



# THE MOST SUCCESSFUL & BIGGEST CHRISTMAS CAMPAIGN

A BRAND CONNECTED WITH  
FAMILY VALUES AND EMOTIONS



We encourage everyone  
to leave a shine wherever they go

Brilliant, dynamic and beloved children's license created by a multidisciplinary team in Chile in 2012, driven by the passion of filling up Christmas with magic, delivering treasured traditions to families, by compelling storytelling, thrilling both children and adults with remarkable experiences.



WE BELIEVE IN THE POWER OF STORIES &  
THEIR ABILITY LEADING TO COMMERCIAL SUCCESS.



- Multiple categories licensing opportunities
- **BESTSELLING PHENOMENOM:** More than 8 million plushtoys sold in Chile (18MM HABITANTS)
- More than 100 joyful characters (*elves, reindeers and pets*)
- **ICONIC ADVERTISING CAMPAIGN:** First place in views (*digital content & social networks*)
- Affordable price
- More than 30,000 books sold in Chile
- Bright Contents portfolio
- Powerful commercial brochure



## SUCCESSFUL MERCHANDISING STRATEGY

- Toys designed with magic and charm
- Apparel category (sleepwear and casual)
- Beauty
- Gaming
- Stationery
- Collectible albums
- Deco
- Entertainment: valuable and educational concepts
- Apps, VR animation
- Brand setting up, street parades and more
- Interactive and on stage shows



# AN ENDURING TRADITION FROM GENERATION TO GENERATION



Legend says Santa Claus also known as Papa Noel, picks some of his friendly elves, reindeers and mischievous helping pets to visit children each Christmas. All of them worked hard and diligently at the North Pole toys workshop and it's time for them to enjoy the warmth and love of a family in return of delighting them with endless joy!

All you need to do is ***love them, that will bring them to life while no one is looking around*** thus they will share countless pranks within the 4 weeks before Christmas and perhaps even some days beyond Christmas Eve. Afterwards, their magic gets back to the toys workshop to prepare for coming back during next Christmas.

For all those who embrace the  
Christmas Spirit and magic of holiday.





# A BRAND WITH PURPOSE

LET'S BECOME GOLDEN FRIENDS

We created a cute dog to raise awareness of Childhood Cancer.

**Goldy is the guard of the golden magic from the North Pole.** He's a friend and companion for all children suffering from cancer he's the voice of all these children and their families going through this illness and difficult situation.

My Magic Friend joins Fundación Nuestros Hijos in a caring alliance and Goldy is our ambassador. Fundación Nuestros Hijos is a non-profit organization devoted to support children with cancer and their families, providing high quality treatment, rehab and support.



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