

Strong family brand

"Wherever I am, quality is there with me."

- as a seal of quality, KiKANiNCHEN offers parents and educationalist safety, guidance and educational media support in the now barely manageable
- the programme ensures fun and variety for children and is tailored to their skills and requirements
- highly educational approach and guidance based on recognised educational media standards



Figures

Kikaninchen...

- · is a happy, curious and very lively 3D-animated rabbit
- is bursting with imagination and explores an exciting new world every day
- · can speak and express its thoughts, feelings and desires in concise, linguistically correct and child-friendly sentences
- · is not gender-specific and thus all children can identify with it

Christian, Jule und Anni...

- are the grown-up friends of Kikaninchen
- have an open, friendly, winning nature
- take the audience seriously and are always on the children's wavelength but never childish



Successful TV format slot

"We dance, play and sing songs!"



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- exciting stories to funny songs varied KiKANiNCHEN programme sections bookend other high-quality children's programmes
- one of the market leaders in the target group since 2014
- · incredibly popular figure, which is known by two-thirds of the target group



Digital KiKANINCHEN world

"Join in, you can do it!"

Website:

- · initial online experiences are collected in a playful way and in a protected space
- · videos, games, songs and ideas for painting and building relating to the current
- extensive range of services for grown-ups, such as parents and educationalists, web timers to limit time spent online and much more

- · games in lovingly created worlds (underwater, in outer space, in a forest, on a treasure island, on a pirate ship etc.) and various videos from the
- · multisensory control by touching, blowing, clapping, shaking and singing
- · childproof adult area, app timer to limit the time spent online, download function for videos for offline viewing and much more





Merchandising

"It's a colourful world!"

- more than 75 different products from various product categories
- extensive artwork and style guide more than 2,700 objects, animals and elements



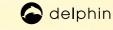


























Credits

Programme: KiKANiNCHEN

Performers: Christian Bahrmann (Christian), Julia Becker (Jule), Stefanie Bock (Anni) and Kikaninchen (voiced by Maximiliane Häcke) **Direction:** Markus F. Adrian, Ute Hilgefort, Julian Plica, Patrick Schlosser,

Manuela Stacke

Writers: Anja Flade, Anke Klemm, Anna Knigge, Helge May, Paul Schwarz, Annette Walther, Sandra Weller, amongst others.

Kikaninchen design and world: Katrin Lahr

Music: Udo Schöbel **Producer:** Katrin Gröndahl

Editing team: Matthias Franzmann, Diana Jung, Silvia Keil, Peter Kroker

Animation: MotionWorks GmbH Production: Studio.TV.Film GmbH

Client: KiKA - Der Kinderkanal von ARD und ZDF

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