

# Grandma

GOT RUN OVER BY A

# Reindeer



Marketing Deck

Presented by Unforgettable Licensing



# Story Synopsis

**GRANDMA GOT RUN OVER BY A REINDEER** is a wild, wacky and heartwarming holiday escapade loosely based on the incredibly popular hit song. When his beloved Grandma is mowed down by Santa's reindeer and goes missing on Christmas Eve, young Jake Spankenheimer goes on the misadventure of a lifetime.

To the disbelief of his doting parents, rebellious sister and goofy Grandpa, Jake sets out to prove that Santa is real, find his Grandma (with the help of a clever elf named Quincy), and save the family store from his conniving and greedy Cousin Mel.

As his escapades unfold, Jake uncovers the mystery of the world's most famous case of hit and run, defending the existence of Santa Claus in an ingenious display of astounding courtroom theatrics.

An American classic and the show's timeless content and 2-D art style captures the essence of the basic concept and characters of the all-time favorite "Grandma Got Run Over by a Reindeer" song. Everyone ages 4-84 know the song on some level.



# Character Bios



## Grandma Spankenheimer

Our stylish Grandma is beloved by all the customers who visit the Spankenheimer General Store. She enjoys dressing up like an elf, reading to children, and baking...especially her famous fruit cake! Who could imagine that she would go on such an adventure?

## Jake Spankenheimer

Jake Spankenheimer, the young hero of the movie, loves video games, helping his Grandma in the kitchen, and is one of the few people from Cityville who absolutely believes in Santa Claus. He will stop at nothing to save his Grandma and the family business.



## Cousin Mel

Cousin Mel, voiced by Michele Lee, is one of the villains of the story. She is flat out greedy and determined to sell the Spankenheimer establishment to become very rich. She will stop at nothing to achieve her dastardly goal.



# Character Bios



## Austin Bucks

Austin Bucks is the ultimate entrepreneurial businessman. He is the head of the “Own All Corporation,” the company seeking to secure financial control of every small businesses in town. Will he succeed in buying the Spankenheimer General Store?

## Grandpa Spankenheimer

Grandpa is the lovable, eccentric grandfather. He’s somewhat clueless to Cousin Mel’s schemes to sell the family business. Grandpa is voiced by musician, Elmo Shrosphire, who also narrates the story.



## I. M. Slime

I. M. Slime is Cousin Mel’s attorney and partner in crime. Her goal is to keep Grandma’s disappearance permanent so that Santa will be convicted of the crime and incarcerated behind bars. Then she can move ahead with Cousin Mel’s plan to change the family dynamics and become wealthy in the process.



# Character Bios

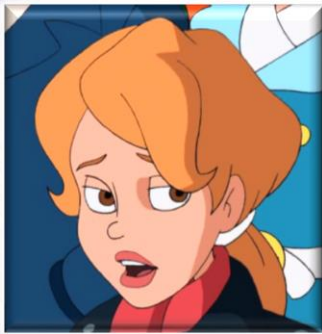
## Santa Claus

Santa Claus is our all-knowing, gregarious, iconic personality who just wants the folks of Cityville to believe once again in the holiday season, its fun times and spirited values.



## Daphne Spankenheimer

Daphne is Jake's older, rebellious and trendy sister who teases him relentlessly for his endless obsession with Santa.



## Quincy the Elf

Quincy is Santa's clever "Top Elf". He's earned his seat next to Santa in the sleigh. Santa doesn't make a move without consulting Quincy first.

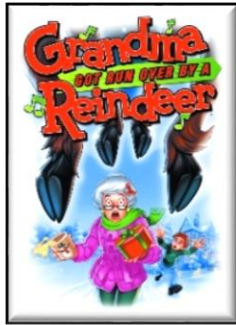


## Doofus the Dog

Doofus is Jake's adventurous and adorable dog. His skills help provide clues to prove that Grandma was really run over by Santa's reindeer. Some may consider him to be the smartest dog in the world!



# Awareness...



The Song has been a force on radio during the holiday season for more than 40 years.

- Music & lyrics by Randy Brooks; first recorded in 1979.
- A dominant force on the airwaves from Nov 1 - Jan 1 each year.
- One of the most requested songs in the past 5 decades.
- Nearly 11 million copies sold worldwide.
- #1 on the Billboard Charts.
- One of two holiday songs to succeed and deeply penetrate popular culture during the past 50 years.
- The Animated TV Show is over 20 years old.



Distributed by Warner Home Video; available in English, Spanish and French. One million copies sold worldwide.



**Hit it Rich Casino** and “Grandma” just recently announced the renewal of our partnership after 8 years running strong!



Holiday 2021 was a huge hit for players of the Nebraska Lottery! One of the grand prize winners was actually a Grandma!



CARD.COM

What goes together better than “Grandma” and debit cards? Whether you are naughty or nice...make sure these are on your list to Santa.



# Grandma GOT RUN OVER BY A Reindeer.

# Where to Find Grandma...



An American tradition that has been viewed millions of times over the past 20 years. GRANDMA can be found every holiday season on THE CW network.



Nearly 2 million views and growing! Subscribe to the channel at: <https://www.youtube.com/channel/UCH4Fc2Pmd6wyNIFXmjmVLUw>



[www.facebook.com/GrandmaGotRunOverByAREindeerDVD](http://www.facebook.com/GrandmaGotRunOverByAREindeerDVD)



Airs multiple times each year on the AMC Networks.



Stream or buy 365 days a year!

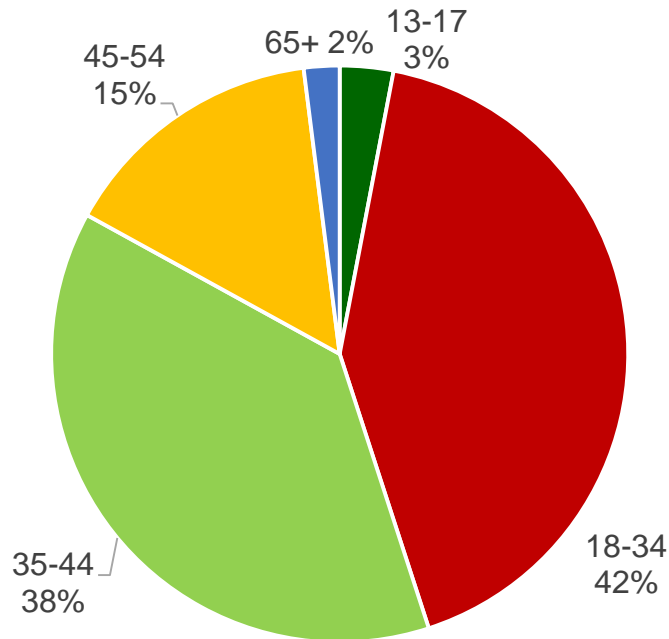
Available on DVD to purchase 365 days a year at the following retailers:





# You Tube Analytics

Ages



- Nearly 2 million views and over 4.2k lifetime subscribers.
- 59% of viewers are female.
- Nearly 50% of people find **GRANDMA** via Google Search and once in YT, 55% seek out **GRANDMA** via YT search with only 7% finding **GRANDMA** via a “suggested video.”
- Although 59% of viewers are women, 65% of men are likely to watch **GRANDMA** videos.
- 62% view **GRANDMA** on mobile phones; 20% on a Computer; and 18% on tablets.
- Top geographies = US 88%, Canada 5% and the UK/Ireland 4%; followed by Australia/New Zealand and Ireland.
- Channel utilized for promoting Licensees products, air dates and times.

<https://www.youtube.com/channel/UCH4Fc2Pmd6wyNIFXmjmlVLUw>



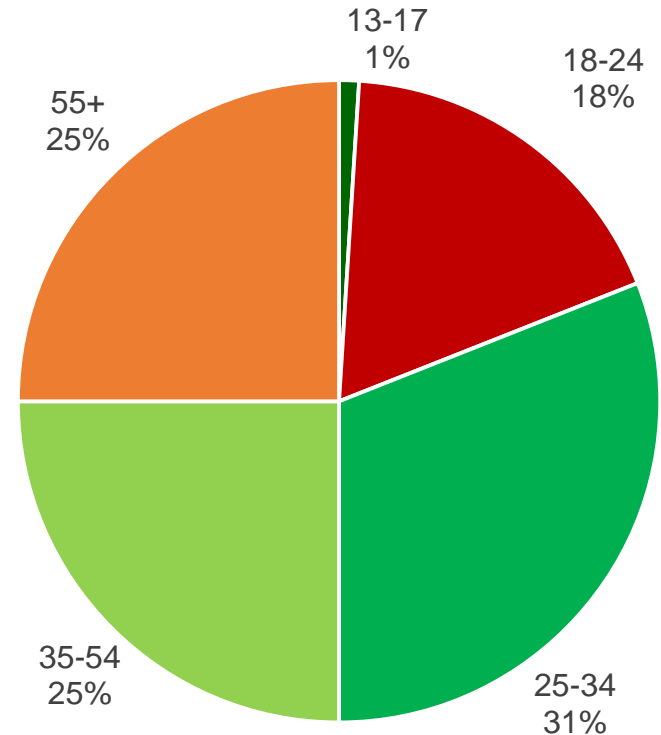


facebook

# Analytics

- Page supported 365 days/year; NOT just over the holiday
- 64% of followers are Women/Girls.
- Greatest demo engagement rate is 25-34 and pretty evenly distributed across all other demos except <17 years.
- Promotes scheduled airings for the season, tagging networks as appropriate.
- Conducts “boost posts” and funds advertising for TV timeslots to draw awareness during holiday season.
- Promotes licensee products by offering licensees the opportunity to fund boost posts and via standard posts.

## Ages



[www.facebook.com/GrandmaGotRunOverByAREindeerDVD](http://www.facebook.com/GrandmaGotRunOverByAREindeerDVD)

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# Product Themes



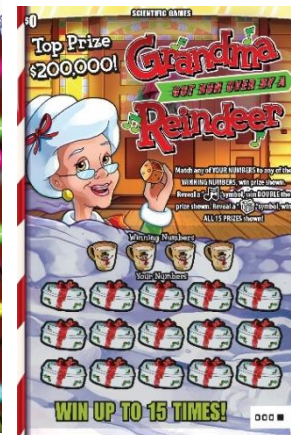
# Licensed Products



Card.com Debit Cards



Zynga's Hit it Rich Casino



Scientific Games Scratch Off Lottery Tickets

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# Licensed Products





# Categories for License

- Apparel & Accessories
- Calendars
- Collectible Dolls
- Confectionery
- Costumes
- Food & Beverage
- Gifts & Collectibles
- Greeting Cards
- Home Decor
- Mobile Apps
- Publishing
- Seasonal Ornaments
- Slot Machines
- Social Casual Gaming
- Stationery
- Toys & Games
- Video Games
- Watches & Jewelry
- Wall Décor & More



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# Broadcast Advertisers

(Sampling from Past & Present)

Walmart 

Google

Nestlé



KOHL'S



Coca-Cola



Disney



KAY  
JEWELERS

Aflac 

GEICO

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# “Free Santa” by Contacting...

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