

Topo Gigio®

**FOR
FUN**
Distribution



**CARTOONS
ON THE BAY
PULCINELLA
AWARDS**

BEST UPPER PRESCHOOL TV SERIES
WINNER

TOPOGIGIO s.r.l.



Topo Gigio®

*The daily adventures of a cute little mouse living in the world of humans: **Topo Gigio!***

ANIMATED SERIES

52x11'

2D+3D Backgrounds

Adventure - Comedy

26 episodes

Available

26 episodes

Delivery January 2021



**FOR
FUN**
Distribution

Gigio is the most...



Witty



Helpful



Funny



Brave



*And yet
Naive*



*And
Cuddly
Mouse
ever!!!*

Gigio lives with Zoe and her parents



A life between humans and animals...

*WAIT! **ANIMALS??***

not your average pet though....

*The **G-TEAM!!!***





His buddies when it comes to sorting out some mishap or confronting all kinds of dangers...!



The G-TEAM is always up for it!!!





Whether they need to help Zoe with her science project or Bike Bob to win a race, or to fight ghosts or build a rocket....





And once the job is done...





Hug me 'til I pop!

Gigio will always get home in time for his good night hug!

Characters



Topo Gigio

Topo Gigio defines the concept of **unique**. People on the street might look at him suspiciously – who is this? A child, a mouse? But his friends appreciate him for his enthusiasm and his fresh outlook. Because Gigio can see everything from **another perspective** and manages to pull everyone into his crazy adventures.

To Gigio everything is new! He is among **the most naïfs characters** on the planet... yet, he is **supremely confident**: when he has an idea, he may be 100% wrong, but that doesn't deter him!

Gigio is **an adorable charmer**, he can melt your heart by whipping out **his guitar** and crooning a ballad to you.

But below the surface, what he really needs is to be cuddled and kissed!

Characters



Zoe

9-year old Zoe is the perfect counterbalance to Topo Gigio's free-spirited outlook.

Where he is spontaneous and carefree, Zoe is structured and certain. She makes a list of "how to do it properly" rules for almost everything. Her life was totally under control until Topo Gigio arrived (still, much less fun!).

Zoe **is curious, she loves new things** (mostly SCIENTIFIC new things).

She **desires to be the best** at everything and she loves to prove how smart she is. However, her need for perfection sometimes turns her into an **over-achieving mega-klutz**.

Zoe **deeply loves Gigio**. They complement each other. She's a knowledgeable teacher, and he is a fun-loving friend that gets her out of her books.

Her passions are: Gigio, Science, School... and Bike Bob!

Characters



Bike Bob

10-year-old, Bob rides his bike around town seemingly 24-7.

Zoe, Gigio and Bob have become **fast friends**. Bob is the one who “tampered” with Zoe’s remote controlled Helicopter, and turned it into the GCopter, and invented the GBus.

Bob is a “**why not**” guy. (Zoe has 25 specific reasons why not. She lists them. But he was thinking of something else as she did, so he missed them all — he votes yes!).

He is quite gullible, like Gigio. He thinks he can speak with Ghosts, or with Aliens... he also thinks that the School’s Principal is a Robot. He is also quite an inventor, who always has a brand new invention to help them in their daily adventures. Unfortunately, most the time it won’t work!

Characters



The G-TEAM

They are Gigio's **best animal friends**.

Gigio always enlists them to go on missions with him — even if it's a bad idea. He calls them **with the GIGIO WATCH**, which summons them by emitting ultrasound.

All of them are comical characters, and they provide **minion-like slapstick** as they get stuff wrong and screw up plans.

They all speak gibberish and animal language that only Gigio understands — he's their interpreter for all forms of communication in the human world. This oughta go well...

They have their **Headquarter** in the Zoe's old treehouse, hidden from Zoe's parents!

Characters

Neighborhood Kids

Zoe's friends, who attend [the same school](#) and live in the [neighborhood](#). Emilia, Twyla, Jo, Tatum.



Characters



Laura (Zoe's mom)

At work, Zoe's mother is a hard-charging, get-things-done **scientist**, but at home she's a **sweet, caring Mom** (in a hard-charging, get-things-done kinda way). Mom is obviously **the pragmatic parent** in this family, and we think that's where Zoe got her organizational and time management skills.

Mom is often busy at work, so when she returns home, **she's a great force of calm...** like an air conditioner that cools the whole situation down. Which makes everyone wonder why life can't always be like this.

Characters



Gregory (Zoe's dad)

The artistic counterbalance to the scientist. He's emotional and sensitive, which helps because he's a [professional magazine photographer](#).

Since Gregory [works at home](#) with [many high-stake situations](#) — deadlines, celebrities, delicate food shoots — he often ends up being the apple cart that's going to be upset.

He's prone to emotional reactions when it goes wrong, sometimes in a theatrical all-is-lost Shakespearean way.



Topo Gigio was a guest 92 times at the famous “The Ed Sullivan Show”, more than any other star including the Beatles, Rolling Stones, etc.. Topo Gigio became an icon with his famous “Kiss me good night... Ed”. Every [Ed Sullivan](#) show reached over 50 million viewers weekly on the CBS network.

In one of John Malkovich’s most acclaimed films “Being John Malkovich” Topo Gigio is mentioned by [John Malkovich](#) while instructing students on the art of puppetry. Saying puppetry must be an extension of oneself..., just like Topo Gigio.



Soccer superstars, [Lionel Messi](#), [Riquelme](#), [Carlos Tevez](#) and [Nicolas Gaitan](#), always celebrate their best goals by miming Topo Gigio and his big ears, that is known in South American soccer as the “Topo Gigio Golazo”.

For Halloween 2015, [Shakira](#) posted on her own Facebook page a picture of herself, husband Gerard Pique’ (a huge world soccer star), and their kids in Topo Gigio costumes. The post was a tremendous success with Shakira’s FB fans gaining 5.3 million likes in 24 hrs. The post was picked up by the most important papers in the world, receiving great reviews.



Topo Gigio was named Goodwill ambassador to the [United Nations](#) and [Unicef](#).



The Brand

4,9 Million
fans on

facebook

345 Million
views on

 **YouTube**



Brand Values



Friendship

Curiosity

Enthusiasm

Integration

Happyness/Joyfulness

Team work

Learning from mistakes and growing up

Discovery

Learning to apologize

Family



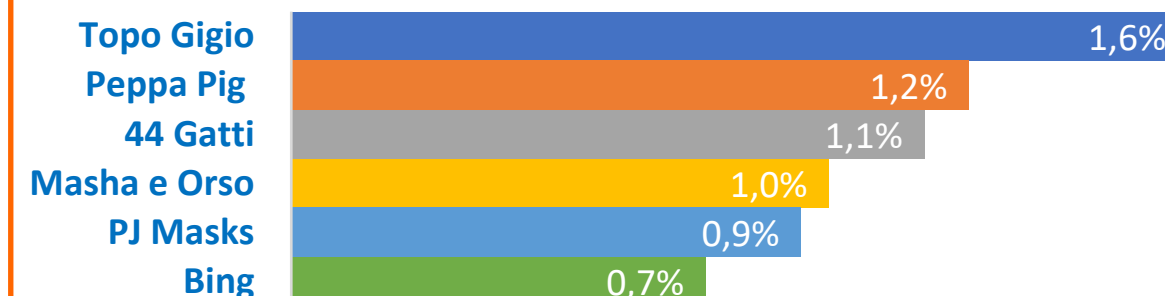
TV Ratings

Topo Gigio premiered on October 2020 on Italian preschool channel RAI YOYO delivering fantastic ratings:

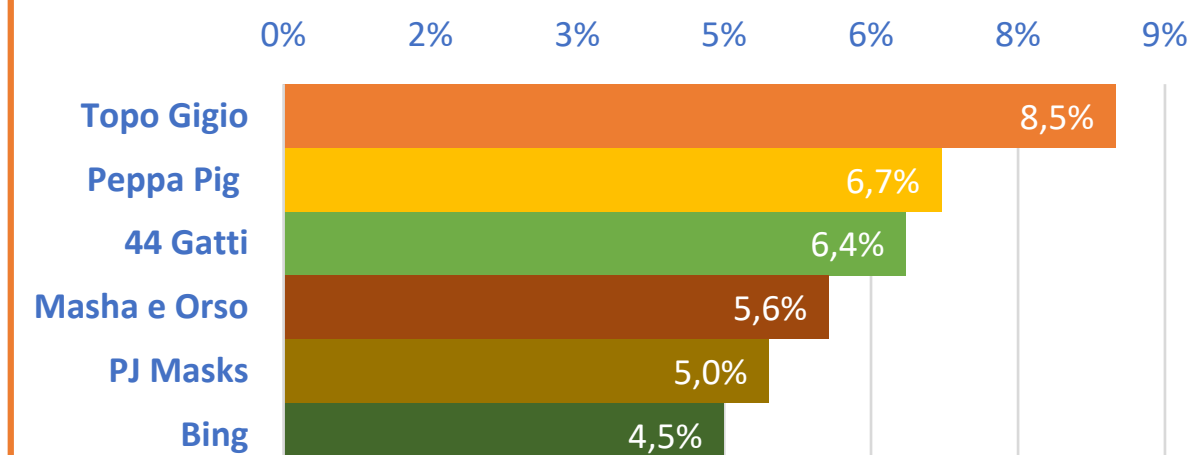
- **Audience increase** of 26% from its very first week.
- **Excellent growth trend:** 52% audience increase from 1st to 6th week.
- **900K viewers daily average** reach with peaks of over a million viewers.
- **60% higher share** over channel average
- **Top preschool performance:** 12.5% audience on the 4-5 years group comparing to 10.3% Rai Yoyo average
- **Top kids performance:** 8.5% on 4-10 years group comparing to 5.8% Rai Yoyo average
- **Top coviewing performance:** Highest share of total individuals among the most popular shows: 1.6% comparing to Peppa Pig 1.2% and 44 Gatti 1.1%.

Source: Auditel – Barometro. Audience data 5th Oct – 15th Nov 2020

Rai Yoyo top cartoons titles
Share % total Individuals
5 October 5-15 November 2020



Kids 4-10 yr. %



Rai Yoyo top cartoons titles
Share % Preschool age 4-5 years
5 October 5-15 November 2020



Licensing and Merchandising



Topo Gigio



FOR
FUN
Distribution



Trailer

<https://vimeo.com/362040937>

Episodes - Online Video

The Hiccup

<https://vimeo.com/434694404>

Psw: TopoGigio_eps

Bob the bomb

<https://vimeo.com/364029961>

Psw: TopoGigio_eps

Special Agent

<https://vimeo.com/434716186>

Psw: TopoGigio_eps

Topo Gigio



FOR
FUN
Distribution



Worldwide Sales: For Fun Distribution
info@forfundistribution.com
www.forfundistribution.com
 www.linkedin.com/company/forfundistribution

TOPOGIGIO s.r.l.



MoviMenti