

CODE LYOKO

BUSINESS CASE 2010 - 2011



The image shows the four main characters of the animated series Code Lyoko in their virtual avatars. From left to right: Aelita, Yumi, Umi, and Liko. They are standing in a dark, industrial environment with large mechanical structures in the background. The characters are posed in a dynamic, action-oriented manner. Aelita is in a purple and yellow suit, Yumi is in a yellow and black suit, Umi is in a red and black suit, and Liko is in a pink and white suit. They are all looking forward with determined expressions. The background is dark with some glowing particles and a large, bright, circular light source behind them.

CODE LYOKO™

Code Lyoko in Spain: Success case

Code Lyoko in Spain: A bit of history

1. Code Lyoko was sold on 2007 by Enjoy in coordination with Moonscoop to **Clan** (TVE DTT) and to the **FORTA** (Regional Channels).
2. On **2009, TVE renews** the series, becoming one of the pillars in their kids programming.
3. On **2010**, Enjoy **starts the exploitation** of the series on the lincensing side, bringing **Simba** as **Master Toy** of the project.
4. By **February 2011, 34 licensees** have trusted in Code Lyoko in Spain & Portugal, there are **4 major food promotional marketing operations** now in place in the Spanish market, first launch of products are a **great sales success** and **TVE** has **renewed** the series again till **2012**. **On air + on stage + on line + on magazine special operations** have been arranged for the series during the whole 2011 so that the level of sales increases to its maximum.

Licensees



34 LICENSEES IN SPAIN & PORTUGAL



TOY & BACK TO SCHOOL MASTER LICENSEE



LICENSEES



34 LICENCEES IN SPAIN & PORTUGAL

- Other toy categories:



- Collectables :



- Gift Products:



(Regal arts)



- Stationary: 

- Houseware:



- Meet & Greet:



- Scalextric (Slot): 



ENJOY



LICENSEES

34 LICENSEES IN SPAIN & PORTUGAL

- Publishing:  
- Home Video: 
- Videogames: 
- Fashion Textile:  
- Home Textile: 
- Perfums: 

LICENSEES

34 LICENSEES IN SPAIN & PORTUGAL

- Shoes:



- Travel Bags: (Copywrite Group)



- Party Products: (Globolandia)



- Candy:



- Promotions:



- Live Show (Festival Clan & Panda):



Products launched in Spain: Spin Tops



More than ONE MILLION units sold in 6 months!!!



Products launched in Spain: Action Figurines



Number one action figures selling property in
January and February 2011, 10% market share!



Products launched in Spain: Stickers



More than
one million
folders sold in
3 months!



Products launched in Spain: Novels



55.000 units sold in six months!



Products launched in Spain: Activity Books



More than 30.000 units sold during 3 months only!



Products launched in Spain: Lucky Bags



More than 24.000 units sold in just 3 months!



Products launched in Spain: Bikes



REF. 1654
Bicicleta Codigo Lyoko 16"



Products launched in Spain: Home Video



Products launched in Spain: Kid Computers



Products launched in Spain: Electronic Products



Products launched in Spain: Candy



Products launched in Spain: Fashion Textile



Products launched in Spain: Fashion Accesories



Products launched in Spain: Umbrellas



Products launched in Spain: Gift Products



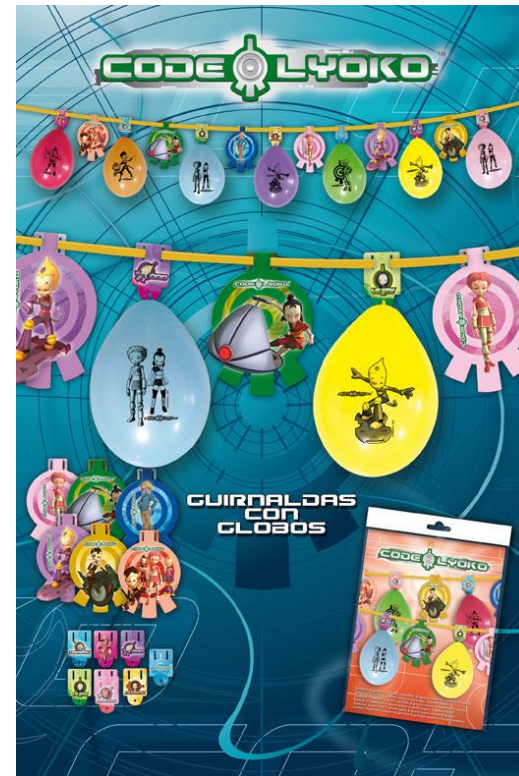
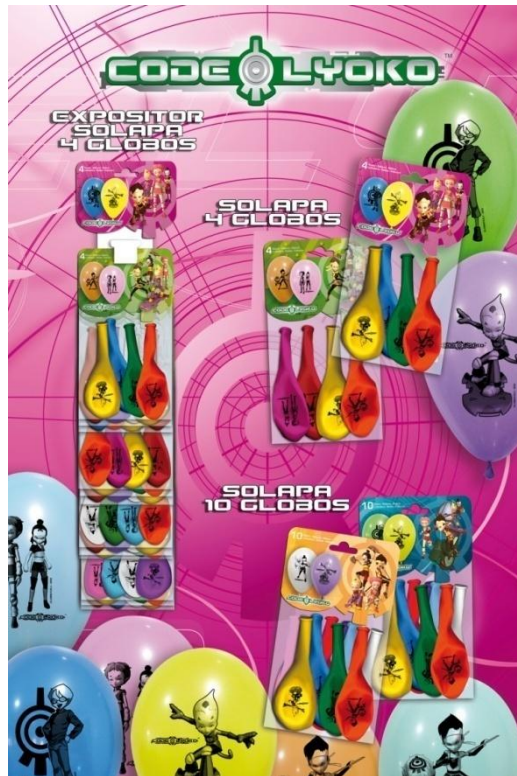
Products launched in Spain: Home Textile



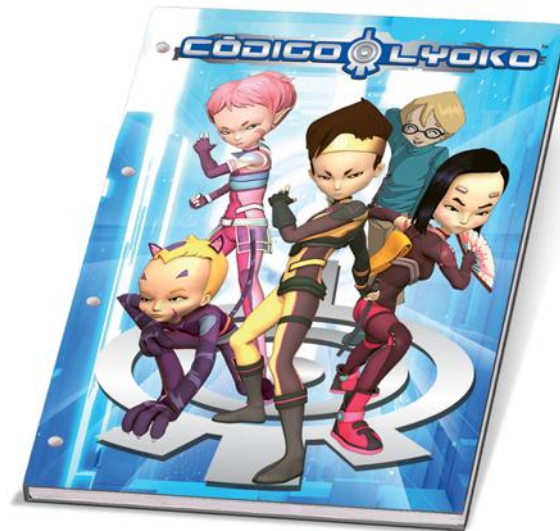
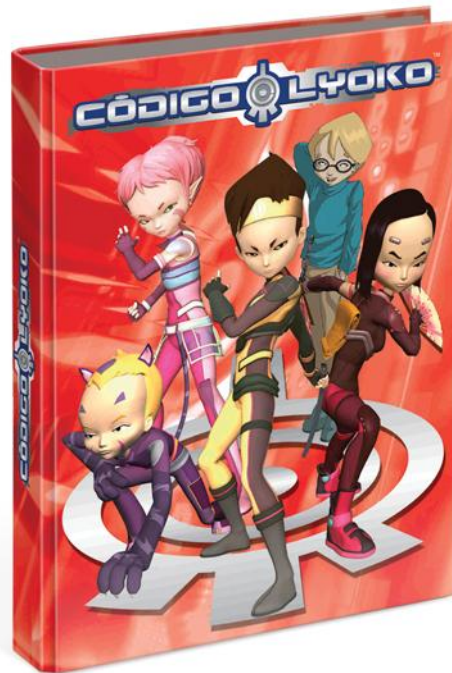
Products launched in Spain: Shoes



Products launched in Spain: Party Products



Products launched in Spain: Stationary



Products launched in Spain: Travel Bags



GIRL TRAVEL COLLECTION CODE LYOKO



medium
HANDBAG

GIRL



SMALL
TRAVEL BAG

GIRL

Small
HANDBAG
WITH PINS AND CHAINS

GIRL

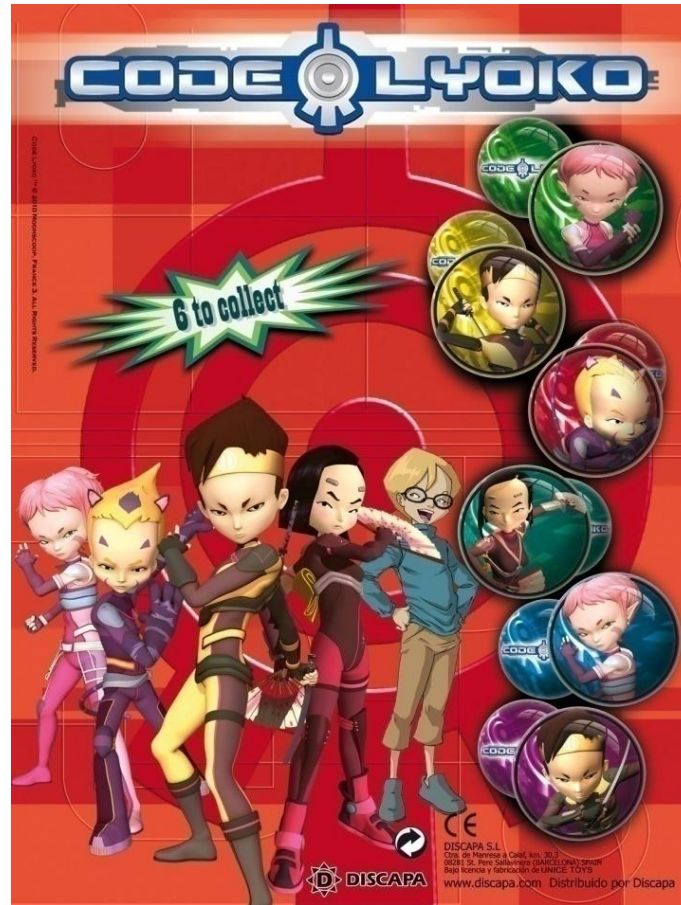


BIG HANDBAG

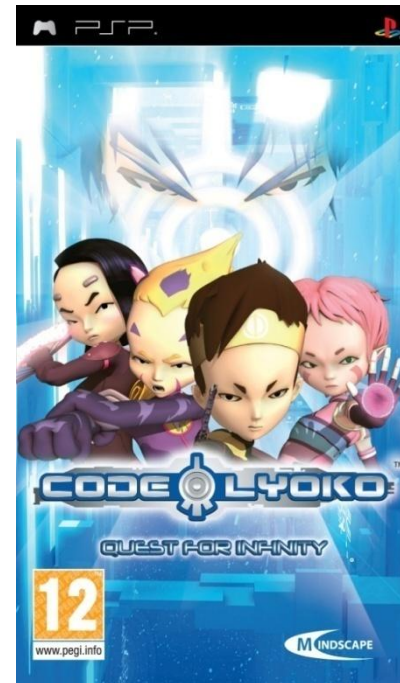
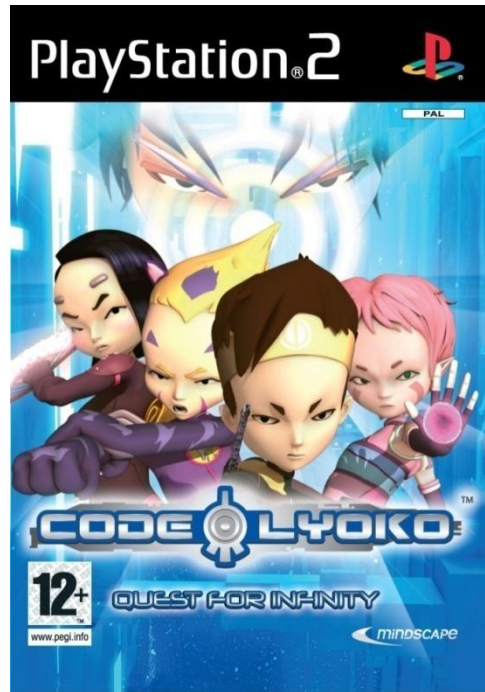
GIRL



Products launched in Spain: Vending



Products launched in Spain: Video Games



Products launched in Spain: Promotions - Aspil



2,5 million bags, November 2010 – April 2011



Products launched in Spain: Promotions – La Piara



1,3 million promotional items, TV Campaign of 1.200 GRPs, January – April 2011



Products launched in Spain: Promotions – La Piara



1,3 million promotional items, TV Campaign of 1.200 GRPs, January – April 2011



Products launched in Spain: Promotions - Phoskitos



3 million promotional items, TV Campaign of 1.200 GRPs,
January – April 2011.



Products launched in Spain: Promotions - TostaRica



5 millions of packs, TV campaign 900 GRPs, Jan. – April 2011.



Products launched in Spain: Promotions – El Mundo



6 VASOS
Y 1 JARRA
SERIGRAFIADOS
POR SÓLO
12,90 €

CODE LYOKO

EL MUNDO le ofrece este pack de 6 vasos y una jarra serigrafiada con los protagonistas de CÓDIGO LYOKO, que harán las delicias de los más pequeños. Sus hijos disfrutarán en cada comida con sus personajes favoritos del mundo digital.

20 DE JUNIO LA CARTILLA

Distribuido por: **OpenCar**

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MOONSCOOP

EL MUNDO.es

The poster features the main characters of Code Lyoko at the top. Below them, a row of six glasses and one large jar are displayed, each featuring a different character. A green circular badge in the top right corner indicates the price of 12,90 € for the set. The bottom of the poster includes logos for the distributor OpenCar, the agency ARC, MoonScoop, and the website EL MUNDO.es. A date stamp '20 DE JUNIO LA CARTILLA' is also present.



Products launched in Spain: Promotions – Clan Magazine



Code Lyoko in the TVE & Canal Panda Festivals



Presence in key Kids Magazines

3 Covers out of 7 numbers of Clan Magazine, nº 1 kids magazine in Spain.



Thanks!!!

