

SAMSAM

The tiniest of the great heroes!

New Season: 52x11'



THE CONCEPT

Six-year-old superhero, SamSam, lives with his parents (also superheroes) on Planet Sam. He goes to school, plays with the other kids and confides in his stuffed animal SamTeddy; he also likes to explore the galaxy on board his SamSaucer. In a hurry to enjoy his independence, SamSam grows up more and more, with every childhood fear he vanquishes (Wettabeds, Spook-a-dooks, Excitators, etc.) and every discovery he makes about the world and its real dangers.

GENRE

Comedy, Adventures

TARGET AUDIENCE

Young viewers: 3 to 6

THE VALUES

Family, friendship, bravery



MEDIA[△]TOON

First, there was the comic book character...

The SamSam character was created by Serge Bloch for the French kids' magazine Pomme d'Api (800,000 readers). It made its first appearance in January 2000.

The SamSam comic strips are one to two pages long. As of today, more than 300 SamSam adventures have been published in Pomme d'Api and various other magazines published by Bayard Group.

These stories are compiled into about a hundred illustrated books, with over 600,000 copies sold to date.

SamSam can also be seen on YouTube and Bayam and via a special SamSam app.



MEDIATOON

Then came the TVseries

SamSam has also been adapted for television by Bayard Jeunesse Animation.

This 3D show has been broadcast non-stop on TV ever since its creation (France 5, Gulli, etc.).

Season I (2009) : 52 x 7'

Season II (2011) : 39 x 8'

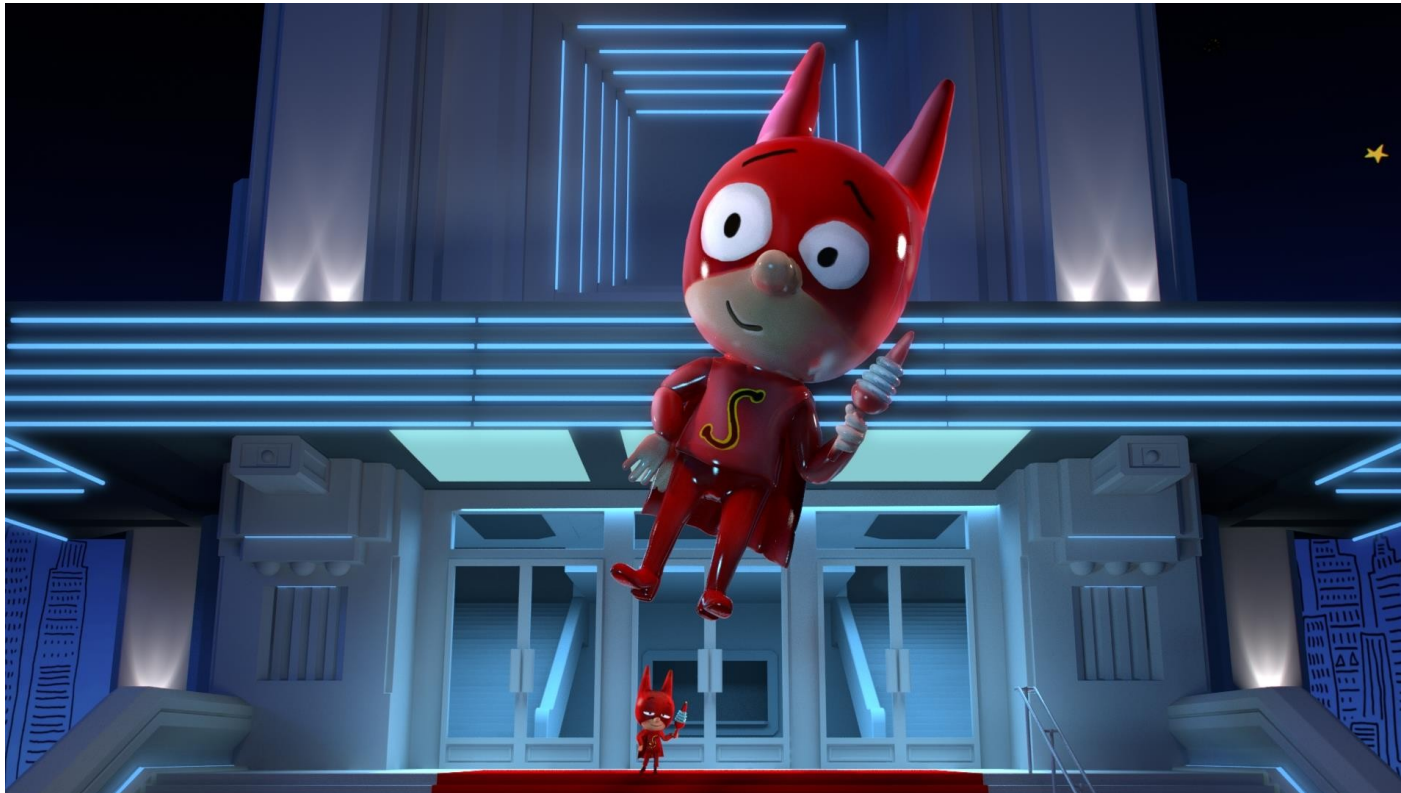
Directed by Tanguy de Kermel



MEDIATOON

AND A FEATURE FILM

Tanguy de Kermel is also at the helm of the first SamSam feature, a co-production by Folivari and StudioCanal, made by MacGuff. Production began in 2017 and its release is scheduled for end of 2019/beginning of 2020.



AND NOW A NEW TV SHOW

- The new CGI Series of SamSam, is both a prolongation of and a new approach to the existing works. By “prolongation” we mean that the new show will remain faithful to Serge Bloch’s work
- It’s also a renewal because the show will be staging its own unique stories in a longer format, with new backgrounds and highly modern animation techniques.



NOTE OF THE PRODUCER

MEDIATOON

New CGI Series of Samsam is an ambitious endeavor. The idea is to create a high-quality product, not only for the young viewers but also for the adults watching with them (parents, babysitters, etc.). The stories make for good family watching while nurturing the little ones and helping them grow: the 52 eleven-minute episodes of intense adventure experienced alongside SamDaddy and SamMummy will prompt the young viewers to say: “that superhero could be me!”

Like Kirikou, Samsam is small in body but big in the bravery department – a superhero who takes on imaginary monsters (Bigbadream, Wettabeds, Stingabooboo, etc.) and contends with the strangest of villains, Marthial 1st not being the least of them! There’s just one downside to being a superhero, however: you’re often dragged outside the family cocoon – a concept that can be both awe-inspiring and scary for little kids. But it’s also the seed that plants the desire to grow up, in any young person.

For a 5-year-old with wild imagination and keen sensibilities, it’s an exhilarating experience to be able to partake in Samsam’s exploits, Kirikou’s boldness and Celestine’s resourcefulness, in the comfort of one’s own couch! The visuals in Serge Bloch’s books are composed of simple but brightly colored illustrations, with bold lines and unique graphics – all the better for depicting the daily life of a superhero family, oscillating between ordinary and extraordinary.

Having directed the first two seasons and the feature (currently in production), Tanguy de Kermel is a natural choice to revisit and adapt Serge Bloch’s works for this, the 3rd season of SamSam. Once again, he will be paying justice to the artistic direction of the original books.

Naturally, the transition over to digital was already accomplished with the first two seasons (produced by Bayard), but we had to seek more visual subtlety for the feature film and we will be keeping that same treatment for this 3rd season. In addition to the new characters that were introduced in the film, this new TV project will be providing a richer, more in-depth design in terms of both characters and backgrounds. This is apparent in the graphic presentation hereafter.

We hope that viewers – young or old – and all fans of the unique style of the Samsam world (encompassed in its incredible illustrations) will enjoy the startling resemblance to the visuals created for the film and the magnificent drawings featured in the comic book, with all their characteristic originality.

We have been working with Tanguy now for a year and a half and are very confident about what the future will bring. This director loves detail and is very in tune with Serge's world and creations. There's even a definite companionship between the two.

The writer's bible is being taken care of by a very talented person we love working with: writer Jean Regnaud wrote the bible for Ernest & Celestine, The Collection (26x13 minutes for France Télévisions) and is currently adapting the Stinky Dog books (52x13 minutes for FTV). In the case of the Samsam feature, he came up with a highly improbable superhero cosmic adventure for kids, combining gentleness and vivacity, in just the right doses.

Last but not least, we are pleased to announce that we will be partnering with Blue Spirit Productions in this endeavor. This studio has acquired exceptional expertise in the field of 3D animation. In fact, we were very happy to team up with them on our previous show, Ernest & Celestine, The Collection, and our feature film, Pachamama. Together, we form a key friendly, collaborative and strategic partnership.

Having presented the Samsam feature at Cartoon Movie 2016, it will be an honor to present the "new" Samsam TV show at Cartoon Forum 2018 – a wonderful opportunity for our smallest big hero! We would like this show to be aired (broadcasting scheduled on France Télévisions) shortly after the French release of the feature film, which is planned for February 2020. As we observed with the first two seasons, Samsam is a familiar character among children worldwide, across some 30 countries on five continents.

We are currently in the writing phase, partnering with Bayard. This process requires more work than the first two seasons given that the episodes are now 11 minutes long instead of seven.

We are looking for the right partners for the production and distribution of this TV show. The presentation pack you are receiving today gives an insight into the artistic and editorial work we have achieved so far, since deciding to take on the production of this 3rd season of Samsam. Enjoy the reading! We hope you will be enticed by this project.

Didier and Damien Brunner

MEDIATOON

The characters: SamSam

He's 6 years old and lives with his parents (who are superheroes just like him) on Planet Sam.

He goes to a cosmic hero school where he learns (courtesy of his teacher) how to become a fully-fledged superhero. He is able to fly and is not afraid of monsters. He likes to play with friends, either in the school playground, or on various locations on Planet Sam - or even in space. He takes his loyal companion – SamTeddy – everywhere he goes (except school).

SamSam leads a normal life, complete with parents, friends, stuffed animal and school, etc., but he is the focal point of his superhero world (Planet Sam, SamMummy, SamDaddy, SamTeddy, and so on).

SamSam has a cape to help him fly, a Cosmicbumplaser (a kind of small pistol / Swiss pocket knife combo) that enables him to do all kinds of things, including “iciclizing” monsters, “twistifying” meteorites, tickling Marthial 1st and lassoing a fly, among other things. Oh, and he also has cosmic ears allowing him to hear from a long way off, and cosmic vision, to see just as far.

MEDIA[△]TOON



The characters: The parents

The SamParents are the most powerful local superheroes!

They are endowed with every cosmic power in the book – telekinetics, psychokinetics, etc. But, most importantly of all, they can wiggle their ears! They pulverize comets, do away with monsters and reduce Marthians to “smithereens!”



When **they're** not busy tending to their superhero duties, the SamParents lead a perfectly ordinary life – cooking, reading, gardening and movie nights.

SamMummy and SamDaddy are a modern couple – the latter spends just as much time doing household chores as his spouse and the former is very adept at fixing flying saucers.

MEDIA△**TOON**

Family: SamTeddy

SamTeddy is SamSam's most loyal companion. But this is no regular stuffed animal: SamTeddy can talk and is pretty independent, going about his teddy bear existence by himself.

He goes everywhere with SamSam, except school.

SamTeddy is more mature, more clear-headed and definitely more rational than SamSam. On the other hand, he's a big scaredy-cat! He's also often grumpy and loves lazing around in bed: getting up early is definitely not his thing!



The characters: Friends

Sweet Pea

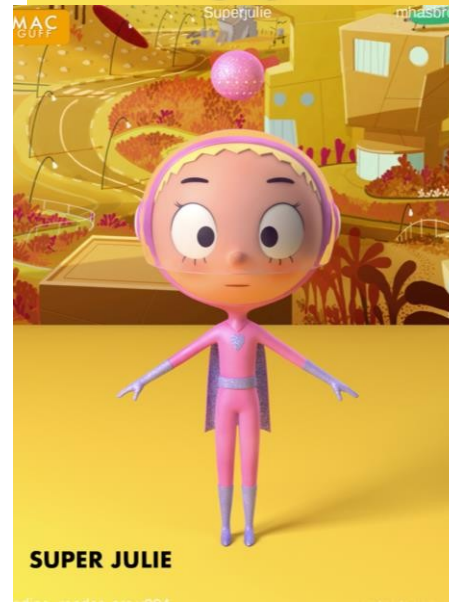
SweetPea's family left Marth when Marthial 1st came to power (he hates kids) – just like all other Marthian families with offspring.

SweetPea is therefore a refugee or, more precisely, an exile.

He's never set foot back on Marth since his family left.

SweetPea won the other kids' friendship through his humor (the fast-track way to getting accepted in any gang!). He loves making jokes and making others laugh but he's never mean.

SweetPea can move objects – even super big ones – with his mind. He's the only Marthian who has a superpower and who goes to school!



SuperJulie

She's just a tad older than SamSam – a pre-pre-pre-teen! She therefore sometimes uses expressions that are slightly more mature ("It's my life!" or "Stop stressing me."). She is able to change colors and influence thoughts but these powers wear off after a certain amount of time. SuperJulie looks super girly: her pink cosmic suit may have something to do with that! But when it comes down to it, she's more feminist than feminine.

Being slightly older than the other friends, she likes to be the leader. But this urge to be the boss and make all the decisions sometimes puts her at loggerheads with SamSam, SweetPea and Mega.

She's very shrewd and astute.

The characters: Friends

Mega

Mega is of mixed race – half-Marthian on her father's side (Marthial 1st) and half-Saturnian on her mother's side (Mrs. Fathola). She grew up on Planet Marth, hidden away, without any friends (see the feature film), but now lives on Planet Sam with her mom. She sometimes goes to spend a week-end with her father.

Mega goes to cosmic hero school. She often takes her dog Chomper to school with her; he communicates with emojis. Being Marthial 1st's daughter has its advantages: Mega is able to take the Marthian underground network and visit places that are out of bounds to ordinary kids. She doesn't, however, have any power whatsoever over the Monsters her father has created.



MEDIATOON

The characters: Ennemies

Marthial the 1st

This rinky-dink despot reins over Planet Marth.

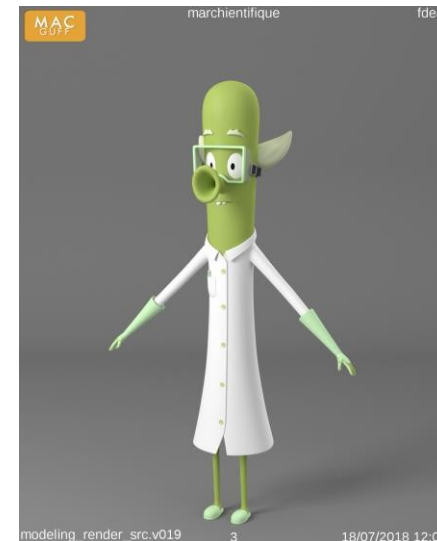
He rants, gets angry and is constantly chasing windmills (think Chaplin in The Dictator).

He hates kids: he says their laughter gives him migraines! He has his personal marthientist build anti-kid monsters to irk children or chase them off Marth altogether.

Examples of these monster species are Wettabeds, Itchy-witchies and GloomyGlobs.

Marthial sends his monsters into space or to Planet Sam then sits back and relishes the tears or complaints they arouse in the young members of the population.

There's only one child he approves of: his daughter, Mega. Except, she now lives on Planet Sam with her mom, Mrs. Fathola – she took off and left Marthial 1st when she could take his nonsense no more.



Marthientist Inside his secret lab, the marthientist is busy building creatures whose sole purpose is to upset kids. They are sent by Marthial 1st into space or onto Planet Sam.

The monsters all come out of the same mold – only their color changes.

The Wettabeds' mission is to wet kids' pajamas and sheets with wee, using their "my thingamajigs" sprays.

The Spook-a-dooks hide in nooks or behind doors and jump out, shouting "Ooooh!" They also sometimes tell gruesome stories.

The Icky-sicks make kids dizzy and turn their stomachs.

The Avaltouts hide out in school bags and chomp through snacks.

The Excitators get kids all worked up, making them completely out of control.

The backgrounds

PLANET SAM

SamSam lives on Planet Sam, in a retro-futuristic residential neighborhood.

A big city stands out against the sky, in the background.

SamSam flies over it but never engages in any activity there.

AROUND PLANET SAM

SamSam often rides off into the infinite universe in his saucer.

The closest planet to Planet Sam is Marth, ruled with an iron fist by Marthial 1st. It's a very green planet.

Marth's surface is dotted with volcanoes, which are plugged with big flat stones.

Under the surface lies a sprawling network of huge, connecting underground chambers that are easy to get lost in.

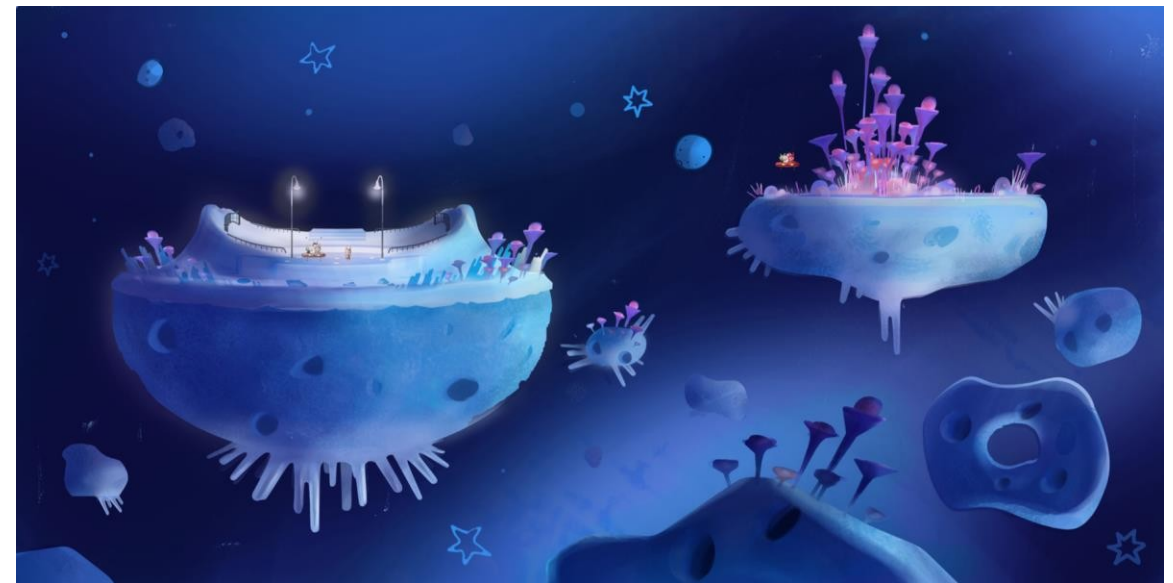
Marthial 1st lives in a vast palace that harbors his secret lab.

Space is peppered with planets and asteroids. Each one has its own specific color and wildlife, its own (simple) world, its own way of thinking.

One of Planet Sam's neighboring asteroids has a Footaflip field (a mixture of football and flipper); the kids often come here to play or stage competitions.

The Black Hole

This is a kind of huge black animal that floats in space and swallows up anything that floats close to its mouth. If you have the misfortune of getting sucked in, the only way out is to make it sneeze!



MEDIA TOON

Pitches

- **My dad's the best!**
- SamSam and SuperJulie are having a bickering match on the premise of: my dad's the best – no, my one is! So, they decide to settle it with a “daddy championship” consisting of several challenges designed to assess their fathers’ **respective** strengths (an Olympic Games across infinite space, of sorts!) Only thing is, their dads think **they’re** actually accomplishing real-life SuperDaddy missions. How are they going to react when they find out it’s all just a big game?!
- **The little Waaa!**
- SamSam, SamTeddy and SuperJulie **are** “cruising casually” in space. All of a sudden, **SamSaucer’s** radar detects crying coming from a small comet. When they get there, our friends discover a little animal named a “Waaa.” **The** only way to stop it from crying is to pet it. SamSam and SuperJulie take it back to Planet Sam. The Waaa is so cute, with its big welled-up eyes, that neither SamSam nor SuperJulie can bring themselves to part with it. **There’s** only one thing for it: joint custody! But SamTeddy is not too happy about this new arrival; in fact, truth is, **he’s** downright jealous!
- **Marthial’s water melonth**
- SamSam and his friends are merrily playing footaflip on the little “**sports stadium asteroid**” when water melons start raining down on them from Planet Marth! SamSam and Mega head off to Marth to ask its despotic leader to discharge his water melons elsewhere. But he refuses to oblige: **he’s** way too busy waging war with a mysterious foe! While Mega tries to talk sense into her father, SamSam endeavors to negotiate with **Marth’s** unknown assailant. But what if there is no enemy, after **all...?!**
- **MuckyYuck has disappeared!**
- SamSam is wondering why he **hasn’t** set eyes on MuckyYuck in days?! But then he finds out that Marthial 1st has taken his dumpster-inhabitant friend: the domineering despot is intending to use **MuckyYuck’s** stinky “attributes” to make a brand new monster: the Stinky-Dinky Bomb! SamSam and Mega set off to Marth to free MuckyYuck but have a doubt when they get there: is the creature actually a prisoner or is he there of his own accord?...!

- **Ms. Bridget gets kidnapped!**
- One morning, the kids get to school, only to find their teacher's missing – Ms. Bridget is gone, leaving nothing but her reading glasses! As it turns out, it's that abominable Marthial's doing: he wants to be able to read and learn – that way, he'll be able to read maps and read between the lines; he may even be able to read the future. Basically, in a nutshell, if you can read, you can rule the world! Only problem is, Marthial's a dunce and is having terrible trouble with the letter "S" – he just can't seem to "pronounth" it correctly! Samsam and his friends must do everything in their power to release their favorite teacher before Marthial finishes learning the alphabet!
- **Green SweetPea**
- SamSam and SamTeddy accompany SweetPea to Planet FruFru to pick some nice green blackberries. Mmm, delicious (well, SweetPea thinks they are; SamSam begs to differ). SweetPea's basket is full and he's ready to take the fruits to his grandma so she can make some blackberry jelly. But SamTeddy gets scared: this story bears an unsettling resemblance to the tale of Little Red Riding Hood! SamSam makes fun of his teddy bear: Haha! What a scaredy-cat!! But all of a sudden, a long spine-chilling howl echoes out. W-w-was that a wolf?!!
- **MuckyYuck's cafe**
- MuckyYuck decides to open a tea room. SamSam tries to talk him out of it but his friend is as stubborn as a mule and goes ahead and organizes a big opening party! As you might expect, it doesn't have the usual beverages on the menu: here, we serve "sock brew," "sludge juice," and "trash can nectar," to name a few! No-one dares drink anything, except a weird mini-monster trio that goes by the name The Slurp-it-Alls...
- **MuckyYuck is mortified.**
- Fortunately, though, Samsam and his friends save the day: they secretly make a bunch of other drinks, turning the opening party into a raging success. MuckyYuck is a little miffed at being bypassed in this way, but he's nevertheless super happy to have such good friends!
- **Mega's humor**
- Mega has stumbled across an old Marthian joke book and is reading it to her friends, getting lots of laughs. SweetPea is amused at the beginning but then gets offended when Mega makes fun of his jokes, bringing them down in flames with her devastating humor! But SamSam finds a way to perk SweetPea back up again: why not tell jokes that are even funnier?!

Contact

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