

our mission is to
**MOVE THE
WORLD**



My name is...

Halli Kristinsson

Head of Business dev. & PR

LazyTown Entertainment







**The Only *Global*
Entertainment
Brand *dedicated*
to **Kids Health****





... we realized
19 years ago
that there was ...



...no
Entertainment
BRAND

Dedicated to
KIDS HEALTH



So we went on a...

MISSION



TO
MOVE
kids



TO
MOVE
families



TO
MOVE
the world



Mission to
**Motivate families
to make healthier
lifestyle choices**



how is
IT DONE?



**1% GENIOUS &
99% HARD WORK**



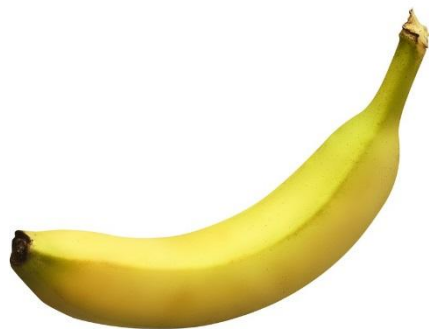
You have to turn...

Healthy choices Into a Game



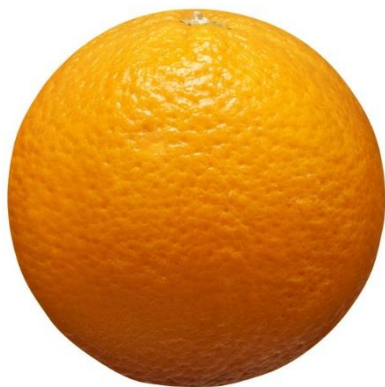


Fruits & Vegetables





SportsCandy®



To help us, we use...

Visual experience

TV Shows, Digital, Live Shows, Theme Parks, Mall Tours, Meet n' Greet
etc

Movement

Sports Activities, Mini Marathons, Cyclathons, Swimming, Games & Play

Sound

Sussssssh...



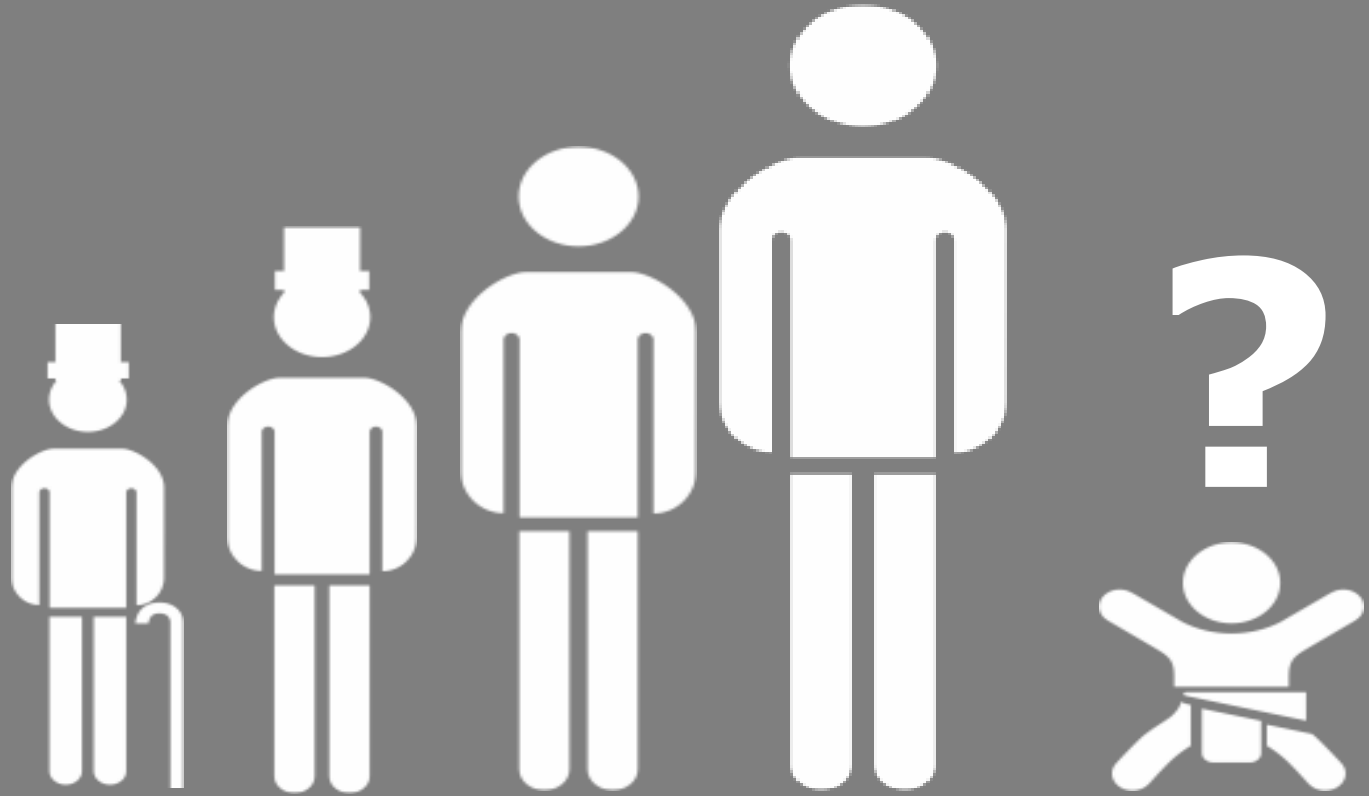
Caution!

It is dangerous to be right at the wrong time...



THE CHALLENGE

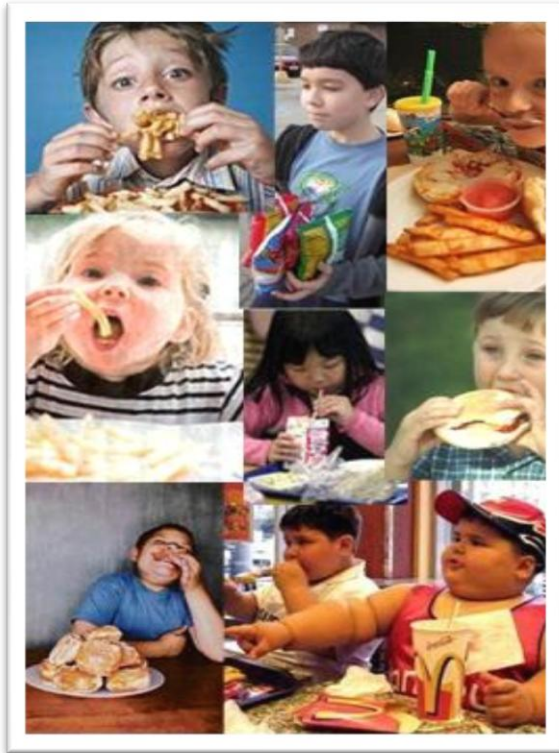




...kids are living sicker and dying younger!

WHAT ARE WE UP AGAINST?

KIDS

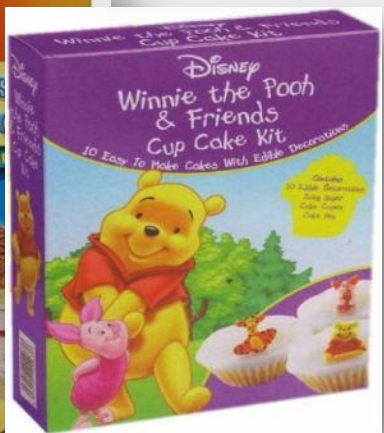


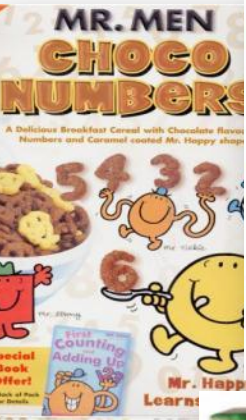
CAREGIVERS

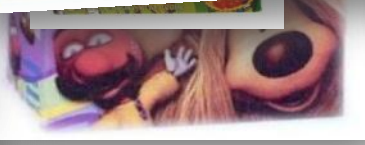


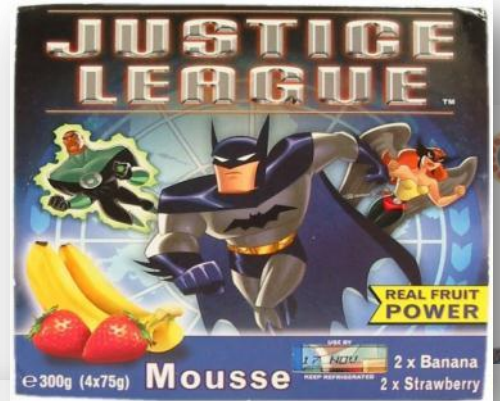
MARKET













NO FAT
HIGH FROCTOSE CORN SYROP
50% LESS SUGAR
NO TRANS FAT RICH IN OMEGA 3

LOW FAT

LOW SATORATES

LOW SODIOM

BOY FRESH BOY LOCAL

LOW CARB
MESS

NO MSG

NO SUGER ADDED

SALT

99% FAT FREE

25% LESS SUGAR
HIGH FROCTOSE CORN SYROP

HEALTHIER WITH WHEAT

ORGANIC PUFFS

RICH IN OMEGA 3

PRESERVATIVES



Magnus Scheving

Is man on a mission



***no role model
in healthy
lifestyle
for kids***



The challenge:

***Can education
about healthy
lifestyle
be entertaining?***



...so we
CREATED...



**LAZY
TOWN™**



WELCOME TO



Sportacus™







Stephanie



Robbie
Rotten

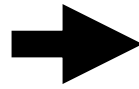
LazyTown
leads by
EXAMPLE





The results...

Kids all over the world are making healthier choices



The results...



The results...



The results...





**LAZY
TOWN**



Winning Awards



BAFTA
Winner 2006

Edda
2005

Emmy Nominated,
2006-2007

Nordic
Public
Health
Prize,
2004

The Telly
Awards
2006

iParenting
Media Awards 2006



EMIL
2006



Reaching both boys and girls...

as well as parents!

BOYS
51%

GIRLS
49%

2 to 6 year olds

PARENTS

PR

TIMES MAGAZINE
FINANCIAL TIMES
THE SUNDAY TIMES
NEW YORK TIMES
LA TIMES
THE GUARDIAN
THE ECONOMIST
THE OBSERVER
THE SUN
TIME OUT NY
EL SOL DE MEXICO
...and hundreds more



LAZY TOWN



LAZY TOWN





Innovators

Kiddie Vid. It takes funky, fresh and smart TV to capture young audiences. Here are a few creators who have mastered the secret



LazyTown—which has been sold to more than 120 countries—revolves around the misadventures of the eponymous town, who are constantly being harassed with junk food and vice versa by slyful villain Robbie Rotten. In each episode, Scheving, a former aerobic champion, comes up with the rescue and outwits the villain with acrobatics and “sports curlys”—that’s fruits and vegetables to you. Sportacus is modeled by Stephanie, the mayor’s pet named Nance (played by Juliana Rose Mauretto, who is determined that the other kids in town stay active).

The healthy-living message is clear—but not too clear. “A boy watching LazyTown will think it’s an action show,” says Scheving, “while a girl might think it’s a dance program.” LazyTown’s fans also love its wood ensembles. Shot in Gardabani, a suburb of Reykjavik, LazyTown blends live action, puppetry and cutting edge CGI backgrounds. Each 25-min. episode costs \$800,000—four times the average budget of a kids’ show.

It’s a price that’s well worth paying. “By 2013 there will be more than 700 million obese people worldwide,” says Scheving. In his native Iceland (pop. 300,000) it’s possible to see LazyTown’s impact. In 2004 a Sportacus-themed healthy-eating drive saw sales of fruits and vegetables skyrocket 27%. The country’s surgeon general even credits the show with helping to halt the rise in childhood obesity. “LazyTown is the most brilliant, low-cost phenomenon,” Iceland’s President Ólafur Grímsson told TIME. “The chance of these children developing obesity-related diseases—which place a burden on the health system—has been greatly reduced.” (Civvie Monster, your days are numbered.)

—BY TREVOR BATES

No coach nearby: Athletic home: Scheving modeled the character after an upstart Sportacus

LazyTown

Magnus Scheving, better known as Sportacus, slyly teaches kids that veggies are good and fit is cool

INSIDE If your kids are suddenly getting active and eating their veggies, you may have a man from Iceland to thank. Adults know him as Magnus Scheving, 43, the creator of the hit show LazyTown. Kids know him as Sportacus, the dynamic star of the show who for four years has been stealthily convincing under 11s around the world that being healthy is fun.



WELCOME TO TOWN Acrobatic Sportacus and jib-haired Stephanie—the mayor’s aide—keep you moving

OPEN DATEFOLD TO CONTINUE

Photograph for TIME by Art Wigg

“Cookie Monster, your days are numbered.”
—TIME Magazine

**LAZY
TOWN**



Televisa

**LAZY
TOWN**



**LAZY
TOWN**





LIVE shows

Over
1.5 million
tickets
sold



**LAZY
TOWN**



MARATHON



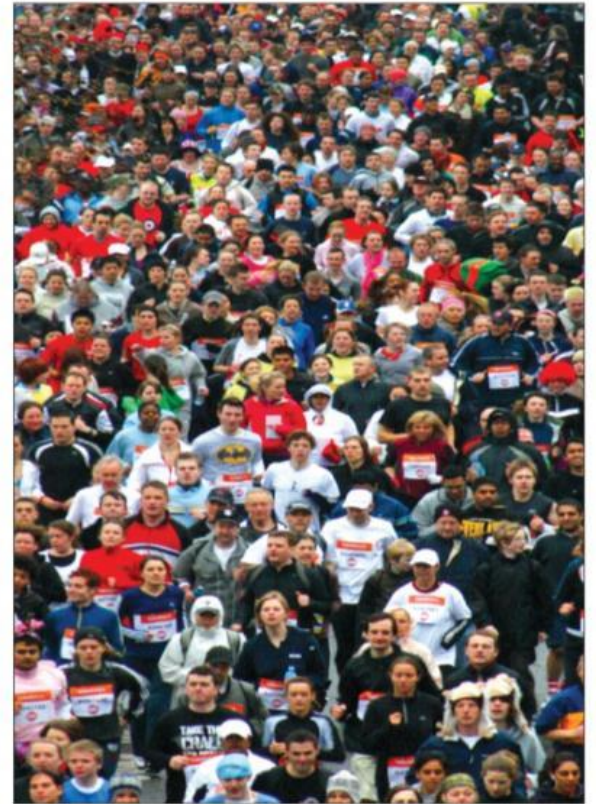








AROUND THE WORLD









The LazyTown
Motivational
Campaign

The LazyTown Motivational Campaign

The LazyTown Motivational Campaign is about **encouraging good habits at an early age.**

A motivational program for children aged 3-7 years old, the campaign brings the entertainment value of LazyTown into the classroom to help children discover the benefits of **being active, playing sports, and eating SportsCandy**, while building confidence by showing them that **anything is possible.**



Six Months - Six Themes



Let's
Move

Let's Take On A
Challenge

Let's Play
Sports

Let's Boost Our
Energy

Let's Power Up With
SportsCandy

Let's Be
SuperHeroes

Program Assets

Every program includes:

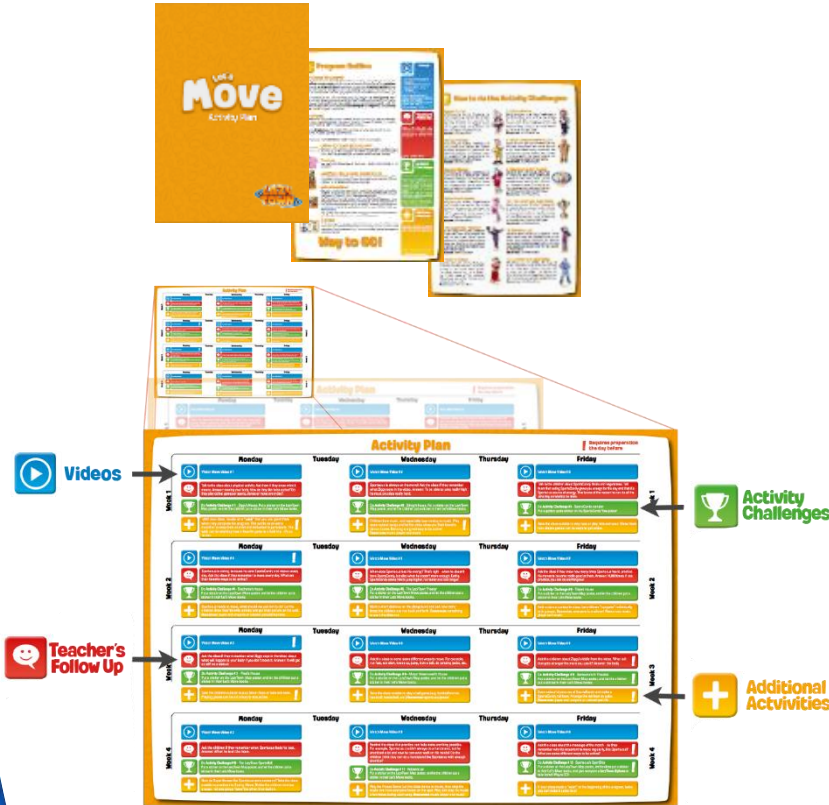
- ★ Campaign manual, program activity plan, and DVD for teachers
- ★ Poster and sticker rewards for the class
- ★ T-Shirt and diploma for each child.
Additional program assets for each child
- ★ Letter to parents



Activity Plan

The **Activity Plans** guide teachers step-by-step through the month and provide a visual overview of the program.

Activities are divided into four categories that are color-coded for easy reference:



Videos There are four 7-minute videos. Start each day by watching and following along with a video.
**Make sure the class has plenty of room to move.*

Teacher Follow Up Follow up the video with a class discussion to encourage a deeper understanding of the theme. Follow-up topics for each day are outlined on the Activity Plan.

Activity Challenges There are 4 activity challenges. These can be done immediately after the follow-up, or later in the day. See instructions for how to do the challenges on the back of this pamphlet.

Additional Activities Additional activities are optional suggestions to enrich the program. We recommend doing as many of the additional activities as possible.

Teachers will use it, together with the motivational tools, to inspire children to participate.

Let's Move

The MOVE program is dedicated to promoting an active lifestyle.

- ★ Each child gets a Let's Move sticker book and stickers
- ★ The book includes 12 interactive stories that get the class moving to "help" the LazyTownners in the stories
- ★ Stickers are earned for each activity in the book



Nutrition ★★☆☆☆☆
Active ★★★★★★
Self esteem ★★☆☆☆☆



SuperHero Moves



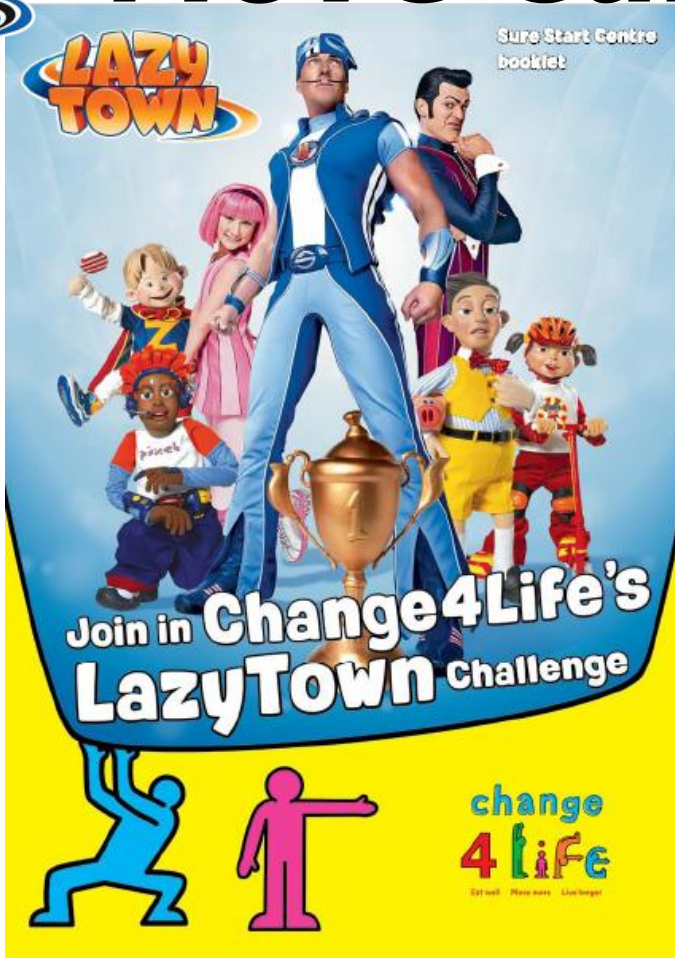


SuperHero moves





Move Campaigns



change
4 life

Eat well

Move more

Live longer





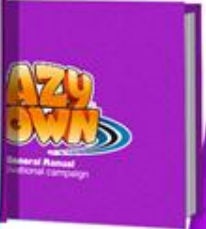
Move Campaigns



Let's Take On A Challenge

The **CHALLENGE** program is dedicated to increasing self-esteem by setting and achieving goals.

- ★ Each child gets a "Sport-O-Meter" wristband pedometer that measures physical activity as steps
- ★ The goal is to increase activity and the total number of steps each day by setting and reaching different milestones



Nutrition ★☆☆☆☆

Active ★★★★★

Self esteem ★★★★★





Walk to the Moon

*In Bergen
Norway*

24.000 children

enrolled in Walk to the Moon taking a total of

*1.8 billion
steps in two weeks*



Let's Play Sports

The SPORTS program is dedicated to promoting different sports.

- ★ The class is introduced to different sports to try during the program
- ★ The program ends with the Lazy Games, with all children getting bibs and medals for participating



Nutrition ★☆☆☆☆

Active ★★★★★

Self esteem ★★★☆☆



Football



Swimming



Basketball



Marathon



Cycling



Let's Boost Our Energy

The ENERGY program is dedicated to promoting healthy eating.

- ★ Each child gets an Energy Book sticker book and stickers
- ★ Children fill in the book each day during the last 12 days of the program
- ★ Stickers and points are earned for healthy activities





Energy Campaign

The image displays various components of the 'Energy Campaign' (Orkuþáttak) program. On the left is a yellow spiral notebook with a superhero character on the cover and a checklist titled 'Orkuþáttak' and 'Samningurinn'. Below the notebook is a large sheet of colorful stickers. On the right is a reward chart with a grid of icons and a list of items with their corresponding point values.

Item	Points
Vatn	+ 20
Grænmeti/ávextir	+ 10
Mjólkurvörur	+ 10
Morgunkorn/bräuð	+ 20
Heitur matur	+ 10
Vitamin / ljúsi	+ 20
Tannhirða	+ 10
Salgæti og gos	+ 10
Snemma að sofa	+ 10
Tiltækt	+ 10
Dagsorka samtals	= 140
Uppsöfnuð orka	+ 180
Orkuhleðsla samtals	= 320



On-Line Version

Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites SnagIt

Address Go Links

Energy Campaign Water Fruit and vegetables Dairy product Bread and cereals Vitamins Dental Exercise

LAZY TOWN

< Energy day 1 **Energy day 2** Energy day 3 >

Energy Campaign
Hrafnhildur Sara Ásbergisdóttir

Water: +30
Fruit and Vegetables: +30
Dairy products: +20
Bread and cereals: +20
Warm food: +10
Vitamins: +10
Dental hygiene: +10
Candy and soda: -40
Early to bed: +20
Exercise: +10
Clean up: +10

Exercise = 110
Accumulated energy = 180
Total energy = 290

Save

All days

1	15
2	16
3	17
4	18
5	19
6	20
7	21
8	22
9	23
10	24
11	25
12	26
13	27
14	28

LOG OUT
SOUND OFF
ENERGY CAMPAIGN
TV
EXERCISE
LAZYTOWN RADIO
PARTNERS
PROGRESS

Content Copyright © 2005 | LazyTown Entertainment | Midhraun 4 | 210 Gardabaer | Iceland
Tel: (354) 590 1700 | Fax: (354) 590 1771 | [Contact](#)

Internet



Retail





Recognized
Increased fruit &
vegetable sales by:

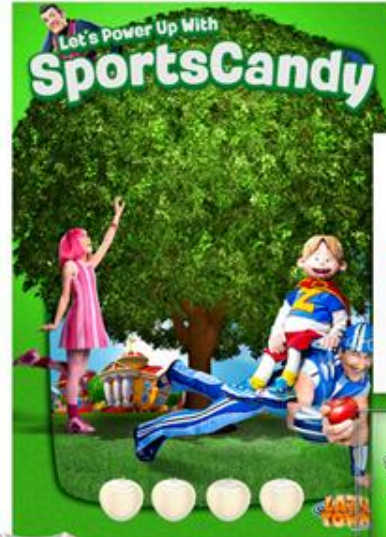
22%
Scandinavian
Health Awards



Let's Power Up With SportsCandy

The SportsCandy program is dedicated to increasing consumption of fruits and vegetables.

- ★ Each child gets a sticker reward every time they bring SportsCandy (fruits and vegetables) to school to have for lunch or snacks
- ★ Together the class fills the SportsCandy Tree poster with stickers during the month





Fill the Tree





Fill the Tree





Fill the Tree



**LAZY
TOWN**

**Sports
Candy™**



ASDA



CHALLENGE #3

This film is an age restricted general audience film. It may contain some material that is offensive to children, including in particular, smoking or drinking alcohol.

This is a PG film. It may contain some material that is offensive to children, including in particular, smoking or drinking alcohol.

This is a PG film. It may contain some material that is offensive to children, including in particular, smoking or drinking alcohol.



**Increased
Great Stuff**
Fruit & Vegetables

28%

ASDA





...and again

**Increased
Great Stuff
Fruit & Vegetables**

41%

ASDA





SportsCandy



Dulces Sanos



LAZY TOWN





SportsCandy

*Sportacus appeared in
over 60 stores in 30 days*





Goal

To increase sales 3-5%

Increased Sales

29%

Highest export to Mexico in

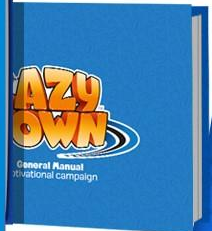
7 years



Let's Be A SuperHero

The SuperHero program is dedicated to promoting healthy lifestyle choices.

- ★ The program includes the best activities from the other programs
- ★ Each child receives a SuperHero Passport sticker book and stickers
- ★ Stickers and points are earned for healthy activities



Nutrition ★★☆☆☆☆
Active ★★☆☆☆☆
Self esteem ★★☆☆☆☆

Video Assets

Segments can also be used as stand-alone spots:

- ★ 24 x Sportacus Message - approx. 30 sec. each clip
- ★ 14 x Stephanie Dance Moves - approx. 3 min. each clip
- ★ 13 x Sportacus Challenge - approx. 30 sec. each clip
- ★ 24 x Ziggy's Story - approx. 30 sec. each clip
- ★ 15 x Sportacus SuperHero Moves - approx. 1 min. each clip





The LazyTown
Motivational
Campaign

...but now

WE are **right at the right time...**



Governments are now seeking advice...

How to turn health into a game



UNITED KINGDOM

David Cameron, United Kingdom



COLOMBIA

Health Minister of Colombia



GERMANY

Minister of Health and 5 a Day





ITALY

*Vice President –
Carlo Giovanardi*



MEXICO

President of Mexico – Felipe Calderon



SPAIN

Prince of Spain – Felipe de Borbón





CHILE

Campaign with the First Lady





NOW IN THE USA!

Launch of Lets Move With First Lady Obama





NOW IN THE USA!

Launch of Lets Move With First Lady Obama





NOW IN THE USA!

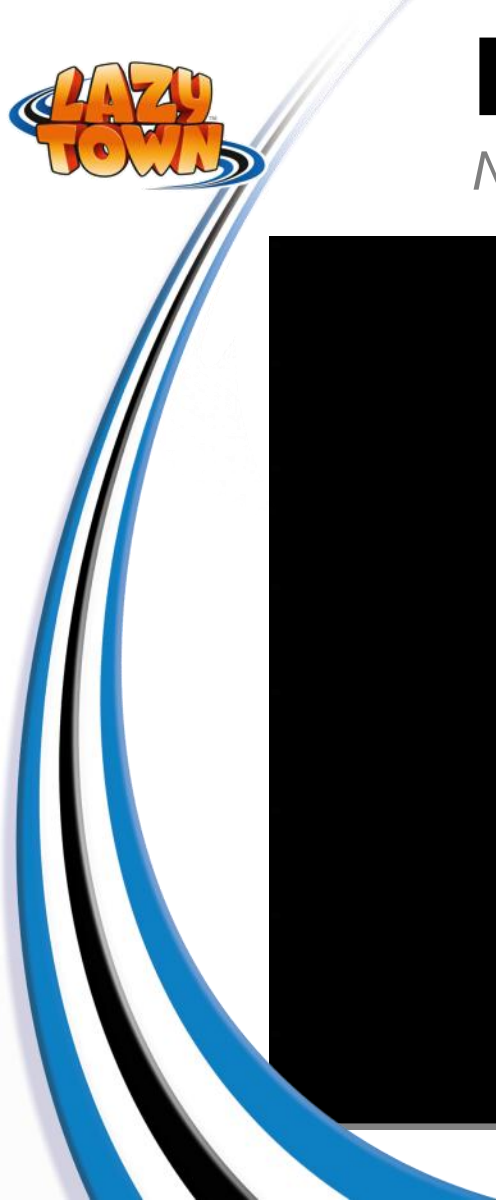
Launch of Lets Move With First Lady Obama





LETS MOVE TOGETHER

Now-We-Move week...





IT WORKS!!

Denver, Colorado, USA last week!





Contact: halli@lazytown.com

Thank You!

