
TITIPO TITIPO
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Program Information





Title	TITIPO TITIPO
Genre	Pre-School TV Animation Series
Series Format	3 seasons x 26 eps x 11 mins
Production Format	3D CGI Animation (HDTV)
Target Audience	Main : 3-6 y/o & Sub : Parents (30s)
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Release Schedule	Season1 : January 2018 Season2 : March 2020 Season3 : March 2022

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Synopsis

Train Center's new born little train TITIPO has just passed the driving examination and is prepared to work at the Train Village. Although TITIPO dreams of becoming the best train in the world, his curious yet random personality catches him in unforeseen events and troubles everyday. TITIPO expands his experience in the greater world and befriends GENIE, DIESEL, and other little trains. Will TITIPO achieve his dream of becoming the best train?

Come join the railroad journey and meet TITIPO and the little train friends.



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ICONIX

Titipo Titipo, Soon to be the next Tayo and Pororo

Vehicles



Continuously beloved and fabulous subject for the children in the world.

Wellmade





Well made animation quality accumulated from the experiences of previous animations

Expansion



Cross-universe with Tayo The Little Bus and making new train Brand famous



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Media Distribution





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Performance on Youtube



YouTube

RECORD

(March, 2024)

Subscriber
+1.8 million

Views
+750 million

Monthly View
+25 million

LINK

https://www.youtube.com/@TitipoEnglish

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Media Performance

EBS



Cable TV VOD



JEI TV



Animax



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Main Characters







Enthusiastic and Curious Young Train Titipo and His Little Friends Are Having Fun Adventure!



Main Characters



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Characters



XINGXING

Chic but Timid / High-Speed Train

LOCO

Adorable & Cute / Youngest Train



MANNY & BERNY

Twin Cargo Train



FIX & LIFT

Repair Train & Repair Assistant



MR. HERB

Train Control Captain



TEO

Train maintenance mechanic



SETTER

Shunting train

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Backgrounds

* Train Factory Center Platform



*Auditorium



* Train's house





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Backgrounds

* Train's house



* Car wash



* Control Center





* Center Clock Tower



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Backgrounds



* Main station



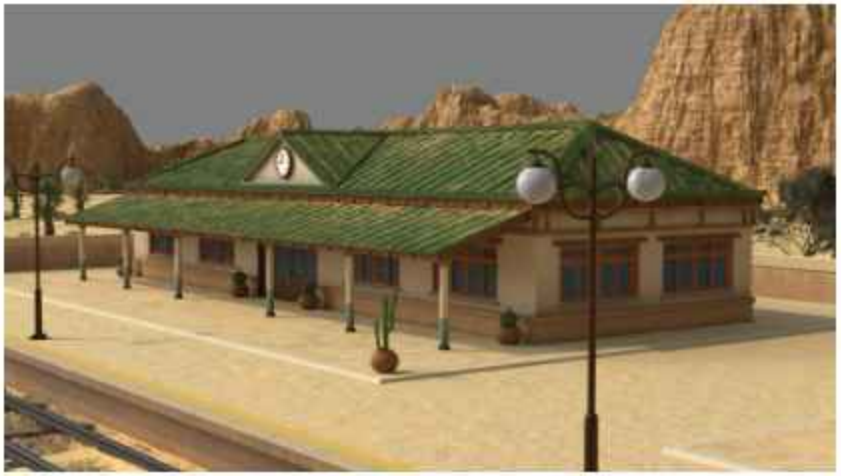
*Jungle station



*lake station



*Desert station



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Still Images











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L&M – TOYS



▲ Titipo and Friends Pull-back Train 1, 2



▲ Titipo Rail DIY Play SET



▲ Titipo and Tayo Statino Play SET



▲ Titipo and Trainvilliage SET



▲ Titipo Electronic Train SET



▲ Talking Edu-Train Titipo

2019 KOREAN TOY AWARDS WINNER



▲ Titipo Kids Car



▲ Titipo Oxford Block



▲ Titipo Friction Train

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L&M – TOYS



▲ Titipo Shooting Train



▲ Soft & Smooth Titipo



▲ Titipo Auto Bubble Gun



▲ Singing Titipo Microphone

ToysRus

히트상품 NEW

유 아 완 구	
순위	상 품 명
1	Titipo Talking Control Tower
2	옥토넛 대형탐사선A
3	뽀로로 변신소방차
4	뽀로로하우스
5	옥토넛 탐험선기프트세트

ToysRus Korea 2018 Q1 Best Selling Toy List





▲ Titipo Talking Control Tower

ToysRus Korea 2018 Q1 Best Selling Toy No. 1

Titipo Talking Control Tower

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L&M – Publishing



▲ Titipo 108 Pieces Puzzle



▲ Titipo Mini Puzzle



▲ Titipo Sticker Minibook 1



▲ Titipo Sticker Minibook 2



▲ Titipo Puzzle Handbag



▲ Titipo Doodle Book



▲ Titipo Magic Board Book

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L&M – Publishing



▲ Titipo Doodle Card



▲ Titipo Game Book



▲ Titipo Sticker Game Book



▲ Titipo Maze Play Pen Book



▲ Titipo Edu Sticker Book



▲ Titipo Coloring Book 1



▲ Titipo Coloring Book 2



▲ Titipo and Setter's Joyful Picnic (Storybook)

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L&M – Food and Beverage



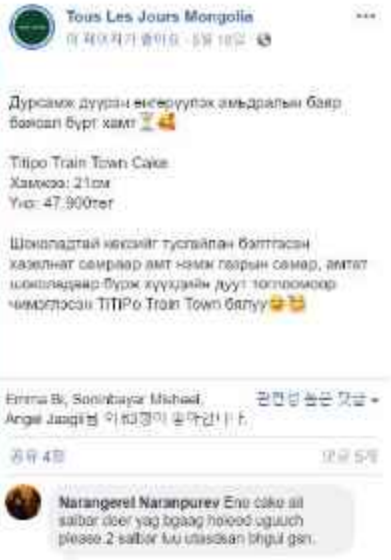






CJ FOODVILLE





Tititpo Titipo x CJ Foodville Global Collaboration

Titipo Titipo's own originality integrates well with the CJ Foodville's most beloved bakery brand 'Tous Les Jours' and its cake and bread products. Based on the perfect design, which even internationally recognized by winning the Red Dot Design Award 2019 for 'Titipo Madeleine & Cake Package Set', Titipo Tous Les Jours Cake products go out to the world to 1,300 branches in the world.

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L&M – Food and Beverage



▲ Titipo Red-ginseng stick for Kids



▲ Titipo Vitamin –C Candy for Kids

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Marketing & Promotion

Starfield

TOY KINGDOM
THE AMAZING TOY STORE!



ToyKingdom Event at Hanam and Goyang Starfield Malls

Titipo Costume Parade at ToyKingdom Retail stores in Starfield Mall

Canon









2018 & 2019 Character Licensing Fair

Titipo Photo zone Activity promoted by Canon Korea & Sing-along Performance

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Marketing & Promotion









ICONIX On Stage

Premium Concert with Full Orchestra performance based on the OST and Soundtracks from ICONIX's beloved TV series, including Titipo.











ICONIX Summer Vacation at Hanam and Goyang Starfield Malls

Media Tower & Panorama & Event zone activity with Iconix's characters in Starfield Mall

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Online Marketing & Promotion



Titipo Youtube Collaboration

Titipo's Opening Song Dance Challenge
with famous influencers and Youtubers
(Most watched Dance challenge
view counts: 8.2 million)



Online Mall & Instagram Events

Titipo Launch Celebrating Sale & Promotion
with Instagram followers and online mall
customers to interact with fans

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THANK YOU
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