CREATIVE CATALONIA

Support policies for the internationalization of culture in the framework of Creative Europe
DEVELOPED IN COLLABORATION WITH

The Walt Disney Company

TF1

IN CO-PRODUCTION WITH

Rai

Televisió de Catalunya
FROM THE SCRIPTWRITERS OF...

Phineas & Ferb
Penguins of Madagascar
George of the Jungle
Lilo & Stitch
OVERVIEW

TARGET AUDIENCE: CHILDREN FROM 6 TO 12
FORMAT: 104X12 MINUTES
GENRE: COMEDY & ADVENTURE
STYLE: HD 2D ANIMATION

‘Lucky Fred’ follows the comic adventures of Fred, an ordinary 13-year-old boy who accidentally became the owner of a super-powered, shape-shifting robot who can turn into any object Fred can dream of with a simple voice command. The robot’s real name is Anihilator 9-0-9-0-9-0-niner, but he answers to the name Fred gave him — “Friday”. Before he veered off course, Friday was sent to the Earth intended for Fred’s new next-door neighbour Braianna, a weird girl from his class whose actual identity is Agent Brains — a highly skilled member of a secret, intergalactic security force called ‘the Protectors’. Brains is the Protector assigned to the Earth, and routinely gets called to save the Earth before an alien attack becomes public knowledge.

Fred, Friday and Brains are a trio of loyal friends who have fun together, navigate middle-school together, and save the planet together. While Fred and Friday are always finding the fun in everyday life, Brains strives to keep her identity secret and the aliens’ bottoms kicked.
SECONDARY CHARACTERS

FRED'S CLASSMATES

THE ADULTS

...AND THE ALIENS!
AWARDS AND MENTIONS

CICFF 2011 Chicago International Children’s Film Festival (USA)
Award Winner, Best Animated Television Program by a jury of kids.

International Panorama of Cartoons on the Bay 2011 (Italy)

Euro Film Festival 2011 (Spain)
1st place winner in the Best Animation European Series.

International Animation and Video Games Market 3D Wire (Spain)
Official selection at the first edition in the 3D Wire for animation projects and videogames.

Comkids – Prix Jeunesse Iberoamericano 2013 (Brazil)
Official selection.
Lucky Fred

Season 1 / 52X13´

Season 2 / 52X13´

TV Movie 1

TV Movie 2

Available

In development

In financing

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INTERACTIVE GAME: MISSION PROTECTOR
LUCKY FRED’S APP
PROPERTY SUPPORT

• Available in Apple Store and Android Market
• Supported by broadcasters’ web pages and mini-sites
• Multi-language
• Multi-platform
This exciting mobile and web based treasure hunt of a new generation turns the complete family into special agents on a mission for The Protectors. The geo-localized mobile phone application leads kids on missions to track down in their own city, aliens from the series, unlocking prizes, including exclusive collectables, discounts for local attractions and promotions. It's a brand new way for kids to submerge themselves in the Lucky Fred world!

- Missions can be tailored
- High potential for promotion & sponsorship
• Personalised missions in main Cities: “Promotions, prizes and discounts when you capture the Alien”
• Ad-hoc mission development for consumer marketing, retail and product launch support in any location in Google Maps (cities, shopping centres, outlets...)
Missions can be tailored for your city, your company or your brand!
Confectionery

Launching 2013

Continental Europe
LUCKY FRED
IP 360°

- Consumer Products
- Digital Content
  Videogames/ e-books
- Publishing
- TV
  TDT/ Pay TV/ Cable
  Satellite/ Mobile TV/ VOD

Brands: TF1, Rai, Nickelodeon
NEW SEASON COMING SOON!

SOLD IN 165 TERRITORIES!
WHY LUCKY FRED 2nd SEASON?

- It is the best-selling animated series in the history of Spain
- More than 165 countries enjoyed the 1st season
- Dubbed in 26 different languages
- Already sold to TV3 and Neox Kidz for next season
- More fun and adventures with Fred, Friday & Brains
LUCKY FRED
A GUARANTEE OF SUCCESS!

• A local property which invaded all the world
• A long-term IP
• 360° IP
• In the best channels around the world