



IMPS is the official licensors of the little blue-skinned characters, 'The Smurfs'.

Over the years, IMPS (since 1984) have worked in close collaboration with their agents worldwide to develop successful licensed merchandising programs, retail- and co-branded promotions, publishing activities, broadcasting deals, theme parks, family entertainment centers, live shows, video games, online games, Smurf music that have secured the everlasting success of the Smurfs.

IMPS is run by Véronique Culliford, the daughter of Pierre Culliford, the creator of the Smurfs, who is better known under his pseudonym Peyo.

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Market(s)

Cinema, TV and Animation

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**Intercative media, gaming,
transmedia, web, mobile,
social networks**

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Broadcast Technologies

Strategic lines

**2D/3D Animation,
Broadcaster, Education,
Festival, Special effect, Video
game, Video on mobile and
the web**