLYJACK**  
LEVEL 8



**BIBALLOON**  
LEVEL 7



**CREEPOP**  
LEVEL 7



**SCREAM SCRATCH**  
LEVEL 4



**GRUMPKIN**  
LEVEL 9



**PANIKOKADD**  
LEVEL 7



**DRAGOYLE**  
LEVEL 1



**OCTOCAT**  
LEVEL 1



**GROWMAX**  
LEVEL 1



# BOO CAPS



**TF1**

# MAIN BROADCASTERS



discovery k!ds



**Televisa**  
APRIL 2024



# AIRING TIME LATAM

## **BRAZIL**

Monday to Friday @12:50hs and @18:22hs  
Saturday @22:30hs

## **ARGENTINA & CHILE** (South Feed)

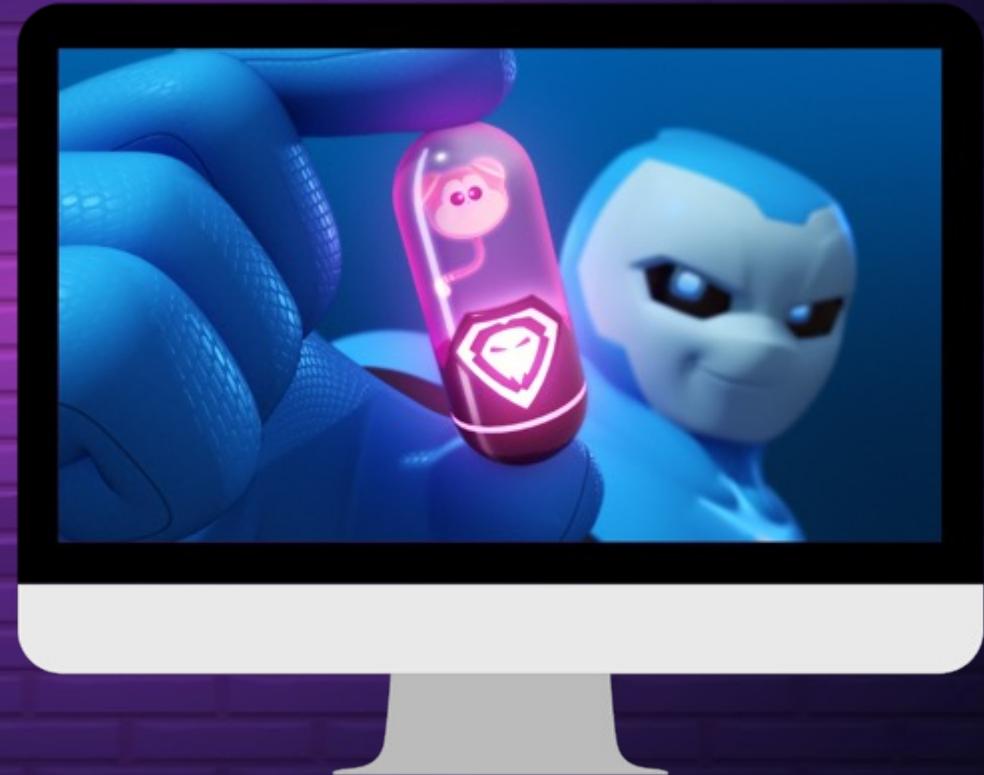
Mon-Fri 14:30 & 20:30  
Sat & Sun 12:30 & 20:00

## **MEXICO**

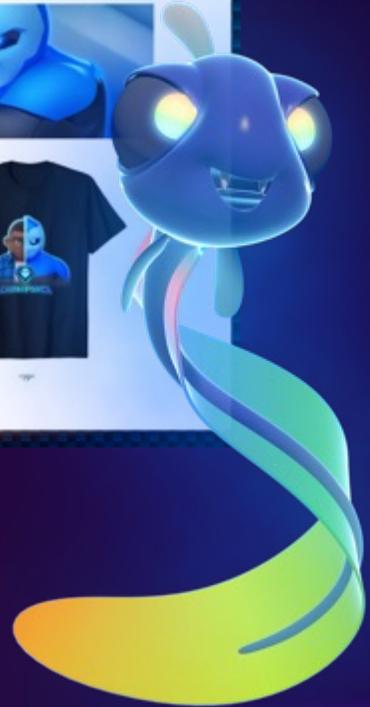
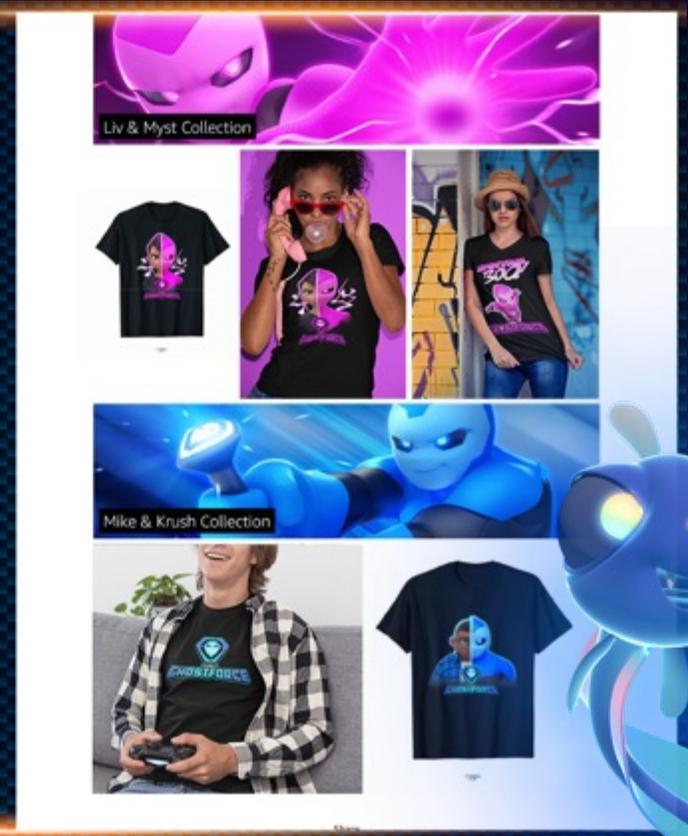
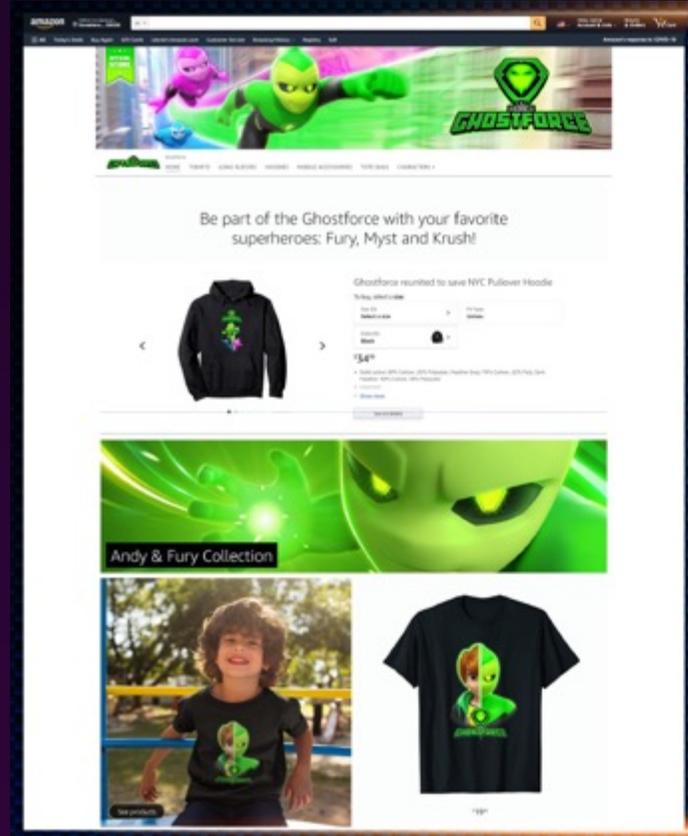
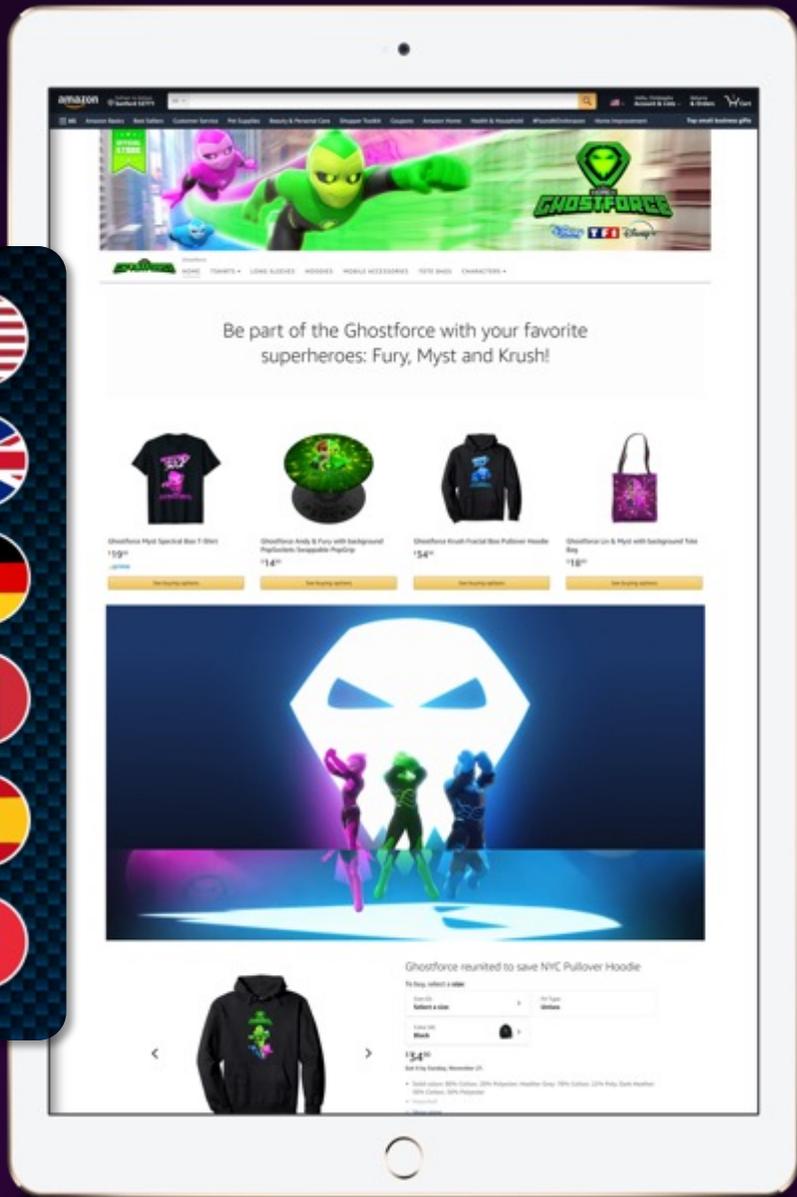
Mon- Fri 12:30 & 20:45  
Saturday 22:35

## **COLOMBIA**

Mon- Fri: 12:17  
Sunday 15:00



# E COMMERCE



# STYLE GUIDES



CORE GUIDE



HALLOWEEN



PACKAGING  
AND POP  
MATERIAL

# PACKAGING







ZAG HEROES  
**GHOSTFORCE**



**MIKE  
AKA  
KRUSH**

**ZAG  
HEROES  
GHOSTFORCE**





LIV  
AKA  
MYST



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HEROES  
GHOSTFORCE



ZAG  
HEROES  
**GHOSTFORCE**



GLOWBOO

ZAG HEROES  
GHOSTFORCE





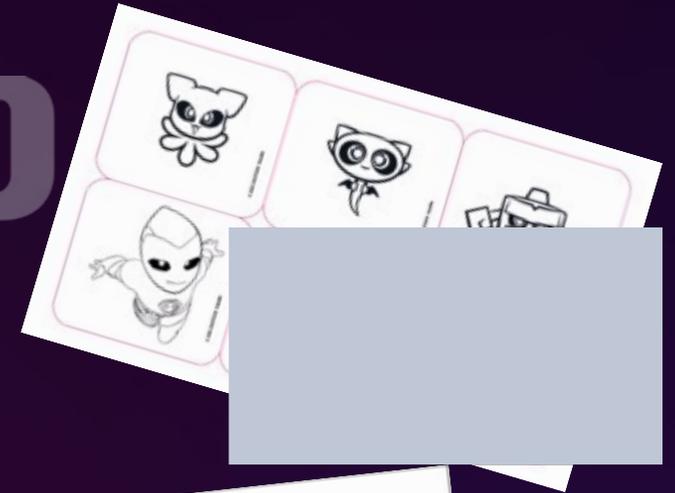
ZAG HEROES  
**GHOSTFORCE**

# DERMIWIL / BRAZIL

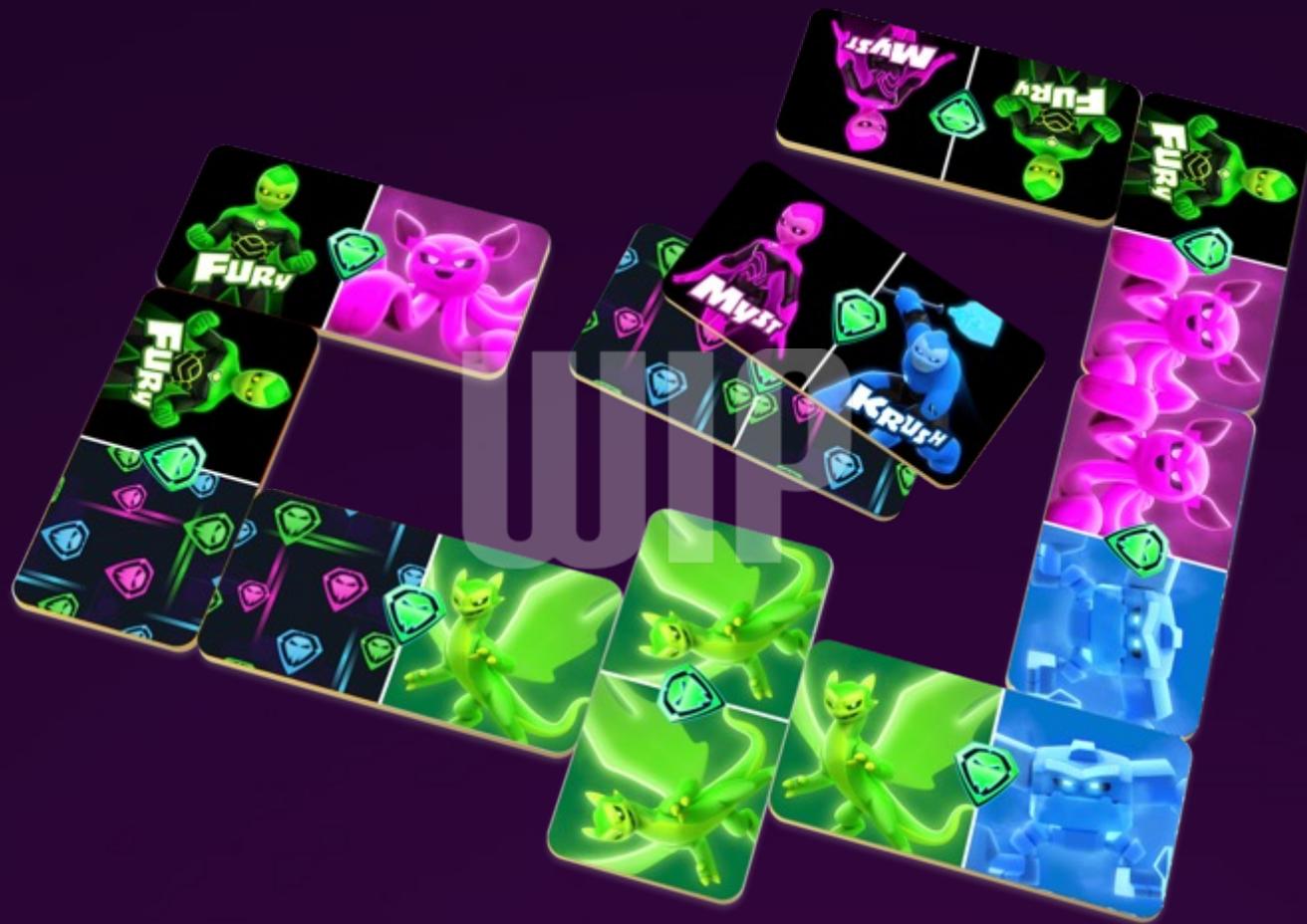


**GHOSTFORCE**

# XALINGO / BRAZIL



# XALINGO / BRAZIL

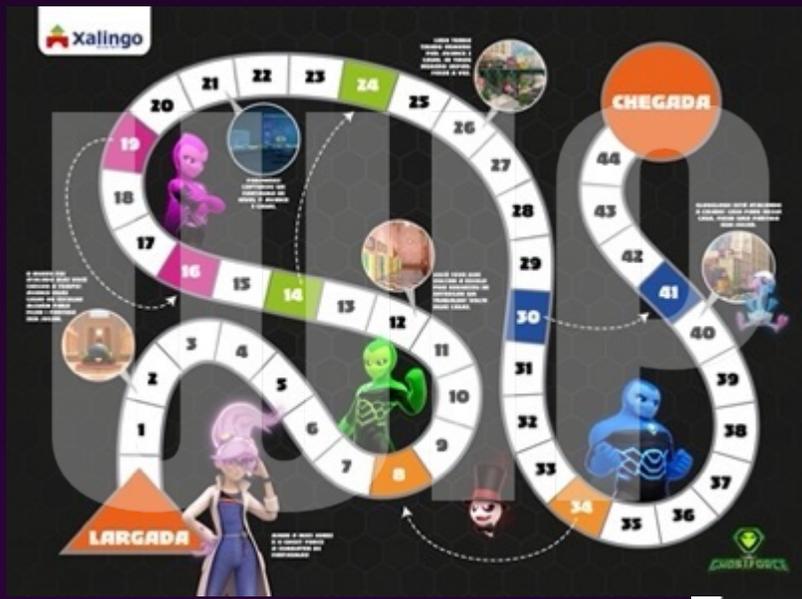


# XALINGO / BRAZIL





# XALINGO / BRAZIL



# XALINGO / BRAZIL



# NOVABRINK / BRAZIL



ZAG HEROES  
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# NOVABRINK / BRAZIL



# NOVABRINK / BRAZIL



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# BLUE OCEAN / GERMANY



# RETAIL INSPIRATION



# RETAIL INSPIRATION



# MARKETING EVENTS

BRAZIL Sao Paulo Comic Con Booth 2022



MEXICO Mexico City Upfront 2022



# MATERIALS

Sales, PR and Marketing



STANDEES



PREMIUMS



KIT BAGS



ONE PAGE



# EVENTS

MOVIE PREMIERE



Brazil will have a marketing initiative to promote GF content in a special premiere in which partners and retailers will be invited and will enjoy this day.



NOVEMBER



# MARKETING KIT

HALLOWEEN SPECIAL



# ROLLOUT CALENDAR LATAM

**#1**  
LAUNCH IN  
KEY MARKETS



**30%**  
ABOVE MARKET  
AVERAGE  
IN BRAZIL  
Discovery Kids

**55%**  
ABOVE MARKET  
AVERAGE HIGHER  
IN MEXICO  
Discovery Kids



# ROLLOUT CALENDAR: EUROPE



\*Source: Médiamétrie -Médiamat –Jan to June 2023%

