

Where's chicky?



ABOUT THE SHOW

where's
chicky?

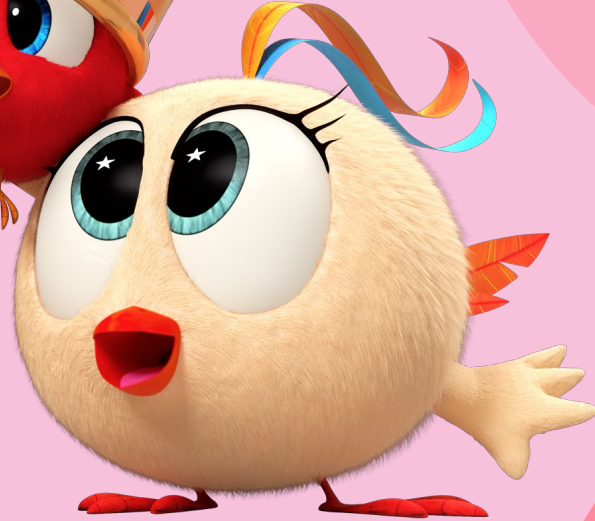
POYO



CHICKY



BEKKY



FORMAT

104x1'

TARGET

All Ages

GENRE

Comedy (non verbal but with birdie sounds)

PRODUCTION

Cube Creative Productions

ANIMATION

CGI

Chicky is an adorable, irresistible chick who discovers a new place and an unknown object in each episode.

In Season 2, Bekky, his best friend, and Poyo, a little playmate, join Chicky in new situations full of laughter and unexpected surprises! They also travel around the world to discover the most beautiful monuments! From the Eiffel Tower to the Taj Mahal, passing by the Summer Palace, Chicky's adventures are infinite!

THE STRATEGY



MORGANN FAVENNEC
EVP, Distribution

In the 2010s, *Where's Chicky?* was -not always legally-exploited on worldwide digital platforms. When Xilam took over the distribution of the property, our first action was to clear all rights, close UGC accounts and even denounce plagiarisms to get a full control of the IP. This quickly proved to be a successful strategy and the awareness and performances of Chicky have never stopped growing since then.

As part of a 360° manoeuvre, we developed a second season that would not only keep the initial digital compatible DNA but also get the endorsement of traditional broadcasters. That is how Bekky, Poyo and all international key monuments, from Buckingham Palace to Parque Güell, got into the action! Today, the success is far beyond our expectations with incredible numbers, both on linear and non-linear services.

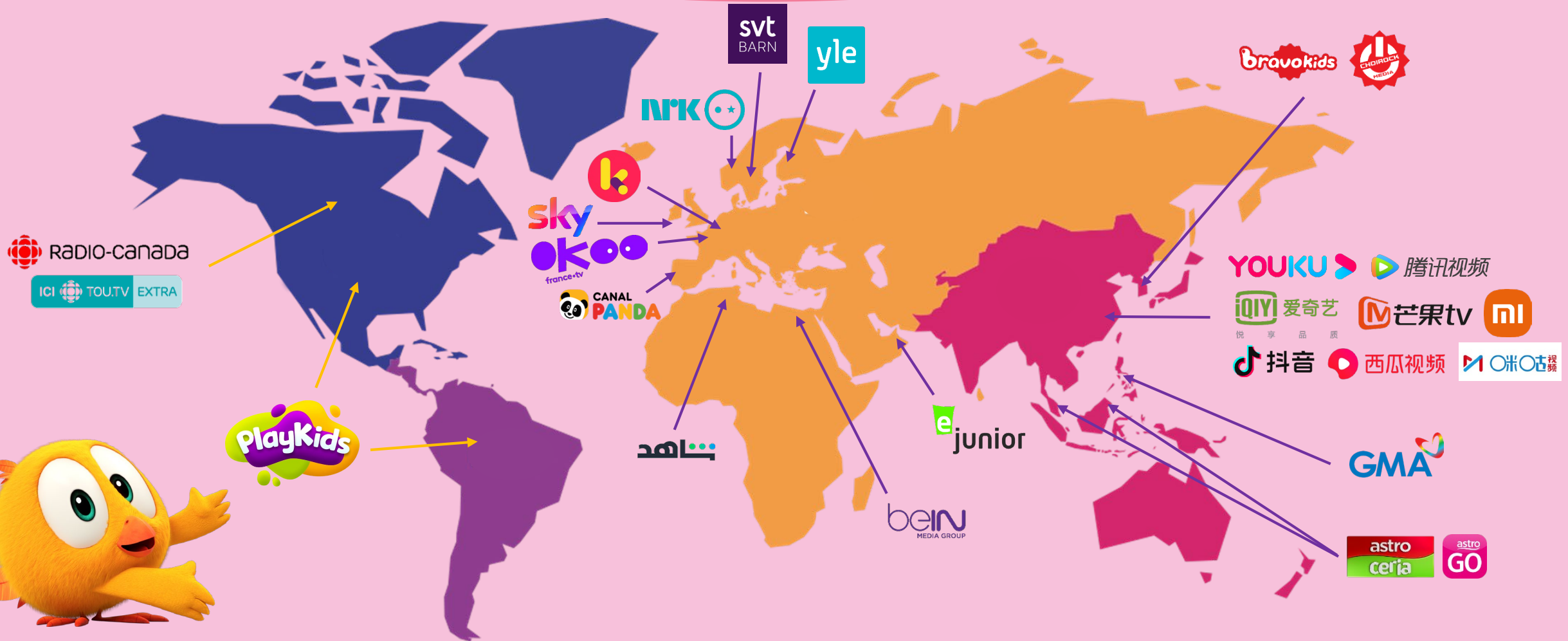
So, where is Chicky? From TV to platforms, including in China where it was the #1 new cartoon series in 2021, passing by social networks like TikTok, Chicky is EVERYWHERE!

-  **Original Creation**
-  **#1 New Slapstick Series in China in 2021 with 4B lifetime views***
-  **Supported by a cross-target audience**



A MASSIVE GLOBAL PRESENCE

where's
chicky?



A STRONG FAN COMMUNITY

where's
chicky?

CONNECTING AN AUDIENCE OF ALL AGES



1.7M FOLLOWERS

7.2M LIKES



4M FOLLOWERS

2.4B VIEWS

ENGAGING FANS EVERYWHERE



Merci!

