

ZAFARI™



SOMETIMES BEING DIFFERENT, MAKES ALL THE DIFFERENCE...

THE VISION

Some ideas come along only once in a generation. They have the ability to connect with people on a deeply personal level, but a worldwide scale.

This strives to be one of those ideas. In our age of mixed races, modern families, bullying of children and more, we need not only to tolerate – but to embrace – that which makes us each unique.

AFTER ALL, SOMETIMES BEING

DIFFERENT

...MAKES ALL THE DIFFERENCE.

BRAND PERSONALITY



FRIENDLY



ADVENTUROUS



INCLUSIVE



UNIQUE



FUNNY



BOLD

"IT'S TIME TO SEE THE WORLD, IN A WHOLE, NEW WAY..."

THE CONCEPT

ZAFARI is a 11
minute CG
animation show
for boys and
girls, ages 4-9.

With a team of Emmy
nominated writers and
production values
nearing that of a Pixar
feature film, we take
the viewers into a
fantasy world of never-
see-before animals
and moral stories told
through humor and
sophistication.



FLOWER VALLEY



BAMBOO FOREST



GOO CAVE



CHARACTERS

ZOOMBA THE NEW KID

The show's main character, a baby elephant magically and mysteriously born, not with the grey skin of an elephant, but with the black and white stripes of a zebra.



QUINCY THE WACKY SIDE-KICK

An energetic and smart, but quirky and neurotic Borneo Tarsier Monkey, one of twenty-six identically looking and identically acting siblings.



CHARACTERS

POKEY THE FABULOUS

Classy and sassy, a handsome giraffe with peacock feathers who loves himself and embraces everything that is unique.

ANTONIO THE GRUMP

A lion with pink flamingo feathers. With his fluffy plumes, he finds it difficult to be taken seriously as king of the jungle.



CHARACTERS



COLETTE

THE NEW AGE "ARTISTE"



BABATUA

THE SAGE



FRICK & FRACK

THE JOCKS



RENALDA

THE BOSSY SERGEANT AT ARMS



ERNESTO

THE LADIES MAN



BUBBA

THE LOVEABLE LOAF



XIANG & FAN

THE SQUABBLING SIBLINGS



OSCAR

THE HOT-TEMPERED CHEF



SPIKE

THE "GOOD OLD BOY" SNAKE



LULU

THE MYSTERIOUS

GLOBAL MEDIA & BROADCAST PARTNERS

NBCUniversal
INTERNATIONAL

DISTRIBUTION

GLOBAL



MENA



INTERNATIONAL



USA



ITALY



CHINA



LATAM



UK



FINLAND



ECUADOR



HUNGARY



INDONESIA



RADIO-CANADA

CANADA



AFRICA



LATAM



Česká televize

CZECH



SOUTH KOREA



MALTA



POLAND



FRANCE



SOUTH AFRICA



KENYA



NETHERLANDS



FRANCE



SWITZERLAND



CHILE



SPAIN - CATALUÑA



PORTUGAL

SEASON 3

Currently in pre-production, ZAFARI's 3rd season will feature the characters our audiences have grown to know and love, but we will see them in more comedic and wild situations.

- Much more *action*
- Many new *characters*
- New magical *locations*
- More focus on *Climate and Sustainability*

In other words, the story of ZAFARI has just begun..



WWF GLOBAL CO-BRAND PARTNER



ZAFARI has partnered with WWF to create 52 'fun facts' videos which will air at the end of each ZAFARI episode.

20 second clip, sponsored by WWF will show real footage of animals in their natural habitats and feature a child voice over explaining a fun fact about the animal in the video.



CLICK TO WATCH
MUST BE ONLINE TO WATCH



ABOUT THE CO-BRANDING

"For the upcoming series ZAFARI, World Wildlife Fund has provided custom educational video content that runs during the end credits of each show. The intent of this content is to educate viewers on the importance of wildlife and wild places and what we need to do to protect it.

We hope to empower the next generation of environmental stewards - kids around the world will play a vital role in the solutions the world needs to protect all life on Earth.

Together, we can address the greatest threats to wildlife and wild places and protect the natural resources that sustain and inspire us."

Terry Macko, Senior Vice President, Marketing and Communications, World Wildlife Fund.

THE ZAFARI FOUNDATION

THE MISSION STATEMENT:

The ZAFARI Foundation is a not-for-profit organization created in 2015 with the purpose of taking donations made by consumer product licensees of the ZAFARI children's' TV show and distributing those funds to children's, educational, animal, environmental and social charities.

A sample of the beneficiaries of The ZAFARI Foundation include:



LICENSING PARTNERS

SALANI  EDITORE

Ravensburger

Sun City
GROUP

 **playpress**

DIFUZED

Dino


PUBLIEVENT

Pon Pon
edizioni

dolfin
since 1914

 **Clementoni**

BJÖRNA

RAINBOW
PRODUCTIONS

eMooks

Markid's
CONFECTIONERY
PRODUCTS

 **modecor**

MULTIPRINT
**STAMPYOUR
IMAGINATION**

**COPYRIGHT
LIVE**
LICENSED BRAND & CHARACTER ENTERTAINMENT

PUBLISHING

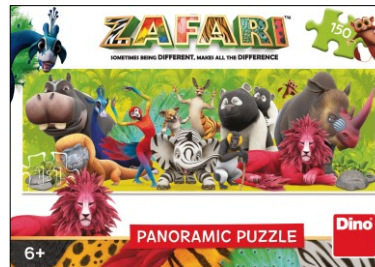
2019 Q4 LAUNCH
followed by 2020 Q1



Some product may still be subject to change.

PUZZLES & GAMES

2020 Q1 LAUNCH



Some product may still be subject to change.

CONFECTIONARY

2019 Q4 LAUNCH
followed by 2020 Q1



ZAFARI SOCIAL MEDIA



- 360° Social Media strategy – including Facebook, Instagram & Twitter profiles.
- ZAFARI website - additional content including games, colouring sheets, character info and much more. (English, French and Spanish)
- Launched Q4 2019
- Engaging, relevant and fun content for parents and kids to explore the ZAFARI world online.
- Localized Social Media profiles will be added when relevant.

You Tube



CONSUMER ENGAGEMENT AND DEMAND

Hi was wondering where I could buy zafari toys like plush teddys I have a 2 years old little boy who loves zafari

how do i get my baby girl a zoomba teddy? Zafari is her favourite 😊

Hi, I am looking everywhere for toys of your characters but can't find any! Are they actually produced if so please can you point me to a stockist xx

Hi my little one is besotted by zafari! I want to throw him a zafari themed birthday at the end of the year, but cant seem to find any toys on sale. When will they be available to buy? 🙏🙏

Hiiii. My daughter loves the show c advise if u can buy these toys anywhere??

Is anyone available to chat?

Hi, my daughter LOVES Zafari, shes only 3 months old, but she stops feeding, or moaning as soon as the Zafari song starts, I want to buy her a few cuddly toys, Zoomba, Quincy and maybe Bapatua, would this be possible??

Is there anywhere i can buy zafari toys? Or teddies?

Hi there I have seen that you do a giveaway in regards to the zoomba plush doll, what it is that my daughter is obsessed with the character but I can't seem to find any means of merchandise out there regarding Zafari let alone zoomba, I was wondering how I could go about getting one for my daughter if there's a website I could buy one from as it would make her wee Christmas (well when I mean hers i mean mine 😊) thanks in advance hope to hear from you soon 😊

how long before zafari toys will be available?

Hello when are the toy/teddies going to be available in the uk xx



GUEST VOICES

In the episode of "*Colour Brave*", we meet the two butterfly-horses, Mellody and April, who teach Zoomba that we should acknowledge and celebrate differences, not just pretend we are all the same. The two special horses are voiced by the role models, Mellody Hobson and April Star, who are strong advocates for celebrating differences.



MELLODY HOBSON

President of Ariel Investments, Chairwoman of Starbucks, JP Morgan Board member and former Chairwoman of Dreamworks Animation.



APRIL STAR

Model & Influencer with a social media campaign called *Redifining beauty*

AWARDS



Animated Work of the Year
won by Spacetoon, Nov. 2018



Technology and engineering Emmy
won by epic games, Unreal engine, Nov. 2018



Best Use of Special Effects
and Animation, won by
Spacetoon, March 2019



Best use of game engine in tv series won by
epic games, Unreal engine, Nov. 2018
Celebrating "story advanced by technology"

ZAFARI ROCKING THE WORLD

RATINGS



ITALY

S1 Launched June
2019
S2 October 2019

Share of
Audience 4-10:

13.5%

TOP **5**
Children's
series

300K
Peak Views



UK

Boosts Tiny Pop
above their average
audience by

151%

Top **4**
children's show.
After only
6 months!

Beats
**Disney &
Nick Jr.**
at 18:00 & 18:30 slot

Performance is
5%
above channel
average



Česká televize
CZECH REPUBLIC

Average Share of
Audience 4-9:

38%

TOP **3**
Children's
series

49%
Peak Share

ZAFARI ROCKING THE WORLD



FINLAND

Peak Average
Share of Audience
4-9:

71%

VOD
total No. views since May '19:

467 609



RADIO-CANADA

CANADA

Avg. **50K**
viewers per episode

TOP **3**
Children's
series



80K

Peak Views



FRANCE

Share of Audience 4-
10:

32%

17%
of Global Audience
4-10

CONTACT



inkgroup

MEDIA

GLOBAL

Claus Tømming

Managing Partner

ct@inkgrp.com

+45 20 33 30 20

LICENSING

GLOBAL

Tina Zachø Alexandersen

Global Licensing

ta@inkgrp.com

+45 26 16 94 10

BUSINESS DEVELOPMENT

GLOBAL

Søren Buhl

Business Development

sb@inkgrp.com

+45 60 60 04 41