

Sailor Moon

Licensor: Toei Animation

Category: Entertainment

Type: TV Animated Series, 200 ep. x 26 min.

Genre: Adventure/Sentimental

Target: Female, 6 – 12 years old



TOEI ANIMATION

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The power of the Silver Crystal.

An icon of the '90ies, Sailor Moon has been a real cultural phenomenon in Japan and one of the major success in Italy during that decade. With 5 seasons, a total of 200 episodes of 26 min. each, plus six feature films, Sailor Moon managed to conquer a wide public thanks to its uniqueness and a plot full of humor, actions and emotions. After 13 years of absence from the screen, Mediaset has purchased the TV rights for the second time and plan to air the first series in Autumn 2010.

On road with the Sailor Warriors.

The protagonists of the series are five girls who discover to be Sailor Warriors (Sailor Moon, Sailor Mercury, Sailor Mars, Sailor Jupiter e Sailor Venus) with a mission to contrast the plans of the Queen of the Dark Kingdom.

The main target is female young girls (6-9,10-13 years old) but it also includes those viewers who fell in love with the series during the very first appearance on screen more than 10 years ago.

Sailor Moon represents for many categories of product, a unique occasion to develop products of great success as well as relevant communication campaigns. The new totally redesigned Style Guide will certainly offer all Licenses creative ideas for new products development.



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