



Totally Spies!

Why we created this book

● To clarify

what Totally Spies! is ... today.

● To inform

everything that we create for Totally Spies!

● To provide

a vision for how we will update Totally Spies! for a new audience but still appeal to our existing fan base.

● To help

relaunch and build Totally Spies! to the level of success that we enjoyed earlier this millennium.

● To inspire

us to tell stories and create products and experiences that make our new audience take notice, love us, be loyal to us and remind us why we do what we do.



About Banijay Kids & Family

The dedicated production, distribution, and digital division for children's programming at Banijay and a global leader in the children's entertainment industry, producing a wide range of animation and live action series, digital content, and entertainment formats for children worldwide.

Uniting six production companies and a distribution division, they combine their expertise and creativity to nurture a broad range of upcoming productions and a catalogue of popular, original, and imaginative programming.



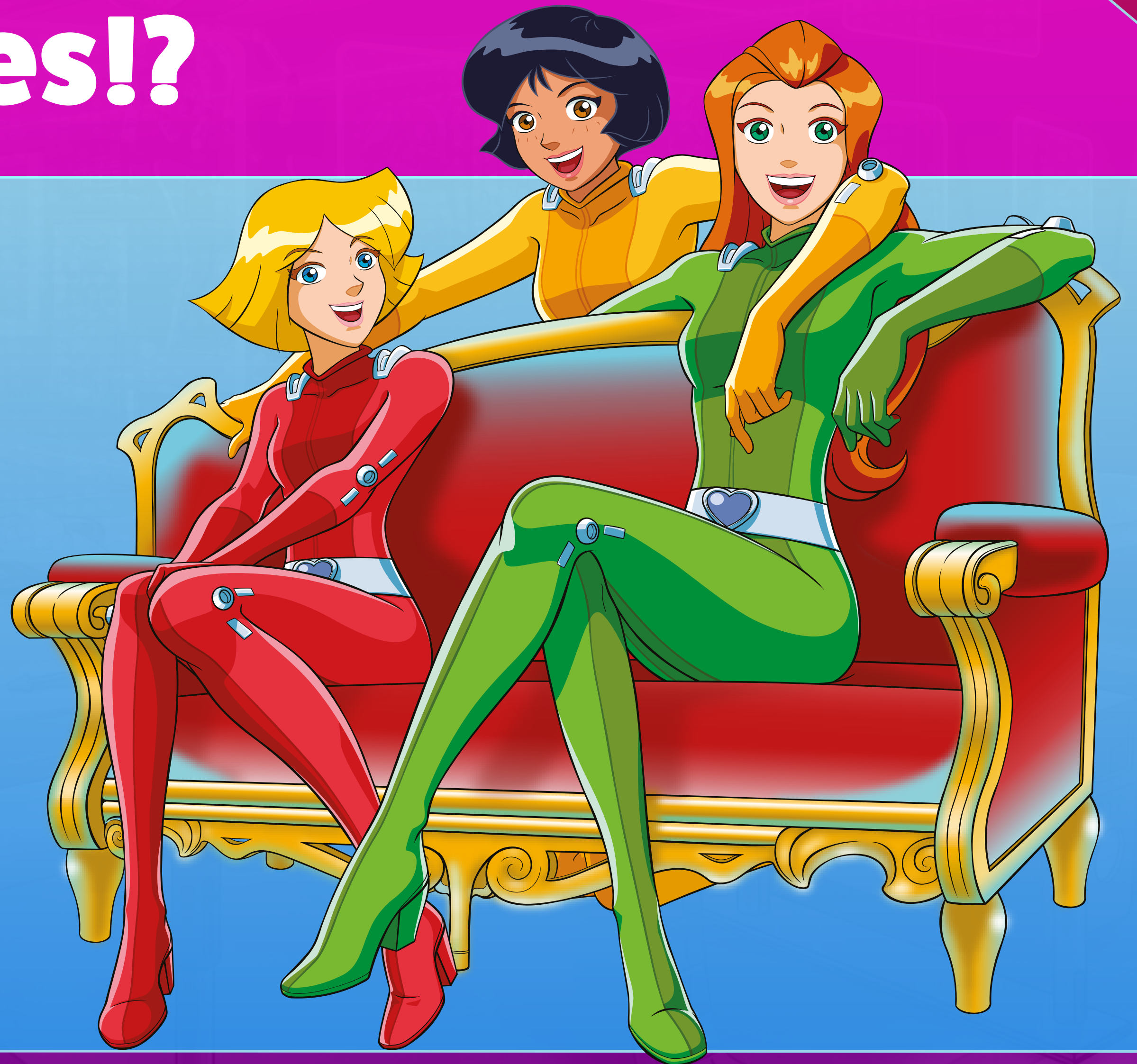
Why Totally Spies!?

Totally Spies! was originally created in the early 2000s to introduce a 'girl power' fueled action comedy show into a competitive landscape that had only offered this type of entertainment for boys.



Why Totally Spies!?

With inspiration from popular films such as **Clueless** and **James Bond**, blended with aesthetic input from **Japanese anime**, mixed with elements of the 60s, 70s & 80s, and finally modernised with hot pinks and lime greens, to create **an iconic, pop-culture brand.**



And a cult phenomenon was born!

2001-2013

A huge
global
success



- 
- **18+ years** on air
 - Sold to **220+ territories** in **58+ languages**
 - **Huge digital following:**
350 million hours streamed /
over 2 billion views
 - Broadcast on major networks worldwide: Disney, Nickelodeon, Cartoon Network, Netflix & Amazon
 - Top-performing show in key markets

Phenomenal Offscreen success



● Publishing



● Promotion



● Licensed products



With a highly dedicated fan base



lisassy dally 1 month ago
I'M 21 AND STILL WATCHING THIS WHO'S WITH ME!
HAHAHAH

👍 286

Alan Calvillo 2 months ago
Oh yeah Clover Sam and Alex are back baby.

Angel Gatong 2 months ago
Wow Stranger Things S3 just came out, then now Totally Spies S6?! 🤔🤔

Sarah Athman 2 months ago
YASSSSSSSSSSSSSSSSSSSS first episode of season six is here

👍 26 🗨️ REPLY

StupidKoala 1 month ago
this show is so nostalgic. my chidhood mainly consisted of totally spies, winx club and pre 2012 disney channel.

Jugvir Bains 2 months ago
We want a new season like NEW not old repeats :P what is this trickery ?

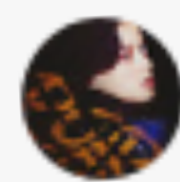
👍 4 🗨️ REPLY

Mac Ortiuguera 4 weeks ago
Can we have a come back with fresh graphics and outfits?

👍 1 🗨️ REPLY

Jeneiva sparkle 1 month ago
It's sucks cuz I've watched every single episode and I want more

lush' 1 month ago
Pleasseeee bring back the show



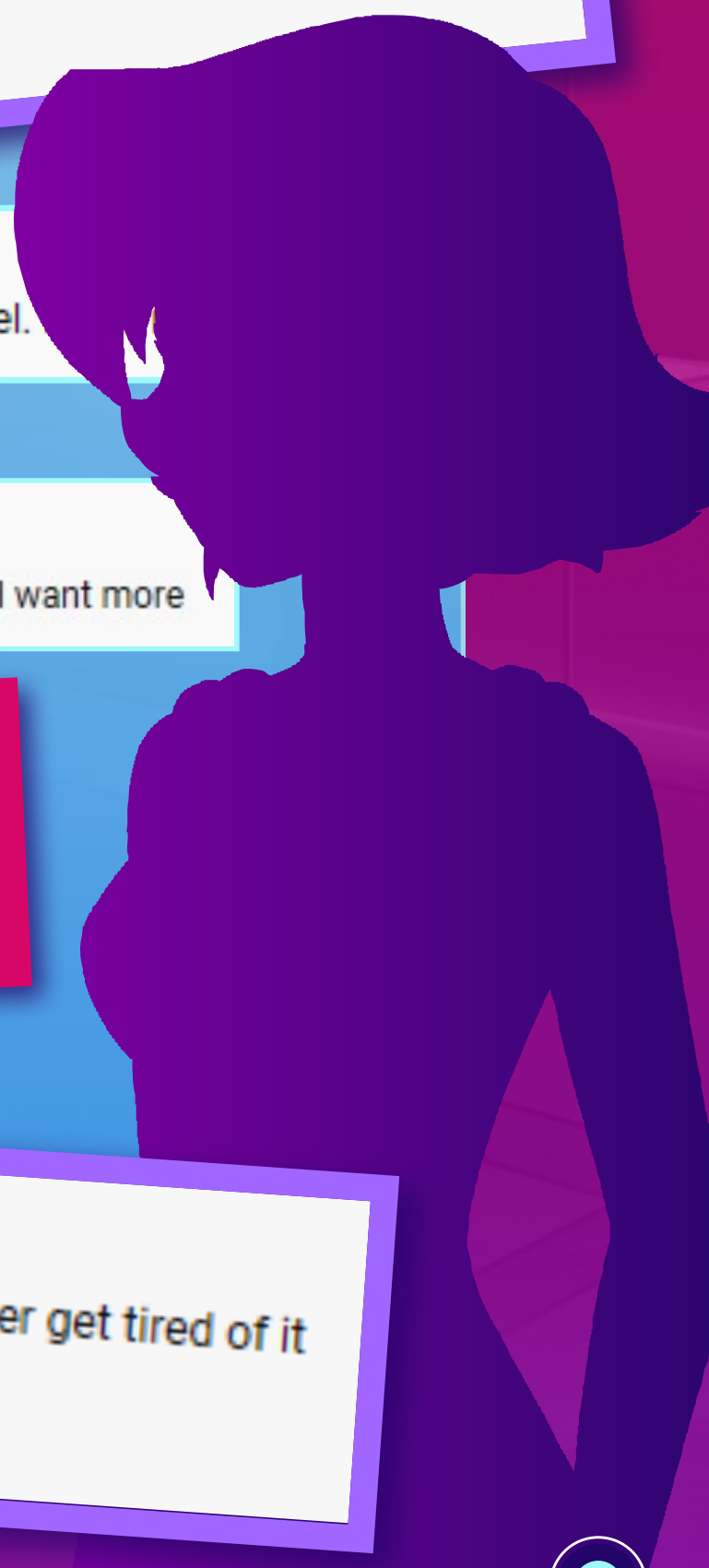
Mike Daw 1 month ago
Am I the only one wanting season 7 before I die ? And a reminder I am 22 so I have 60 years to live

Marguex Guimary 4 weeks ago
im 17 and i can say im on the verge of getting addicted to this shit HAHAHHAAAA my childhood heart is awaken 🥹👉

maruzz delera 1 month ago
i love it and i miss it

Merry Jonhn 1 month ago
I love watching totally spies I need more to watch and I'll never get tired of it

👍 1 🗨️ REPLY



With a highly dedicated fan base



With a highly dedicated fan base

If you watched and remember these you have TASTE



i hate when i go refreshing my makeup and jerry calls me for a mission
#totallyspies



Respect to those who remember these shows 100

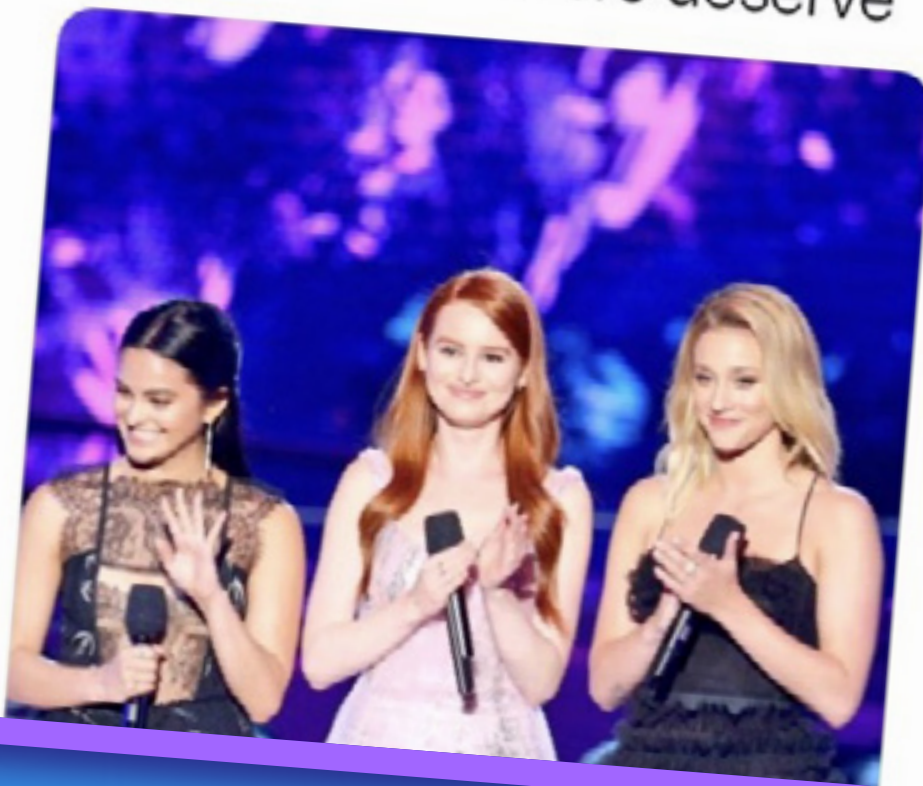


stanning any of these trios as a kid was a big hint to growing up to be gay



Why I like shows such as W.I.T.C.H., DC Superhero Girls, WordGirl, and Totally Spies is because the female characters are allowed to have depth, makes mistakes and actually interact with other women and girls.

This is the live-action reboot of TOTALLY SPIES! that we deserve



	gay	bi	lesbian
tea			
coffee			
energy drink			

“There’s something about the Totally Spies aesthetic that pulls on our millennium-baby heartstrings. The hyper Y2K, retro futuristic style and vibrant color scheme of the clothing and interiors encapsulates both our younger selves’ dream lifestyle and present selves’ TikTok feed.”

“In other words, the style in Totally Spies doesn’t just reflect what we used to find cool, it helped define what we love today.”

Rio Viera-Newton, Totally Spies! OG Fangirl

*The Totally Spies Decor Aesthetic Was Way Ahead of Its Time,
Architectural Digest, September, 2022*



**They're
ba-aaack...**

**Introducing
Totally Spies!
to a whole new
generation**



Evolution

Series 1



Series 3



Series 5



Series 7



Series 2



Series 4



Series 6



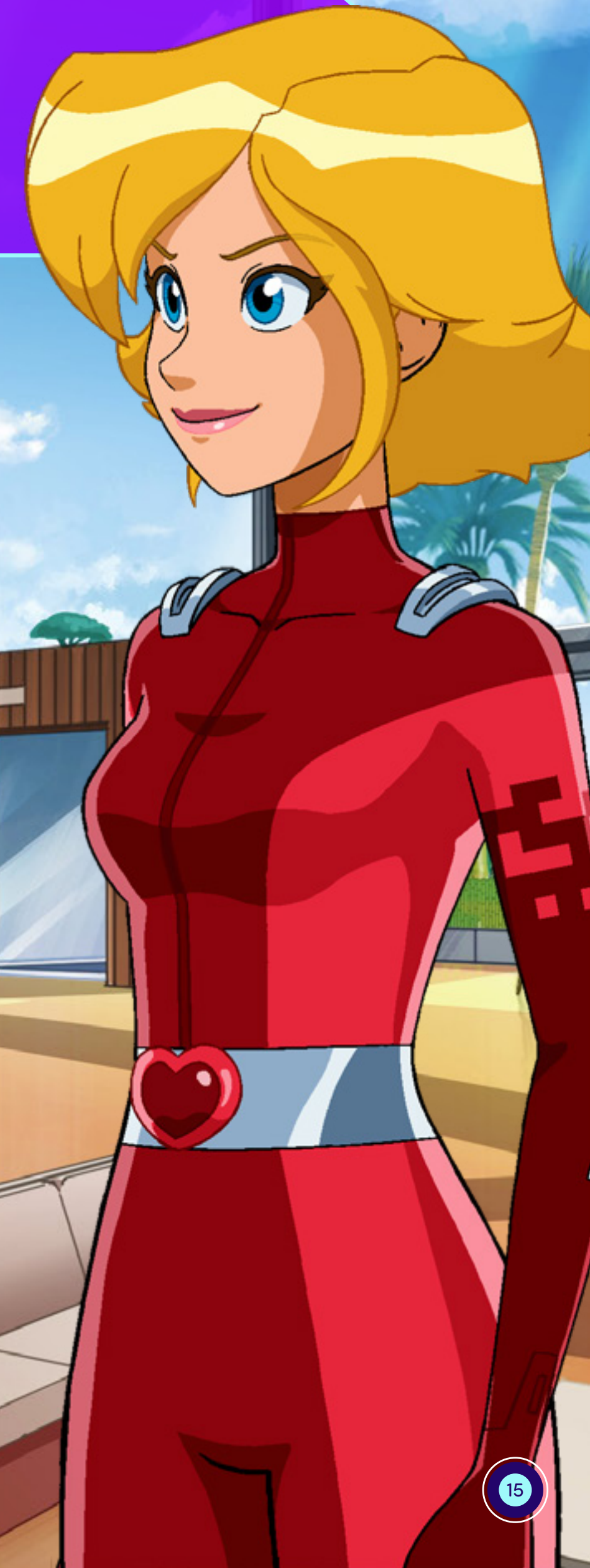
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“The girls, who have been loved and adored by several generations, are back for more international adventures with the same energy, sense of style, incredible accessories, cult one liners and more exuberance and fun than ever. With the same enthusiasm and passion, and a team that have grown up with the coolest spies in the world, we are back on a mission for 26 brand new adventures packed with new surprises.”

Stephane Berry, Director

Vision and Mission

To become the world's leading **evergreen** (**ever-yellow** and **ever-red**) spy-fi kids 6-11 entertainment brand that encourages kids to celebrate their individuality and friendships.



Vision and Mission

To draw on the **passion, equity and cult status** of the existing brand and launch the updated, refreshed series and consumer product lines for a whole new generation of kids.



Target

● **Primary: Kids 6-11**

● **Secondary: Existing Fans**

Refreshed to reflect Generation Alpha's Values



**More
diverse
cast**



**More
distinct
characters**



**More
extra-
curricular
interests**



**More
global
settings**



**Dialled-up
eco
messaging
and
activism**



**Including
lots of tech,
gadgets
and social
media**

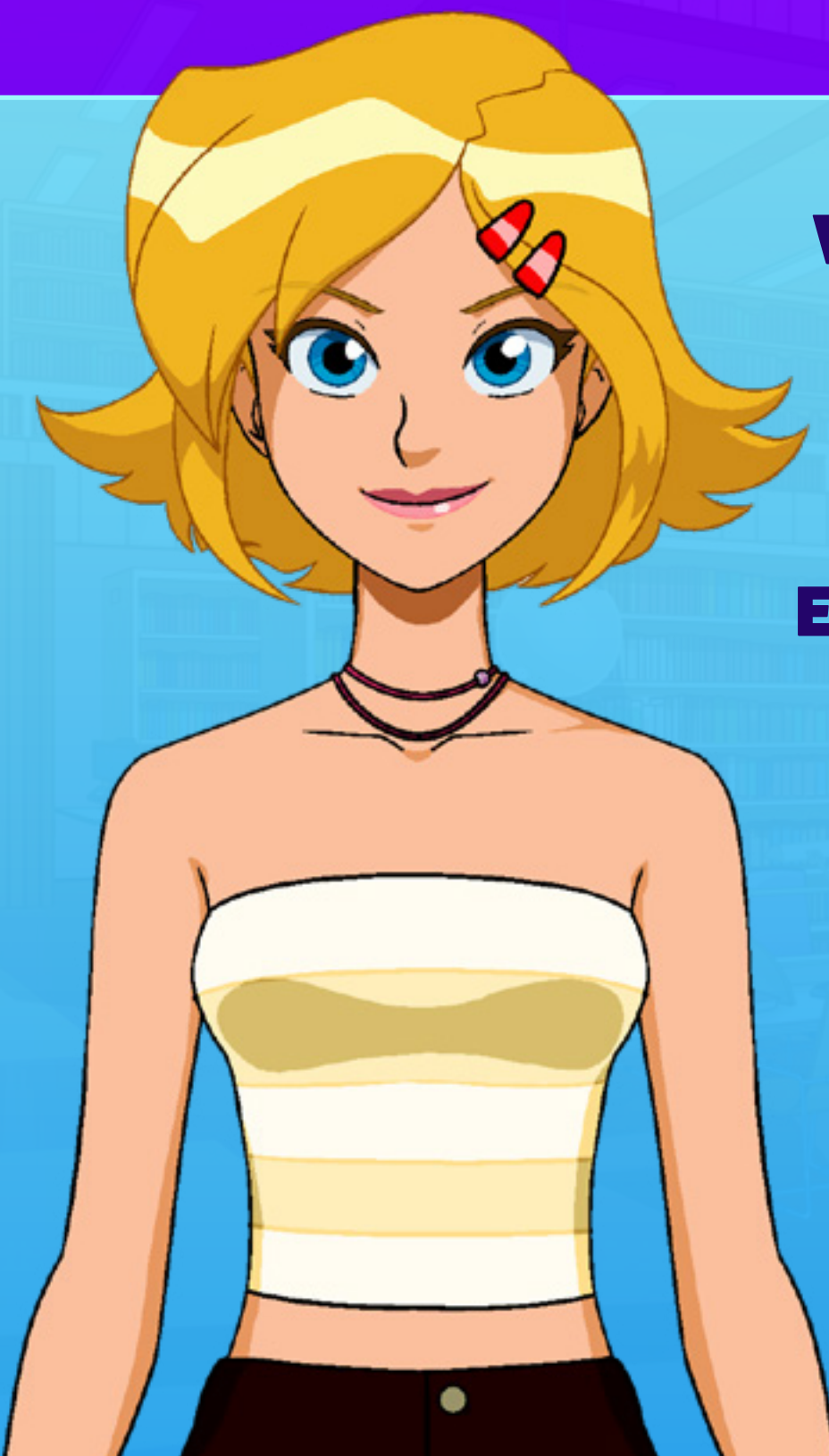
So, what's new?

- New life
- New boss
- New missions
- New locations

● In a new study abroad programme

- With a greater interest in:
- STEM - especially gaming, coding
 - Social media
 - Environmental advocacy

But still features our ever-popular heroines...



With top secret missions and epic battles with outrageous villains

Equipped with incredible gadgets, accessories and vehicles

Who often experience comedic mishaps



Loaded with quick quips and culty one-liners

With super high energy and exuberance

And oozing with coolness and great style



“When asked to reminisce about their memories of the show, one respondent detailed how she thought the show was ‘empowering’ through the way it depicted three young girls who looked different but banded together to battle high school and the world. ‘I wanted to be a spy just like them, kicking butt,’ she adds. As someone who was a little girl over the show’s run, I echo this sentiment.”

Bronte Behling, University Student, Pop Culture Writer

Positioning

Totally Spies!
features the
**coolest trio of super
stylish secret spies**
and encourages kids
**to celebrate their
individuality and
friendships.**



Competitive Set



Values

Friendship

Comedy

Individuality

Bravery

Loyalty



Personality

Heroic

Kick-ass

Empowered

Optimistic

Stylish

Ultra cool

Surprising

Bold

Larger than life

Hilarious



Promises

To introduce you to our super cool trio of spies and eclectic, relatable cast of characters.

To wow you with their top-secret missions and funny mishaps.



To impress you with outlandish gadgets and jaw-dropping style.

To surprise you with quips that make you laugh out loud.

To inspire you to embrace your own individuality and friendships.



Totally Spies!